NAADAC webinars each draw over 1,000 addiction professionals, social workers, mental health counselors, professional counselors, psychologists, employee assistance professionals, and other helping professionals who are interested in learning about addiction-related matters.

Put your company name in front of an engaged audience learning from a trusted education provider in the industry, with a 75% response rate to pop-up poll questions within 30 seconds. Sponsors receive significant recognition before, during, and after the webinar, increasing brand recognition, and making a lasting impression. Archived On Demand webinars are permanently located on the NAADAC website and each receive an average of more than 4,000 views in a 12-month period.

The NAADAC Webinar Series includes over 300 hours of free continuing education on a wide range of addiction-related topics in demand by the profession.

Don’t miss this exceptional opportunity at a value you won’t find anywhere else!
SPONSORSHIP PACKAGES

Webinar: $1,500
Select one webinar to sponsor from our currently scheduled webinars.
Reach: 1,000+ live viewers, 4,000+ archived viewers, 40,000+ social media followers, and 70,000+ email subscribers who are top-tier professionals in the industry.

Webinar with Live Demo: $2,500
Sponsor one webinar on a NAADAC identified topic with 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.
Reach: 1,000+ live viewers, 4,000+ archived viewers, 40,000+ social media followers, and 70,000+ email subscribers who are top-tier professionals in the industry.

Webinar Series: Contact for Special Pricing
Reach a wider audience through sponsoring a NAADAC Webinar Specialty Series. Webinar Series will be available for viewing in our on demand library with sponsor recognition for up to three years!
The schedule of upcoming webinars is available at www.naadac.org/webinars.

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 boards).

- Logo placement in email communications to over 70,000 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 70,000 addiction-focused professionals. Recognition in NAADAC’s weekly e-newsletter, the Professional e-Update, sent to over 70,000 addiction-focused professionals, and in all marketing materials that are sent out to NAADAC constituents to promote the webinar.

- Webinar slides:
  One recognition slide with logo in 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 sponsor’s website.

- Social media promotion to over 40,000 addiction professionals:
  Two promotional posts per webinar across all of our social media channels, which on average reach over 150,000 individuals per month.

QUESTIONS?
Contact Irina Vayner, MS, NAADAC Marketing Manager, at ivayner@naadac.org or 703.741.7686 x140.

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