DISCLAIMER: CHADD DOES NOT ENDORSE PRODUCTS, SERVICES, PUBLICATIONS, MEDICATIONS OR TREATMENTS. ADVERTISEMENTS FEATURED BY CHADD DO NOT REPRESENT AN ENDORSEMENT, NOR IS IT TESTIMONY BY CHADD AS TO THE QUALITY OF THE PRODUCT EXHIBITED OR THE VALIDITY OF THE EXHIBITOR’S CLAIMS.

Contact Us!  Cimino Enterprises™ Inc.  |  advertising@cimino.co  |  855.916.0100  |  PO Box 799  |  Richboro, PA, 18954
WHY ADVERTISE WITH CHADD?

Partner with the nation’s leading nonprofit organization serving people affected by ADHD.

- Children and Adults with Attention-Deficit Hyperactivity Disorder (CHADD) is the nation’s leading nonprofit organization serving people affected by ADHD.

- Founded in 1987 in response to the frustration and sense of isolation experienced by parents and their children with ADHD, CHADD has been making a difference for people affected by ADHD for over 25 years.

- As home to the National Resource Center on ADHD, funded by the US Centers for Disease Control and Prevention, CHADD is the most trusted source for reliable information regarding current medical research and ADHD, science-based management, and offers comprehensive programs and services at both the national and local levels.

- CHADD has thousands of members in 200 local chapters throughout the United States. Chapters offer support for individuals, parents, teachers, professionals, and others. Contact information for all local chapters is available online at CHADD.org.

- In addition to publishing the Attention monthly e-newsletter and printed edition of the industry-leading Attention magazine for its members, CHADD offers training about ADHD to parents through its Parent to Parent program and to educators through its Teacher to Teacher program. CHADD hosts an Annual International Conference on ADHD, organizes annual ADHD Awareness Month activities, and advocates for people affected by ADHD.

NEW VISITORS/MONTH: 84.5%  
PAGES VIEWS/MONTH: 508,203  
USERS/MONTH: 216,209
Who will you reach by advertising in Attention magazine?

You'll reach the decision makers who choose the treatments, products, schools, and services for professionals who make recommendations and themselves or their children as well as the influence their decisions.

You want to reach the people we reach. Reach them with us!

**GENDER**
- Female: 65%
- Male: 34%
- Other: <1%

**AGE**
- 19-35: 1%
- 36-45: 35%
- 46-55: 40%
- 56-65: 20%
- 66+: 4%

**CURRENT STATISTICS**
- Membership: 9,891+
- Magazine Circulation: 23,000+
- Newsletter Distribution: 69,000+
- Podcast Plays (Year To Date): 69,000+

**DEMOGRAPHICS**
- PARENT / CAREGIVER OF CHILDREN WITH ADHD: 78%
- ADULT WITH ADHD: 38%
- MEDICAL PROFESSIONAL: 23%
- EDUCATOR: 18%

**LOCATION**
- United States: 74%
- International: 26%

**DEVICE USAGE**
- Mobile Device: 65%
- Desktop: 35%

**PURCHASING POWER AT WORK**

**DECISION MAKING POWER WITHIN THE ORGANIZATION**
- Have a hand in many decisions: 25%
- Decision maker for specific department: 35%
- Have a hand in some decisions: 20%

**EDUCATION**
- High School / Some College: 15%
- Doctorate Degree: 14%
- Medical Degree: 5%
- Undergraduate: 31%
- Master's Degree: 35%
Attention magazine is published bi-monthly by CHADD, the nation’s leading nonprofit organization serving people with ADHD. The magazine is published in both a print and digital edition, and provides science-based information and support.

Recognized for its excellence, Attention magazine offers articles by foremost professional experts in the field of neurology, psychiatry and psychology, experienced parents, innovative educators, as well as individuals who are thriving with the disorder.

In addition to the magazine, CHADD publishes Attention Monthly, an e-newsletter that includes rich insights, inspiring human interest stories, practical advice and strategies for parents of children with ADHD as well as adults with ADHD, plus information and announcements about current CHADD programs. A special educator’s edition is also produced each month.

Produced six times per calendar year, Attention Magazine provides science-based information & support.
Payments must be made in advance of ad delivery, unless otherwise stated on accompanying advertiser agreement. For current print advertisers, payment terms are Net 30, unless otherwise stated. Payments for first time print advertisers must be made in advance of ad delivery.

We are pleased to accept a variety of payment options for your convenience. We accept payment via check (preferred method), direct deposit, and Credit Card (VISA, MasterCard, AMEX or Discover).

Customers submitting payments online using a credit or debit card are responsible for paying the bank service charge of 3.5% per transaction.

No cancellations or alterations will be accepted after the start date. Cancellations must be submitted in writing. CHADD may elect to re-run prior ads or release space if new copy is not received by the end of the term.

Preferred Format: Press-optimized PDF with 100% embedded fonts and CMYK images.

Designers are available at an additional cost to design ads for new advertisers. Rates are $100 per hour plus $30 per scan. To learn more, please contact the Advertising Coordinator at advertising@cimino.co.

Ad materials and ad changes must be received by the advertising materials due date (see schedule attached), or the previous issue’s ad will be published.

Minor text changes can be made to existing ads in digital format at $100 per hour. However, we cannot make changes ads originally sent in PDF, EPS, or TIFF formats.

CHADD reserves the right to refuse any ad request, or cancel any ad that does not meet our guidelines. Artwork and link information must be received by CHADD 10 business days prior to commencement of ad campaign. Art must conform to digital specs provided.
PRINT ADVERTISING

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<td>$1,540.00</td>
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<tr>
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</tbody>
</table>

PLEASE SEND ALL AD MATERIALS TO:

BonoTom Studio, Inc.
20 Courthouse Square, Suite 211
Rockville, MD 20850
703-276-0612 | attention@bonotom.com

CHADD, Inc.
4221 Forbes Blvd, Suite 270
Lanham, MD 20706
800-233-4050 | attention@chadd.org

Cimino Enterprises, Inc.
855-916-0100 | advertising@cimino.co
PO Box 799
Richboro, PA 18954

Contact Us!  advertising@cimino.co | 855.916.0100 | PO Box 799 | Richboro, PA, 18954
DIGITAL ADVERTISING

ABOUT PRINT DIGITAL PODCASTS BOOKS

CHADD MEDIA KIT 2020 | 7

Contact Us! advertising@cimino.co | 855.916.0100 | PO Box 799 | Richboro, PA, 18954

DIGITAL NEWSLETTERS

Advantages of a Focused e-newsletter:
Featuring breaking news, exclusive web articles, and much more, this
This monthly e-newsletter is a member-only benefit sent directly
to decision makers keeping them abreast of the latest ADHD news.

- Placed directly inside the subscriber’s inbox.
- Convenient social sharing and forwarding options.
- Visitors pointed directly to your website via hyperlinking.
- Targeted audiences include professionals, parents/adults and educators.

Please deliver your digital artworks to: Cimino Enterprises Inc. • advertising@cimino.co

(855) 916-0100 | advertising@cimino.co

CHADD

LIVING WELL WITH ADHD

Attention

chadd.org

Attention

monthly

Educator Edition

Maybe My Student Has ADHD

Help students to start getting the support they need to be better
learners in the classroom.

Environmental Supports for Students with
ADHD in General Education Classrooms

Whether accommodations benefit all students or target the
individual learner, the most important place to start is with
developing relationships.

Why Does Sam Struggle with School Projects?

Deficits in executive functioning explain poor academic
performance and underscience in many students with
ADHD. Here’s why they struggle, and how to help.
DIGITAL ADVERTISING

WEBSITE & NEWSLETTER ADVERTISING
DESIGN & PAYMENT TERMS

- Advertising on CHADD.org is customized to fit the individual needs of each client. CHADD’s homepage is not accessible to advertisers. However, there are frequency discounts for multiple ads/pages.

- Your ads are rotated across multiple pages to maximize your exposure to your target audience.

- Acceptable Formats: JPEG, PNG; file size < 150kbs

ATTENTION MONTHLY E-NEWSLETTER

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<tbody>
<tr>
<td>Square for E-Newsletter</td>
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<tr>
<td>Rectangle for E-Newsletter</td>
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<tr>
<td>Skyscraper for E-Newsletter</td>
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CHADD.ORG WEBSITE ADVERTISING

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<td>Banner</td>
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<tr>
<td>Rectangle MPU</td>
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<td>$2,000.00</td>
</tr>
</tbody>
</table>

Please deliver your digital artworks to: Cimino Enterprises Inc. • advertising@cimino.co

(855) 916-0100 | advertising@cimino.co
## Digital Advertising

### Attention Newsletters

**ISSUE** | **SPACE** | **MATERIALS** | **PRODUCTION**
---|---|---|---
January 2020 | 01/22/2020 | 01/24/2020 | 01/30/2020
February 2020 | 02/19/2020 | 02/21/2020 | 02/27/2020
March 2020 | 03/18/2020 | 03/20/2020 | 03/26/2020
April 2020 | 04/22/2020 | 04/24/2020 | 04/30/2020
May 2020 | 05/20/2020 | 05/22/2020 | 05/28/2020
June 2020 | 06/17/2020 | 06/19/2020 | 06/25/2020
July 2020 | 07/22/2020 | 07/24/2020 | 07/30/2020
August 2020 | 08/19/2020 | 08/21/2020 | 08/27/2020
September 2020 | 09/16/2020 | 09/18/2020 | 09/24/2020
November 2020 | 11/18/2020 | 11/20/2020 | 11/26/2020

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**Contact Us!**

advertising@cimino.co | 855.916.0100 | PO Box 799 | Richboro, PA, 18954
CHADD’s podcasts—ADHD 365 and All Things ADHD—address a variety of topics for anyone dealing with ADHD. Listen for interventions, strategies, and tips for parents, teens, adults, educators, and professionals.

These brief updates on timely issues related to ADHD are an excellent way for CHADD members and the ADHD community of 84K+ to stay informed on critical and late-breaking issues.

Each podcast offers exclusive sponsorship to one (1) company. Sponsorship includes a 25-30 word marketing message introduction and 25-30 concluding message from the sponsoring company for each podcast sponsored.

As a podcast sponsor companies can choose the date the podcast will be posted on CHADD.org.

Rate is $500 per sponsorship.

Click here to view the latest availability.

Please deliver your digital artworks to: Cimino Enterprises Inc. • advertising@cimino.co

(855) 916-0100 | advertising@cimino.co
WHY CHADD PODCASTS?

DRIVE VISIBILITY AND BUILD BRAND EQUITY THROUGH CHADD’S PODCASTS.

- **Name Recognition and Brand Loyalty:** CHADD, founded in 1987, is the most trusted source for reliable science-based information on ADHD.

- **Target Audience:** Through smart niche marketing, CHADD provides you with a competitive advantage and ready-to-engage audience.

Children and Adults with ADHD (CHADD)

Children and Adults with ADHD (CHADD)

- **ADHD and Suicide**, Host: Roberto Olivardia, PhD.
- **Parenting a Child with ADHD and Dyslexia**, Host: Roberto Olivardia, PhD.
- **A Conversation About of Marijuana and ADHD**, Hosts: Maggie Sibley & Gene Arnold
- **What Does a Healthy ADHD Couple Look Like?**, Host: Melissa Orlov: Founder of ADHD Marriage
- **The “Just Right” Relationship**, Host: Melissa Orlov: Founder of ADHD Marriage
- **Building Better Executive Function Skills**, Host: Joyce Cooper-Kahn, PhD.
- **Improving Your Emotional Intelligence**, Host: Jon Thomas, EdD, LPC

SHOWS CURRENTLY AVAILABLE TO SPONSOR

Please deliver your digital artworks to: Cimino Enterprises Inc. • advertising@cimino.co

(855) 916-0100 | advertising@cimino.co
BOOK PROMOTIONS

CHADD can help authors promote their books on ADHD.

- Website: A photo of the book cover will be listed on the CHADD Online Bookstore and in the Library Homepage with a link to the book purchase site. CHADD website receives 2.2+ million unique visitors each year.
- e-Newsletter: CHADD will include the book in the promoted books section of its monthly e-Newsletter, distributed to 75,000+ individuals who are seeking information about ADHD.
- Library Database: The book will be included in the Library Database which provides bibliographic information about books with a link to the purchase site. A thumbnail photo of the book cover that links to Google books is also added. An average of 2,000+ searches are conducted every month.

PAYMENT, TERMS & CONDITIONS

- A copy of the book must be submitted for review to CHADD. Books that are not accepted will be returned.
- A link to purchase the book must be provided to CHADD.
- Customers submitting payments online using a credit or debit card are responsible for paying the bank service charge of 4% per transaction.
- Payments must be made in advance of program delivery. All reservations require a signed advertiser agreement, and payment terms are due on receipt after initial 30-day period.

CHADD BOOK PROMOTIONS

<table>
<thead>
<tr>
<th>BOOK PROMO OFFER</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ST TIME AUTHORS SAVE $50.00 1ST MONTH</td>
<td>$250.00</td>
<td>$600.00</td>
</tr>
</tbody>
</table>

(855) 916-0100 | advertising@cimino.co