NAADAC 2022 Media Guide

Connect with 75,000+ addiction counselors, professional counselors, social workers, addiction educators, and other addiction-focused professionals.

RAPID GROWTH
40% membership growth since 2012.

EXCLUSIVITY
The ONLY national membership association for addiction professionals.

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

NATIONAL REACH
47 affiliates, membership of 13,000+, mailing list of 75,000+, website with 220,000+ monthly visits, and 1,000+ conference attendees.
About NAADAC

NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 100,000 addiction counselors, educators, and other addiction-focused health care professionals in the United States, Canada, and abroad. NAADAC’s members are addiction counselors, educators, and other addiction-focused health care professionals who specialize in addiction prevention, treatment, recovery support, and education.

Members Snapshot

13,000+
NAADAC members

47
Affiliates in the US and many countries

Highest Completed Education Level

- Master’s degree: 54%
- Bachelor’s degree: 22%
- Doctoral degree: 8%
- Associate degree: 7%
- High School Diploma/Equivalent: 6%
- Other: 3%

Primary Job Function

- Counselors: 54%
- Other/None: 16%
- Program Director, Administrator/CEO, Program/Service Management: 17%
- Medical Care Provider: 3%
- Educator: 1%
- Clinical Supervisor: 7%

Primary Work Setting

- Outpatient or Residential Facility: 40%
- Hospital: 5%
- Local/State/Federal Agency: 9%
- Private Practice: 20%
- Halfway House/Employee Assistance Program: 2%
- Other/None: 19%
- Criminal Justice System: 5%

Licensed/Certified As

- Substance Use Counselor/Professional Counselor: 63%
- Substance Use Counselor: 13%
- Social Worker, Clinical Supervisor, Prevention Specialist, Rehabilitation Counselor: 5%
- Other/None: 21%
- Clergy, Nurse, Physician, Employee Assistance Professional: 3%
Audience Reach

16% Average open rate on NAADAC’s Addiction & Recovery eNews

2,400+ Average job seekers per month on NAADAC’s Career Center web page

220,000+ NAADAC.org website page views each month

75,000+ NAADAC Members

48,500+ Social media followers

1,000+ NAADAC Annual Conference attendees each year

75,000+ Advances in Addiction & Recovery digital magazine readers each quarter

2,000+ Live webinar viewers each month

75,000+ Email subscribers

13,000+ NAADAC.org website followers

What are NAADAC Subscribers Interested In?

- College/university programs
- Continuing education/training opportunities
- Employment opportunities
- Treatment programs
- Telehealth
- Business management software
- Financial services
- Clinical therapeutic devices
- Educational and clinical software
- Books and periodicals
- Clinical software
- Legal and financial services
NAADAC Advertising Platforms

Digital Advertising
Addiction & Recovery eNews
Reaching 75,000+ subscribers

Digital Advertising
Advances in Addiction & Recovery
Reaching 75,000+ subscribers

Annual Conference Advertising
Reach 1,000+ Conference attendees

NAADAC Webinar Sponsorship
Reach 1,000+ live viewers

Bundle Packages
Maximize your advertising reach with NAADAC’s advertising packages! (Custom packages are also available. Contact Irina Vayner, MS, at ivayner@naadac.org to build a package that best fits your needs!)

Cannot be combined with any other offers or discounts. See pages 5-8 for advertisement specifications.

Bundle #1
Rate: $2,268
4 content banner ads in Addiction & Recovery eNews
1 quarter page ad in Advances in Addiction & Recovery
1 quarter page ad in the Annual Conference program

Bundle #2
Rate: $3,150
4 product showcase ads in Addiction & Recovery eNews
1 half page ad in Advances in Addiction & Recovery
1 half page ad in the Annual Conference program

Bundle #3
Rate: $4,167
4 skyscraper ads in Addiction & Recovery eNews
1 full page ad in Advances in Addiction & Recovery
1 full page ad in the Annual Conference program

To book space, please contact Irina Vayner, MS, Marketing Manager, at ivayner@naadac.org.
Digital Media Opportunities

Addiction & Recovery eNews

NAADAC’s Addiction & Recovery eNews is a bi-weekly resource delivering trending and breaking news, innovations, research and trends impacting the addiction-focused profession. Gathered from major news sources, leading industry publications, and federal agency news and publications, the Addiction & Recovery eNews is delivered to the inboxes of over 75,000 addiction professionals in the United States and across the globe.

Circulation:
- Subscribers: 75,000+
- Average Open Rate: 16%

Digital Ad Options and Specifications

- Width x height in pixels.
- Maximum file size 90 KB.
- Animated images are allowed in GIF format.
- Please be sure to supply the URL that your digital ad links to.

2022 NAADAC Digital Rate Card for Addiction & Recovery eNews

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Reservation &amp; Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 14</td>
<td>Jan 12</td>
</tr>
<tr>
<td>Jan 28</td>
<td>Jan 26</td>
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<td>Feb 11</td>
<td>Feb 9</td>
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<td>Feb 25</td>
<td>Feb 23</td>
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<td>Mar 11</td>
<td>Mar 9</td>
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<td>Mar 25</td>
<td>Mar 23</td>
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<td>Apr 8</td>
<td>Apr 6</td>
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<td>Apr 22</td>
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<td>May 6</td>
<td>May 4</td>
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<td>May 20</td>
<td>May 18</td>
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<tr>
<td>Jun 3</td>
<td>Jun 1</td>
</tr>
<tr>
<td>Jun 17</td>
<td>Jun 15</td>
</tr>
<tr>
<td>Jul 1</td>
<td>Jun 29</td>
</tr>
</tbody>
</table>

INTEGRATE!

Integrate your marketing throughout the year by utilizing multiple channels! Run digital ads twice a month in Addiction & Recovery eNews plus a digital display ad in every issue of Advances in Addiction & Recovery magazine. See page 6 for more information on NAADAC’s digital magazine.

INTEGRATE!
NAADAC’s official quarterly online publication, *Advances in Addiction & Recovery* (AA&R) magazine, provides in-depth content and useful, innovative, and timely information on trends and best practices for addiction-focused professionals.

**Circulation:**
- 75,000+ subscribers four times a year, including NAADAC members + industry leaders + federal agencies.
- Audience reach includes addiction counselors, professional counselors, social workers, addiction educators, psychologists, prevention specialists, and other addiction-focused professionals.

**Exposure:**
- All digital editions are created in an easy-to-read digital flipbook format that can be read online.
- Every edition is promoted to subscribers via dedicated emails, social media posts & NAADAC’s *Professional eUpdate* for addiction professionals.
- All digital issues of the magazine are archived on the NAADAC website indefinitely.

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### Four Issues Per Year – 2022 Deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Reservation Deadline</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2022</td>
<td>February 1, 2022</td>
<td>February 15, 2022</td>
</tr>
<tr>
<td>Spring 2022 Issue</td>
<td>April 1, 2022</td>
<td>April 15, 2022</td>
</tr>
<tr>
<td>Summer 2022 Issue</td>
<td>July 1, 2022</td>
<td>July 15, 2022</td>
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<tr>
<td>Fall 2022 Issue</td>
<td>October 1, 2022</td>
<td>October 15, 2022</td>
</tr>
</tbody>
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### Digital Magazine Ad Dimensions

<table>
<thead>
<tr>
<th>Ads Size</th>
<th>Width x height in inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5&quot; wide x 10&quot; tall</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>4.9375 x 10</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7.5&quot; x 4.875</td>
</tr>
<tr>
<td>1/3 Page (horizontal or vertical)</td>
<td>4.9375 x 4.875</td>
</tr>
<tr>
<td>1/4 Page (vertical)</td>
<td>3.625 x 4.875</td>
</tr>
</tbody>
</table>

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### Advances in Addiction & Recovery Magazine Digital Ads Rate Card

- All ads are in full color.

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>6 Issues</th>
<th>8 Issues (2 Years)</th>
<th>12 Issues (3 Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,350</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,200</td>
<td>$1,100</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>$1,100</td>
<td>$1,050</td>
<td>$1,000</td>
<td>$950</td>
<td>$850</td>
</tr>
<tr>
<td>1/2 Page (horizontal or vertical)</td>
<td>$900</td>
<td>$875</td>
<td>$850</td>
<td>$800</td>
<td>$700</td>
</tr>
<tr>
<td>1/3 Page (horizontal or vertical)</td>
<td>$700</td>
<td>$675</td>
<td>$650</td>
<td>$600</td>
<td>$550</td>
</tr>
<tr>
<td>1/4 Page (vertical)</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
<td>$400</td>
</tr>
</tbody>
</table>

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### Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Add %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>15%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>10%</td>
</tr>
</tbody>
</table>

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NAADAC 2022 ADVERTISING GUIDE | To book space, please contact Irina Vayner, MS, Marketing Manager, at ivayner@naadac.org.
Support the addiction profession by sponsoring a NAADAC Webinar! Put your company name in front of the decision makers in the addiction community. Sponsors receive significant recognition before, during, and after the webinar, increasing brand recognition and making a lasting impression. *Each sponsorship is exclusive.*

**Sponsorship Packages**

**One Webinar: $1,500**
Select one webinar to sponsor from our currently scheduled webinars. Reach: 1,000+ live viewers, 4,000+ archived viewers, 48,500+ social media followers, and 75,000+ email subscribers who are top-tier professionals in the industry.

**Webinar with Live Demo: $2,500**
Sponsor one of NAADAC’s currently scheduled webinars and provide a 2-3 minute live guest presentation to demo your product or service to live participants. Sponsors will have the opportunity to participate in the live Q&A with the lead presenter.

**Webinar Series: Contact for Special Pricing**
Reach a wider audience through webinars covering different topic areas. Sponsor a webinar series for a full calendar year and save! The schedule of upcoming webinars is available at www.naadac.org/webinars.

**Webinar Sponsorship Benefits**

- **Logo placement on the NAADAC website with over 220,000 monthly visits:** Recognition with logo and link to sponsor’s website on NAADAC webinar registration pages. Sponsor logo will appear on the NAADAC Webinars webpage on the NAADAC website. The sponsored webinar with logo recognition will be promoted, accessible, and available for on demand viewing with CEs from a variety of partnering accreditation boards (NBCC, NASW, and state credentialing/licensing boards).

- **Logo placement in email communications to over 75,000 addiction professionals:** Inclusion of logo and link to sponsor’s website on email messages promoting the webinar to NAADAC’s leadership, membership, and constituents of over 75,000 addiction-focused professionals. Recognition in NAADAC’s weekly e-newsletter, the *Professional eUpdate*, sent to over 75,000 addiction-focused professionals, and in marketing materials that are sent out to NAADAC constituents to promote the webinar.

- **Logo placement and copy on webinar slides:** One recognition slide with logo at the beginning of the webinar and one slide with copy provided by sponsors. A link to a recording of the webinar will be available to post on the sponsor’s website.

- **Social media promotion to over 48,500 addiction professionals:** Two promotional posts per webinar across all of our social media channels, which on average reach over 150,000 individuals per month.

**Webinar + Live Demo Sponsorship Package Benefits**

This package includes all of the webinar sponsorship benefits you see to your left plus:

- **Interaction with webinar participants during the live presentation:** Live Demo sponsors will have two to three minutes to demonstrate their product or service live to webinar participants and the opportunity to participate in the live question and answer portion of the webinar with the lead presenter. In addition, sponsors can poll audience members to collect live feedback after their demonstration is complete.

- **Custom marketing materials:** Live Demo sponsors will be able to send registrants a customized message in email communications NAADAC sends out to all registrants regarding the upcoming webinar. NAADAC sends out five emails in total: a confirmation email after registration, three reminder emails, and a follow-up thank you email after the webinar.

- **Additional benefits:** Live Demo sponsors can submit three questions that will be sent out to participants in the post-training survey evaluation in order to collect data from the audience for the sponsor’s business or product. Sponsors can also submit a handout or flyer to attach to the webinar webpage.
The NAADAC Annual Conference brings together over 1,000 addiction-focused professionals for six days of presentations, professional development, networking, exhibits, culture, and community.

Provided at registration, the Conference Program is the single most important resource for meeting attendees. This is a great opportunity for exhibitors to increase booth traffic and inform attendees about exciting products and services.

In 2020 and 2021, NAADAC held its Annual Conferences virtually to keep everyone safe during the COVID-19 pandemic. In 2022, NAADAC plans to gather safely in person in Indianapolis, IN, on October 17 - 12, 2022. We are looking forward to providing exhibitors and sponsors the opportunity to connect in person with NAADAC members, NAADAC leadership, and addiction professionals from across the globe.

More information on the NAADAC 2022 Annual Conference & 50th Anniversary Celebration will be provided soon! Learn more at www.naadac.org/annualconference.

**Additional Opportunities**

**Mobile Conference Event App Advertising Opportunities**

Exclusive – $10,000

Each attendee will have access to the conference app that contains all the conference proceedings. Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information, and a map of the exhibit hall floor plan using their mobile devices. Your company will provide a digital ad to be prominently displayed on the landing page of the app.

**Attendee Portfolio Insert: Non-exclusive – $1,000**

Introduce your company to the attendees as soon as they receive their NAADAC materials. Have your company’s promotional flyer, special offers, or product catalog inserted into the Conference folders given out to every attendee.

**Conference App Bottom Banner Ad (Non-Exclusive) – 4 Available – $1,000**

Get noticed! A rotating ad will appear at the bottom of selected app pages with a direct link to your website every time the attendees visit those pages.

**App Push Notification (Non-Exclusive) – 10 Available – $250**

A powerful real-time message sent at a designated date and time. Similar to a text message, your message goes through the app itself to every attendee who has downloaded the app. Send your message to all conference attendees. (Limited to one push notification per company.)

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**Conference Program Rate Card**

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full page, interior</td>
<td>$1,000</td>
</tr>
<tr>
<td>Half page, interior</td>
<td>$700</td>
</tr>
<tr>
<td>Quarter page, interior</td>
<td>$500</td>
</tr>
<tr>
<td>Business card, interior</td>
<td>$300</td>
</tr>
</tbody>
</table>

**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
- 1/2 Page (horizontal): 7.5 x 4.875
- 1/2 Page (vertical): 3.625 x 10
- 1/4 Page (vertical): 3.625 x 4.875
- Business Card (horizontal): 3.625 x 2.25

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Sponsorship, Exhibit, and Advertising Opportunities are available for other NAADAC Conferences! Contact ivayner@naadac.org for information about these amazing opportunities!
Print Display Ads in Annual Conference Program

**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 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 typesetting and layout or changes of any kind, are required at the Reservation date and will be billed separately.

Digital 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 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 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 digital 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, Marketing 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, Marketing 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 2022 ADVERTISING GUIDE** | To book space, please contact Irina Vayner, MS, Marketing Manager, at ivayner@naadac.org.
NAADAC Advertising Agreement

Advertiser or Rep: ____________________________
Organization Name/Agency: ____________________________
☐ NAADAC Organizational Member Number: ________________
Contact Name: ____________________________
Address: ____________________________
City/State/Zip: ____________________________
Phone: ____________________________ Fax: ____________________________
E-Mail: ____________________________

Complete and return to Irina Vayner, MS, NAADAC Marketing Manager at ivayner@naadac.org.

Check (payable to NAADAC)
Charge $___________ to my/our: ☐ Visa ☐ MC ☐ AmEx

All advertising must be pre-paid in U.S. dollars.
Name on card: ____________________________________________
Exp. Date: _____________ CVC: _____________
Card Number: ____________________________________________
Address: ____________________________________________
City/State/Zip: ____________________________________________
Signature: ____________________________________________ Date: _____________
(By signing this contract, you are agreeing to follow all advertising conditions listed in the rate card, contract and copy regulations sheet.)

Digital Ads in Advances in Addiction & Recovery Magazine (please use page 6 for pricing and schedule)
Ad Size: ☐ Full Page ☐ 2/3 Page (Vertical) ☐ 1/2 Page (Horizontal or Vertical) ☐ 1/3 Page (Horizontal or Vertical) ☐ 1/4 Page (Vertical)
No. of Issue Insertions: _______ Date of First Insertion: ☐ Spring/Year: _______ ☐ Summer/Year: _______ ☐ Fall/Year: _______ ☐ Winter/Year: _______
Position (if desired): ☐ Inside Front Cover: Add 15% ☐ Back Cover: Add 10%
Requested Position (please write N/A if you do not wish to select a special position): ____________________________ Total Price: _____________

Ad in Annual Conference Program Only (please use page 8 for pricing)
Insertion Year: ____________________________ Position Choice: ____________________________ Total Price: _____________
Other Opportunities: ☐ Portfolio Insert ☐ Mobile Conference Event App ☐ Conference App Bottom Banner Ad ☐ App Push Notification
For more Annual Conference advertising, exhibit, and sponsorship opportunities please refer to the Annual Conference Prospectus at www.naadac.org/annualconference.

Webinar Sponsorship (please use page 7 for pricing)
Sponsorship artwork must be received and paid for by 5pm ET on the Friday preceding the live webinar. Please go to naadac.org/webinars for a list of upcoming webinars.
Webinar Sponsorship Type: ☐ One Webinar ☐ Webinar with Live Demo ☐ Webinar Series - Contact Irina Vayner, MS, at ivayner@naadac.org.
Webinar title: ____________________________ Webinar Date: ____________________________ Total Price: _____________

Digital Ads in Addiction & Recovery eNews (please use page 5 for pricing and schedule)
The Addiction & Recovery eNews is published every other Friday.
Ad Type: ☐ Skyscraper: 180 x 600 ☐ Content Banner: 380 x 150 ☐ Product Showcase: 125 x 125 ☐ Bottom Leaderboard: 600 x 150
First Issue Date: ____________________________ Frequency Rate: ☐ 1X ☐ 4X ☐ 8X ☐ 13X ☐ 26X Total Price: _____________
URL the ad links to: ____________________________

FOR PRODUCT SHOWCASE ADS ONLY:
HEADLINE (5 words or less): ____________________________
DESCRIPTION (50 words or less): ____________________________

Special Instructions:

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

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