### Highest Completed Education Level

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Master’s Degree</th>
<th>Bachelor’s Degree</th>
<th>Doctoral Degree</th>
<th>Associate’s Degree</th>
<th>High School Diploma/Equivalent</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>54</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Primary Job Function

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Counselor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>54</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Licensed/Certified As

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Substance Abuse Counselor, Professional Counselor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>63</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Primary Work Setting

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Outpatient or Residential Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>40</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Data

- **10,500+** NAADAC members
- **100,000** addiction professionals working in the U.S. today**
- **48,000** NAADAC constituents on email list

*Data Extracted September 2016. **U.S. Department of Labor estimates a 24% growth in the profession over the next 7 years.*
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 Irina Vayner for more information at ivayner@naadac.org.

Display Advertising Deadlines

Fall 2018
Reservations: October 24
Art: October 29
Mails: November 20

Winter 2018 Issue
Reservations: November 14
Art: November 20
Mails: December 18

Spring 2019 Issue*
Reservations: February 18
Art: February 25
Mails: March 48

Summer 2019 Issue*
Reservations: May 24
Art: May 30
Mails: July 1

*Bonus distribution at the NAADAC 2019 Annual Conference, September 28–October 2 in Orlando, FL.

NAADAC 2019 Annual Conference: Reservation and artwork is due August 12, 2019.

Print Display Ad Dimensions

<table>
<thead>
<tr>
<th>Width x height in inches</th>
<th>Full Page (bleed): 8.75 x 11.125</th>
<th>Full Page (trim): 8.5 x 10.875</th>
<th>Full Page (live area): 7.5 x 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page (vertical): 4.9375 x 10</td>
<td>1/2 Page (horizontal): 7.5 x 4.875</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page (square): 4.9375 x 4.875</td>
<td>1/3 Page (vertical): 2.333 x 10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.

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**

<table>
<thead>
<tr>
<th>Black &amp; White (Base Rate)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,875</td>
<td>$5,475</td>
<td>$10,650</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>$1,500</td>
<td>$4,380</td>
<td>$8,520</td>
</tr>
<tr>
<td>1/2 page (horizontal or vertical)</td>
<td>$1,250</td>
<td>$3,285</td>
<td>$6,360</td>
</tr>
<tr>
<td>1/3 page (vertical or square)</td>
<td>$883</td>
<td>$2,559</td>
<td>$4,908</td>
</tr>
<tr>
<td>1/4 page (vertical)</td>
<td>$675</td>
<td>$1,950</td>
<td>$3,750</td>
</tr>
</tbody>
</table>

**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)*

<table>
<thead>
<tr>
<th>Cover 2: Add 35%</th>
<th>Cover 3: Add 25%</th>
<th>Cover 4: Add 50%</th>
<th>Position: Add 15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Color: Add  $600</td>
<td>Four Color: Add  $995</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Conference Programs**

<table>
<thead>
<tr>
<th>Inside front cover, full color</th>
<th>Inside back cover, full color</th>
<th>Full page, interior, black &amp; white only</th>
<th>Half page, interior, black &amp; white only</th>
<th>Quarter page, interior, black &amp; white only</th>
<th>Business card, interior, black &amp; white only</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,200</td>
<td>$900</td>
<td>$600</td>
<td>$500</td>
</tr>
</tbody>
</table>

Digital Advertising

**Addiction & Recovery eNews**

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

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.

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 out lines. We cannot accept live page layout files, RGB/LAB color of 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 type setting 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 linked 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. Discount cannot be combined with any other discounts.

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 Irina Vayner, Exhibits & Ad Sales Manager at ivayner@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 canceled 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 Irina Vayner, Exhibits & Ad Sales Manager at ivayner@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: ________________________________________________________________________

Return completed, signed form to: naadac.org.

44 Canal Center Plaza, Suite 301
Alexandria, VA 22314
P: 703.741.7686 F: 703.741.7698

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 art work 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

Complete and return to:
Irina Vayner, Exhibits & Ad Sales Manager, ivayner@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.)

Price Computations (use figures taken from page 3)

<table>
<thead>
<tr>
<th>PRINT: AA&amp;R Magazine</th>
<th>Frequency Rate per B&amp;W Ad</th>
<th>Plus Additional Color Charge</th>
<th>Plus Additional Position Charge</th>
<th>Other</th>
<th>Cost per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIGITAL: A&amp;R eNews</th>
<th>Digital Ad Size (A, B, C or D)</th>
<th>Size Frequency Rate</th>
<th>Cost per run</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRINT: Conference Program</th>
<th>Size/Color</th>
<th>Cost per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Return completed, signed form to: Irina Vayner, ivayner@naadac.org