



2024

ADVERTISING RATES & SPECIFICATIONS



CONTACT US

THE HERLITZ COMPANY, LLC
Kris Herlitz, DES, HMCC
kris@herlitz.com | (845) 243-2906

Sponsorship@CHADD.org

PRINT ADVERTISING

Attention

- 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.



PRINT MAGAZINE

Produced six times per calendar year, Attention magazine provides science-based information & support.

CHADD also publishes Attention monthly, an e-newsletter distributed each month.



23,000+
Monthly Circulation



46,000+
Monthly eNewsletter



8.5+ Million
Total Page Views



7.1+ Million
Unique Page Views

PRINT ADVERTISING



Full page
8.375" x 0.875"



1/2 page horizontal
7.25" x 4.75"



1/2 page vertical
3.5" x 9.75"



1/2 page "island"
7.25" x 4.75"



1/4 page
3.5" x 4.75"

BLACK AND WHITE	ATTENTION MAGAZINE – FOUR COLOR	All Printing and Production Provided by Bonotom Studios				Trim Size: 8.375" x 10.875"
		Ad Size	Specs	1x	2x	3x
		Cover 2	-	\$4,180.00	\$2,900.00	\$3,560.00
		Cover 3	-	\$4,020.00	\$3,760.00	\$3,410.00
		Cover 4	-	\$4,430.00	\$4,100.00	\$3,720.00
		Full Page, bleed	8.625" x 11.125"	\$3,680.00	\$3,460.00	\$3,130.00
		Full Page, non-bleed	7.25" x 9.75"	\$3,680.00	\$3,460.00	\$3,130.00
		1/2 Page, island	4.625" x 7.437"	\$2,380.00	\$2,170.00	\$2,030.00
		1/2 Page, horizontal	7.25" x 4.75"	\$2,380.00	\$2,170.00	\$2,030.00
		1/2 Page, vertical	3.5" x 9.75"	\$2,380.00	\$2,170.00	\$2,030.00
		1/4 Page	3.5" x 4.875"	\$1,450.00	\$1,340.00	\$1,230.00
		Ad Size	Specs	1x	2x	3x
		Full Page	-	\$2,800.00	\$2,560.00	\$2,110.00
		1/2 Page	-	\$1,560.00	\$1,530.00	\$1,330.00
		1/4 Page	-	\$780.00	\$730.00	\$670.00

Attention Magazine Deadlines		
Issue	Space	Materials
April 2024	3/1/24	3/8/24
June 2024	5/1/24	5/8/24
August 2024	7/1/24	7/8/24
October 2024	9/1/24	9/8/24
December 2024	11/1/24	11/8/24

PRINT DESIGN & PAYMENT TERMS

- 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.

DIGITAL ADVERTISING

Attention chadd.org LIVING WELL WITH ADHD NEWSLETTERS

Advantages of a Focused Newsletter:

Featuring breaking news, exclusive web articles, and much more, this monthly e-newsletter is sent directly to decision makers keeping them abreast of the latest ADHD news.

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

Newsletter Deadlines

NEWSLETTER DEADLINES	Issue	Space	Materials
	January 2024	1/22/24	1/24/24
	February 2024	2/18/24	2/20/24
	March 2024	3/17/24	3/19/24
	April 2024	4/14/24	4/16/24
	May 2024	5/15/24	5/17/24
	June 2024	6/16/24	6/18/24
	July 2024	7/14/24	7/16/24
	August 2024	8/18/24	8/20/24
	September 2024	9/15/24	9/17/24
	October 2024	10/13/24	10/15/24
	November 2024	11/17/24	11/19/24
	December 2024	12/15/24	12/17/24



Thriving with ADHD

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 underachievement in many students with ADHD. Here's why they struggle, and how to help.

ADVERTISEMENT

ADVERTISEMENT



ADVERTISEMENT



DIGITAL ADVERTISING

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

AD SIZE	SPECS	PER MONTH
① Square for E-Newsletter	250 × 250px	\$650
② Rectangle for E-Newsletter	250 × 500px	\$750
③ Skyscraper for E-Newsletter	250 × 750px	\$850

CHADD.ORG WEBSITE ADVERTISING

AD SIZE	SPECS	6 MONTHS	12 MONTHS
Premium Square	600 × 600px	\$2,000	\$3,000
Rectangle MPU	300 × 250px	\$1,300	\$2,000

Please deliver your artworks to:
<https://tinyurl.com/CHADDsponsorship>
The Herlitz Company - Sponsorship@CHADD.org

PODCAST ADVERTISING



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.

WHY CHADD PODCASTS?

DRIVE VISIBILITY AND BUILD BRAND EQUITY THROUGH CHADD'S PODCASTS

610k

All Time
Downloads

With nearly 610k all-time downloads, ADHD 365, is the most trusted source for reliable science-based information about ADHD. Active since 2016, listeners are more engaged than ever and listenership continues to grow.

17k

Average
Monthly
Downloads

- Target Audience: Through smart niche marketing, CHADD provides you with a competitive advantage and ready-to-engage audience.
- Each podcast offers exclusive sponsorship to one sponsor.

Examples of Past Podcast Topics

Mental Health

Self-Advocacy

Parenting Children with ADHD

Managing ADHD in Adulthood

Creating Healthy Eating Habits with
ADHD

Manage Homework Autonomously

Task Management with ADHD

ADHD in Relationships

& many more!



PODCAST ADVERTISING

EXCLUSIVE SPONSORSHIPS AVAILABLE

Basic \$750

Basic Package Includes:

- Your selected podcast(s) from CHADD options
- One pre-recorded ad voiced by the podcast host. This will be a 45-60 second mid-roll ad. Script must be pre-submitted for review and approval. If CHADD is requested to create the script it is an additional \$250 charge. *CHADD maintains Editorial rights.

Upgraded \$1,750

Upgraded Package Includes:

- Expert interviewee provided by CHADD
- 2 branded ads (15 sec. pre-roll and 30 sec. mid-roll). Advertiser will create a script about your product, service, or another promotion related to your brand and we will record your ad for you. Script must be pre-submitted for review and approval. If CHADD is requested to create the script it is an additional \$250 charge. *CHADD maintains Editorial rights.
- Written acknowledgement in episode summary. Your company name, description of the product, services, and link can be added to the episode summary.
- Social Media promotion of the podcast.

Deluxe \$2,500

Deluxe Package Includes:

- Expert interviewee provided by CHADD
- 3 branded ads (15 sec. pre-roll, 30 sec. mid-roll, and 15-sec. post-roll). Advertiser will create a script about your product, service, or another promotion related to your brand and we will record your ad for you. Script must be pre-submitted for review and approval. If CHADD is requested to create the script it is an additional \$250 charge. *CHADD maintains Editorial rights.
- Written acknowledgement in episode summary. Your company name, description of the product, services, and link can be added to the episode summary.
- 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 promotion of the podcast.

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

3 MONTH	6 MONTHS	12 MONTHS
\$100	\$300	\$600

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.

