Advertising Rates & Specifications

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! The Herlitz Company, LLC | Kris Herlitz, DES, HMCC | kris@herlitz.com | 845-243-2906
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.
Who will you reach by advertising in Attention Monthly?

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!

### Current Statistics

- **Membership**: 9,891+
- **Magazine Circulation**: 23,000+
- **Newsletter Distribution**: 69,000+
- **CHADD Podcast Plays**: 448,100+
- **Facebook Followers**: 162,174+
- **Twitter Followers**: 24,304+
- **Instagram Followers**: 1,684+

### Audience Insights & Readership

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

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

### Demographics

- **Parent/Caregiver of Children with ADHD**: 78%
- **Adult with ADHD**: 38%
- **Medical Professional**: 23%
- **Educator**: 18%

### Location

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

### Device Usage

- **65% Mobile Device**
- **35% Desktop**

### 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%

Contact Us!
The Herlitz Company, LLC | Kris Herlitz, DES, HMCC | kris@herlitz.com | 845-243-2906
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 and teachers of children with ADHD as well as adults with ADHD, plus information and announcements about current CHADD programs.
### Black and White

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECS</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td>$4,180</td>
<td>$3,900</td>
<td>$3,560</td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td>$4,020</td>
<td>$3,760</td>
<td>$3,410</td>
</tr>
<tr>
<td>Cover 4</td>
<td></td>
<td>$4,430</td>
<td>$4,100</td>
<td>$3,720</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8.675” x 11.125”</td>
<td>$3,680</td>
<td>$3,460</td>
<td>$3,130</td>
</tr>
<tr>
<td>Full page non-bleed</td>
<td>7” x 10”</td>
<td>$3,680</td>
<td>$3,460</td>
<td>$3,130</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625” x 10”</td>
<td>$2,770</td>
<td>$2,650</td>
<td>$2,570</td>
</tr>
<tr>
<td>1/2 Page island</td>
<td>4.625 x 7.4375&quot;</td>
<td>$2,380</td>
<td>$2,170</td>
<td>$2,030</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7” x 4.875”</td>
<td>$2,380</td>
<td>$2,170</td>
<td>$2,030</td>
</tr>
<tr>
<td>1/3 Page square</td>
<td>4.625” x 4.875”</td>
<td>$1,800</td>
<td>$1,680</td>
<td>$1,540</td>
</tr>
<tr>
<td>1/3 Page vertical</td>
<td>2.25” x 10”</td>
<td>$1,800</td>
<td>$1,680</td>
<td>$1,540</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 4.875”</td>
<td>$1,450</td>
<td>$1,340</td>
<td>$1,230</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.25” x 4.5”</td>
<td>$1,350</td>
<td>$1,225</td>
<td>$1,125</td>
</tr>
</tbody>
</table>

### Four Color

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECS</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td></td>
<td>$4,180</td>
<td>$3,900</td>
<td>$3,560</td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td>$4,020</td>
<td>$3,760</td>
<td>$3,410</td>
</tr>
<tr>
<td>Cover 4</td>
<td></td>
<td>$4,430</td>
<td>$4,100</td>
<td>$3,720</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8.675” x 11.125”</td>
<td>$3,680</td>
<td>$3,460</td>
<td>$3,130</td>
</tr>
<tr>
<td>Full page non-bleed</td>
<td>7” x 10”</td>
<td>$3,680</td>
<td>$3,460</td>
<td>$3,130</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625” x 10”</td>
<td>$2,770</td>
<td>$2,650</td>
<td>$2,570</td>
</tr>
<tr>
<td>1/2 Page island</td>
<td>4.625 x 7.4375&quot;</td>
<td>$2,380</td>
<td>$2,170</td>
<td>$2,030</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7” x 4.875”</td>
<td>$2,380</td>
<td>$2,170</td>
<td>$2,030</td>
</tr>
<tr>
<td>1/3 Page square</td>
<td>4.625” x 4.875”</td>
<td>$1,800</td>
<td>$1,680</td>
<td>$1,540</td>
</tr>
<tr>
<td>1/3 Page vertical</td>
<td>2.25” x 10”</td>
<td>$1,800</td>
<td>$1,680</td>
<td>$1,540</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” x 4.875”</td>
<td>$1,450</td>
<td>$1,340</td>
<td>$1,230</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.25” x 4.5”</td>
<td>$1,350</td>
<td>$1,225</td>
<td>$1,125</td>
</tr>
</tbody>
</table>

### Print Deadlines 2022

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2022</td>
<td>12/31/2021</td>
<td>01/07/2022</td>
</tr>
<tr>
<td>April 2022</td>
<td>02/28/2022</td>
<td>03/07/2022</td>
</tr>
<tr>
<td>June 2022</td>
<td>04/29/2022</td>
<td>05/06/2022</td>
</tr>
<tr>
<td>August 2022</td>
<td>06/30/2022</td>
<td>07/07/2022</td>
</tr>
<tr>
<td>October 2022</td>
<td>08/31/2022</td>
<td>09/07/2022</td>
</tr>
<tr>
<td>December 2022</td>
<td>10/31/2022</td>
<td>11/07/2022</td>
</tr>
</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

**The Herlitz Company, LLC**
845-243-2906 | kris@herlitz.com

Contact Us! The Herlitz Company, LLC | Kris Herlitz, DES, HMCC | kris@herlitz.com | 845-243-2906
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 4% 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 kris@herlitz.com

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.

Bleed size 8.625" x 11.125"  
Live area 8.375" x 0.875"  
Full page 7.25" x 4.75"  
2/3 page 4.625" x 10"  
1/2 page horizontal 3.5" x 9.75"  
1/2 page vertical 7.25" x 4.75" 
1/2 page “island” 7.25" x 4.75"  
1/3 page vertical 2.25" x 9.75"  
1/3 page “square” 4.75" x 4.75"  
1/4 page 3.5" x 4.75"  
1/6 page 2.25" x 4.5"

Contact Us! The Herlitz Company, LLC | Kris Herlitz, DES, HMCC | kris@herlitz.com | 845-243-2906
Advantages of a Focused Newsletter:

Featuring breaking news, exclusive web articles, and much more, 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: The Herlitz Company, LLC • kris@herlitz.com

(845) 243-2906 | kris@herlitz.com
E-NEWSLETTER AND DIGITAL 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 of the website to maximize your exposure to your target audience.
- Acceptable File Formats: JPEG, PNG

ATTENTION MONTHLY E-NEWSLETTER

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECS</th>
<th>PER MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>① Square for E-Newsletter</td>
<td>250 × 250px</td>
<td>$650</td>
</tr>
<tr>
<td>② Rectangle for E-Newsletter</td>
<td>250 × 500px</td>
<td>$750</td>
</tr>
<tr>
<td>③ Skyscraper for E-Newsletter</td>
<td>250 × 750px</td>
<td>$850</td>
</tr>
</tbody>
</table>

CHADD.ORG WEBSITE ADVERTISING

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Square</td>
<td>600 × 600px</td>
<td>$2,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Rectangle MPU</td>
<td>300 × 250px</td>
<td>$1,300</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Please deliver your digital artworks to: The Herlitz Company • kris@herlitz.com
## Digital Advertising

### Attention Newsletters

**ISSUE** | **SPACE** | **MATERIALS** | **PRODUCTION**
--- | --- | --- | ---
January 2022 | 01/18/2022 | 01/20/2022 | 01/27/2022
February 2022 | 02/17/2022 | 02/19/2022 | 02/24/2022
March 2022 | 03/22/2022 | 03/24/2022 | 03/31/2022
April 2022 | 04/19/2022 | 04/21/2022 | 04/28/2022
May 2022 | 05/17/2022 | 05/19/2022 | 05/26/2022
June 2022 | 06/21/2022 | 06/23/2022 | 06/30/2022
July 2022 | 07/19/2022 | 07/21/2022 | 07/28/2022
August 2022 | 08/16/2022 | 08/18/2022 | 08/25/2022
September 2022 | 09/20/2022 | 09/22/2022 | 09/29/2022
October 2022 | 10/18/2022 | 10/20/2022 | 10/27/2022
December 2022 | 12/13/2022 | 12/15/2022 | 12/22/2022
PODCAST SPONSORSHIPS

EXCLUSIVE SPONSORSHIPS AVAILABLE

CHADD’s podcast, ADHD 365, addresses 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.

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.

- 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.
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 3.8+ million unique visitors each year.

- 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 everyday.

CHADD BOOK PROMOTIONS

<table>
<thead>
<tr>
<th>3 MONTH</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$300</td>
<td>$600</td>
</tr>
</tbody>
</table>

PAYMENT, TERMS & CONDITIONS

- A copy of the book must be submitted for review to CHADD. Books that are not accepted will be returned.

- Customers submitting payments online using a credit or debit card are responsible for paying the bank service charge of 4% per transaction.

- A link to purchase the book must be provided to CHADD.

- 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.

Contact Us! The Herlitz Company, LLC | Kris Herlitz, DES, HMCC | kris@herlitz.com | 845-243-2906