

ONLINE ADVERTISING

ADDITUDEMAG.COM

Avg. unique visitors per month	160,000
Avg. ad impressions per month	2.2 million
Avg. time spent	5:22 (min.)
Avg. pages per visit	6.8

ADDCONNECT.COM

Community website with 13,000 members

Target an Audience Based on Content:

Available Channels:

- > Homepage
- > ADHD Treatment
- > Parenting & ADHD Children
- > School & Learning Disabilities
- > About ADHD
- > Adult ADHD
- > Keyword Search

Resource Directory Listings:

- > Online listing for \$199 a year for professionals, goods, and services

Available banner sizes (pixels):

728x90
300x250
300x100
160x600
160x300
120x240
468x60 (centered in 728x90 space)

E-NEWSLETTERS

Delivered weekly to more than 144,000 opt-in subscribers on the following topics:

- > General/Best Of 4X a month
- > Parenting 2X a month
- > Adult 2X a month
- > Treatment 2X a month
- > School 2X a month
- > Success at School Series, Aug. 15 to Nov. 1

Average open rate	20%-25%
Available ad size	300x250

Customized online advertising programs available.

**Contact Anne Mazza at 646 366-0844
or anne@newhopemedia.com**

for online rates and customized advertising programs.

**Big Box
300x250**

**Small Box
300x100**

**Tower
120x240**

**Tower
160x300**

**Tower
120x600**

**Tower
(Wide)
160x600**

**Leaderboard
728x90**

**Banner
468x60**