

2017 Advertising Guide

The NAADAC Publishing Advantage

EXCLUSIVITY

The ONLY national membership association for addiction professionals.

CREDIBILITY

Alliances and linkages with Federal agencies, and industry associations, organizations, and leaders.

NATIONAL REACH

Strong and stable 47-state affiliate and partner network to attract and serve members at the national, state, and local levels.

RAPID GROWTH

40% membership growth since 2012.

HELPING YOU to HELP OTHERS

Reach an audience of addiction counselors, professional counselors, social workers, addiction educators, and other addiction-focused professionals.

HIGHEST COMPLETED EDUCATION LEVEL

PERCENTAGE

54

MASTER'S DEGREE

- 22 BACHELOR'S DEGREE
- 8 DOCTORAL DEGREE
- 7 ASSOCIATE'S DEGREE
- 6 HIGH SCHOOL DIPLOMA/EQUIVALENT
- 3 OTHER

PRIMARY JOB FUNCTION

PERCENTAGE

54

COUNSELOR

- 17 PROGRAM DIRECTOR, ADMINISTRATOR/CEO, PROGRAM/SERVICE MANAGEMENT
- 16 OTHER, NONE
- 7 CLINICAL SUPERVISOR
- 4 EDUCATOR
- 1 MEDICAL CARE PROVIDER

LICENSED/CERTIFIED AS

PERCENTAGE

63

SUBSTANCE ABUSE COUNSELOR, PROFESSIONAL COUNSELOR

- 21 NONE, OTHER
- 13 SOCIAL WORKER, CLINICAL SUPERVISOR, PSYCHOLOGIST, PREVENTION SPECIALIST, REHABILITATION COUNSELOR
- 3 CLERGY, NURSE, PHYSICIAN, EMPLOYEE ASSISTANCE PROFESSIONAL

PRIMARY WORK SETTING

PERCENTAGE

40

OUTPATIENT OR RESIDENTIAL FACILITY

- 20 PRIVATE PRACTICE
- 19 OTHER, NONE
- 9 LOCAL/STATE/FEDERAL AGENCY
- 5 HOSPITAL
- 5 CRIMINAL JUSTICE SYSTEM
- 2 HALFWAY HOUSE, EMPLOYEE ASSISTANCE PROGRAM

10,500+

NAADAC members

95,000

addiction professionals working in the U.S. today**

48,000

NAADAC constituents on email list

Advances in Addiction & Recovery

The Official Publication of NAADAC, the Association for Addiction Professionals

Print Display Advertising

NAADAC's official publication, *Advances in Addiction & Recovery* magazine, provides in-depth content focused on providing useful, innovative, and timely information on trends and best practices for addiction counselors, educators, and other addiction-focused professionals. Published quarterly, this members-only resource reaches:

- 11,000+ subscribers (over 10,500 members + industry leaders + federal agencies and offices)
- Professionals' homes and offices, private practices, addiction treatment centers, state and county human services departments, educational institutions, and government agencies. Also distributed at all NAADAC national, regional, and state trainings and conferences.

High Impact Placements

Ask about high-impact placements including belly bands, cover stickers, French gates, etc. Contact Elsie Smith for more information at esmith@naadac.org.

Display Advertising Deadlines

Spring 2017 Issue*

Reservations: March 13 Art: March 20 Mails: April 21

Summer 2017 Issue*

Reservations: June 5 Art: June 12 Mails: July 14

Fall 2017 Issue

Reservations: September 20 Art: September 27 Mails: October 11

Winter 2017 Issue

Reservations: November 21 Art Due: November 28 Mails: December 26

*Bonus distribution at the NAADAC 2017 Annual Conference, September 22–26 in Denver, CO.

NAADAC 2017 Annual Conference: Reservation and artwork is due August 11, 2017.

Print Display Ad Dimensions

WHITE INDICATES BLEED AREA OF 8.75" x 11.125"

RULE = TRIM SIZE OF 8.5" X 10.875"

FULL PAGE & LIVE AREA OF 7.5" X 10"

Dimensions are width x height.
Trim size: 8.5" x 10.875"
Bleed size: 8.75" x 11.125"
Live area: 7.5" x 10"
(Keep copy within this live area on bleed ads.)

FULL PAGE, NON BLEED
7.5" wide x 10" tall

HALF PAGE HORIZONTAL
7.5" wide x 4.875" tall

Width x height in inches

Full Page (bleed):
8.75 x 11.125

Full Page (trim):
8.5 x 10.875

Full Page (live area):
7.5 x 10

2/3 Page (vertical):
4.9375 x 10

1/2 Page (horizontal):
7.5 x 4.875

1/2 Page (vertical):
3.625 x 10

1/3 Page (square):
4.9375 x 4.875

1/3 Page (vertical):
2.333 x 10

1/4 Page (vertical):
3.625 x 4.875

Business Card (horizontal):
3.625 x 2.25

Digital Advertising

NAADAC's *Addiction & Recovery eNews* is a bi-weekly resource delivering trending and breaking news, innovations, research and trends impacting the addiction professionals. Gathered from major news sources, leading industry publications, and federal agency news and publications, the *A&R eNews* is delivered to the inboxes of over 48,000 addiction professionals in the United States and across the globe. Subscribers are decision-makers with purchasing power — the top-tier professionals in the industry.

- 48,000+ email list
- 33% circulation increase since 2015
- Opt-in subscriber list

Digital Ad Options

A: Skyscraper:

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

B: Content Banner:

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

C: Product Showcase:

Showcase your latest product with this placement that includes with a photo, five-word headline and 50-word description.

D: Bottom Leaderboard:

This highlighted position provides your company with standout exposure.

Sample above is a representation of ad specifications only and does not necessarily depict placement within the *Addiction & Recovery eNews*.

Digital Ad Specifications

Width x height in pixels. Maximum file size 90 KB. No Flash or animation.

Please be sure to supply the URL that your digital ad links to.

A: Skyscraper: 180 x 600 image only

B: Content Banner: 380 x 150 image only

C: Product Showcase: Supply a 280 x 280 image of your product or logo, text for a five-word headline and a 50-word or less description to accompany the image.

D: Bottom Leaderboard: 600 x 150 image only

Print Display Advertising

Advances in Addiction & Recovery

Black & White (Base Rate)	1x	3x	6x
Full Page	\$1,875	\$1,825	\$1,775
2/3 page (vertical)	\$1,500	\$1,460	\$1,420
1/2 page (horizontal or vertical)	\$1,125	\$1,095	\$1,060
1/3 page (vertical or square)	\$883	\$853	\$818
1/4 page (vertical)	\$675	\$650	\$625

Color for Full or Partial Pages

(in addition to earned B&W rate)

Two Color: Add \$600

Four Color: Add \$995

Premium Positions

(in addition to earned B&W rate)

Cover 2: Add 35% Cover 4: Add 50%

Cover 3: Add 25% Position: Add 15%

Conference Programs

Inside front cover, full color	\$2,500
Inside back cover, full color	\$2,000
Full page, interior, black & white only	\$1,200
Half page, interior, black & white only	\$900
Quarter page, interior, black & white only	\$600
Business card, interior, black & white only	\$500

Digital Advertising

Addiction & Recovery eNews

Frequency	1x	4x	8x	13x	26x
A. Skyscraper	\$600	\$2,280	\$4,320	\$6,240	\$12,012
B. Content Banner	\$400	\$1,520	\$2,880	\$4,160	\$8,008
C. Product Showcase	\$500	\$1,900	\$3,600	\$5,200	\$10,010
D. Bottom Leaderboard	\$550	\$2,090	\$3,960	\$5,720	\$11,011

INTEGRATE!

Integrate your marketing throughout the year by utilizing multiple channels! Run a print display ad in every issue of *Advances in Addiction & Recovery* magazine plus digital ads twice a month in the *Addiction & Recovery eNews*.



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NAADAC Advertising Terms and Conditions

Print Display Ads in *Advances in Addiction & Recovery* Magazine and Conference Programs

Material Specifications: A press-quality PDF is preferred. If a PDF is not possible, save ad as a CMYK TIFF or EPS. Embed all fonts or convert to outlines. We cannot accept live page layout files, RGB/LAB color or JPEG file formats.

All embedded images should be TIFF or EPS format at 300 ppi minimum. Any imported graphics should be placed at 100%. Avoid rotation of images in the layout program. Spot color must be converted to process (CMYK) color. Black-and-white images must be grayscale. Black text should not be RGB or four-color build. Total ink density on CMYK images and color builds should be no more than 280%. Grayscale images should have highlight and shadow areas of no less than 2% and no more than 90%.

Publisher will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

Original ad creation or revisions to artwork needed to make ads print ready or to fit the correct size and orientation will be charged at a rate of \$125 per hour. Ads requiring typesetting and layout or changes of any kind, are required at the Reservation date and will be billed separately.

Digital Ads in *Addiction & Recovery eNews*

Material Specifications: Digital ads must be built to the specified dimensions. We only accept JPEGs at 72 ppi, no Flash or animation. Maximum file size is 90 KB at 72 ppi. Publisher will not be responsible for reproduction quality of supplied ads that do not meet these requirements.

For Product Showcase ads, please print clearly on the ad agreement or email with the contract, the five-word headline and the 50-word description. Remember to include your image. Please be sure to note the URL the ad is to link to. No URL may be used in the Product Showcase text description.

General Information on All Advertising

All advertising is subject to the publisher's approval. Publisher reserves the right to reject advertising not in keeping with the publication's standards, as determined by the publisher.

For *Advances in Addiction & Recovery* print ads, the publisher reserves the right to place the word "advertisement" on copy that, in his/her opinion closely resembles editorial matter.

Publisher shall be under no liability for failure, for any cause, to insert an advertisement.

Positioning of advertisement is at the discretion of the publisher, except where a preferred position has been approved by the publisher at a premium rate. Publisher reserves the right to pre-empt B&W priority positioned ads for color.

Frequency discounts available only on advertising contracted within a 12-month period.

Standard commission of 15% on space, color and position will be given to recognized agencies when contract/payment are received. No agency discount on production, mechanical, or bind-in costs.

Advertiser and agency agree to indemnify, defend, and save harmless publisher from and against any claims for design, patent or copyright infringement, libel, violation of right of privacy, plagiarism, and any other suits based on contents provided by Advertiser of subject matter or graphic appearance of advertisements provided by advertiser.

No condition, printed or otherwise, appearing on the space order, billing instruction or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.

Terms: All advertising must be prepaid in U.S. dollars. If you prefer to pay by check, please contact Jessica Gleason, Director of Communications at jgleason@naadac.org.

Alterations and Cancellations: If an advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 35% of the total for each ad not placed to fulfill the original contract. Contracted advertising cancelled after the "closing date" will be billed at the full contract rate. No cancellations will be accepted for premium positions.

Material Submission for All Ads

Send ad files to Jessica Gleason, Director of Communications at jgleason@naadac.org. Please indicate the issue that the first ad is to be published. Please be sure to include URLs for digital ads.

Please include name, phone number, and e-mail address of the designer in the event that we would need to contact him or her about the ad.

NAADAC Advertising Agreement

Advertiser/or Rep: _____
 Contact Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

Complete and return to:

Jessica Gleason, Director of Communications, jgleason@naadac.org

Charge \$ _____ to my/our: Visa MasterCard American Express
 All advertising must be pre-paid in U.S. dollars.

Name on card: _____
 Card Number: _____ Exp. Date: _____
 Signature: _____ Date: _____

(By signing this contract, you are agreeing to follow all advertising conditions listed in the rate card, contract and copy regulations sheet.)

Print Display Ads in *Advances in Addiction & Recovery (AA&R)* Magazine

Size: _____ No. of Insertions: _____ First Insertion: Spring/Year _____ Summer/Year _____ Fall/Year _____ Winter/Year _____

Black & White Only Color charge (in addition to earned B&W rate): Two Color: Add \$600 Four Color: Add \$995

Special Position (in addition to earned B&W rate): Cover 2: Add 35% Cover 3: Add 25% Cover 4: Add 50% Request Position: Add 15%

Print Display Ad in Annual Conference Program Only

Insertion Year: _____ Cover 2 (full page, four color) Cover 3 (full page, four color) Other Ad Size (grayscale only): _____

Print Display Ad in Advocacy Conference Program Only

Insertion Year: _____ Cover 2 (full page, four color) Cover 3 (full page, four color) Other Ad Size (grayscale only): _____

Digital Ads in *Addiction & Recovery eNews (A&R eNews)*

The *Addiction & Recovery eNews* is published every other Friday. Please contact Jessica Gleason at jgleason@naadac.org for schedule. Allow a one-week lead time before the first ad is to run. Ad artwork must be received and paid for by 5 p.m. EST on Wednesday in the week preceding the Friday the ad is to run.

Size: _____ First Issue Date: _____ Frequency Rate: 1x 4x 8x 13x 26x

FOR PRODUCT SHOWCASE ADS ONLY:

HEADLINE (5 words or less): _____

DESCRIPTION (50-words or less): _____

URL the ad links to: _____

Special Instructions

Price Computations (use figures taken from page 3)

PRINT: AA&R Magazine	Frequency Rate per B&W Ad	Plus Additional Color Charge	Plus Additional Position Charge	Other	Cost per Insertion
	\$	\$	\$	\$	\$
DIGITAL: A&R eNews	Digital Ad Size (A, B, C or D)	Size Frequency Rate	Cost per run		
		\$	\$		
PRINT: Conference Program	Size/Color	Cost per Insertion			
	\$	\$			

REV. 4-3-2017



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Return completed, signed form to: Jessica Gleason, jgleason@naadac.org.