



## Podcast Sponsorship Packages

### WHY ADVERTISE ON THE ADHD 365 PODCAST?

Promoting your product or service on our podcast will help increase your visibility and build brand equity with your target audience.

#### 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.



#### REACH:

- Website annually—greater than 8.5 million page views and 7.1 million unique views
- More than 279,251 social media & online communities followers
- More than **448.1K** all-time podcast downloads/plays and counting

#### CHADD'S TOP 5 LISTENING AUDIENCES:

USA | CANADA | AUSTRALIA | UK | GERMANY

*Data compiled 2/25/22*

**54%** of podcast listeners say they are more likely to consider a brand they hear being advertised on a podcast.

*Edison Research*



#### WHO LISTENS TO PODCASTS?

- 57% Caucasian
- 13% African American
- 16% Hispanic
- 4% Asian
- 10% Other

*Edison Research*

## CREATE YOUR OWN OPPORTUNITY!

CHADD will produce a 15 - to 30-minute podcast on an ADHD-related topic by interviewing an industry expert.

### Basic Package includes:

- Expert interviewee
- 2 branded ads (15-sec and 30-sec)
  - You'll create a short audio clip about your product, service, or another promotion related to your brand—or you can write the script and we will record your ad for you.
- eNewsletter ad 250 X250 that links to your website:
  - Your company name, description of the product, services, and link
  - Published within two months of your sponsored podcast
- Social media and newsletter promotions of the podcast

**Total: 1,500**

### Save on 2 or more shows:

Two podcasts: \$2,700 (10% off \$ 3000) SAVE \$300

Three podcasts: \$3,825 (15% off \$4500) SAVE \$675

## Coming Winter 2022:

### Pre-recorded shows:

You will have the option of selecting from a list of pre-recorded podcasts from our team of experts. In addition, your brand will be noted as the sponsor, including information about your product or service.

### Package includes:

- Your selected podcast(s)
- Two pre-recorded ads voiced by the podcast host
- Social media promotion of the podcast

**Total: \$600**

### Sponsorship Inquiries:

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*CHADD does not endorse products, services, publications, medications, or treatments, including those that sponsor or advertise in any CHADD publications, webinars, or podcasts.*