

# ADDITUDE ONLINE ADVERTISING

## ADDITUDEMAG.COM

Avg. unique visitors per month 800,000  
Avg. page views per month 4.2 million  
Avg. time spent 5.22 (min)  
Avg. pages per visit 6.8

## ADDCONNECT.COM

Community website with 75,000 monthly viewers

### Target an Audience Based on Content

#### Available Channels:

- > Homepage
- > ADHD Treatment
- > Parenting & ADHD Children
- > School & Learning Disabilities
- > ADHD Symptoms & Diagnosis
- > Adult ADHD

### Resource Directory Listings

#### Online listing for professionals, goods, and services:

- > Showcase Listing \$325
- > Premium Listing \$245
- > Basic Listing \$175

### Available banner sizes (at 72 pixels per inch):

160x300 160x600  
300x100 300x250

**Accepted file formats:** SWF, GIF, JPEG, PNG.

**File size:** 40kb maximum, Animation frame rate: 24 fps, Animation length: 15 sec.

**Accepted file formats:** GIF, JPEG, PNG.

**File size:** 10k, Animation frame rate: 24 fps

#### Additional specs:

Sound must be user initiated by click. Flash Version 8 and higher is accepted.

All Flash submissions require an image back up file. Please provide a SWF and

a GIF, JPEG or PNG.

## E-NEWSLETTERS

Delivered weekly to more than 175,000 opt-in subscribers on the following topics:

**Parenting, Adults, School, Treatment, General**

Available ad size 300x250

Contact Anne Mazza at 646 366-0844  
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for online rates and customized advertising programs.

