

NAADAC Newsbrief

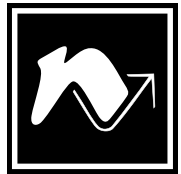
REACH

14,300

ADDICTION PROFESSIONALS

EVERY WEEK

MEDIA KIT



**NAADAC**

THE ASSOCIATION FOR  
ADDICTION PROFESSIONALS

# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 SKYSCRAPER

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

### C/1 TOP/BOTTOM BANNER

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

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E FEATURED COMPANY TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

### G LEFT/RIGHT CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

The message is more important than the image, click here to view. [Click here](#) to advertise in this event brief.

**A** **welligent** Simplifying Your Clinical Records and Billing  
Electronic Health Records Delivered

Mobile version RSS Subscribe Unsubscribe Archive Media Kit June 23, 2011

**NAADAC** THE ASSOCIATION FOR ADDICTION PROFESSIONALS **NAADAC News Brief**

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**B** **AIT Laboratories** **Researchers says cocaine addiction linked to brain abnormalities**  
The Guardian [Share](#) [Like](#) [+1](#) [Comment](#)  
Scientists have found "significant abnormalities" in the brains of people addicted to cocaine, which could help explain some of the compulsive behavior associated with using the drug. It also may hint at why some people are more prone to addiction. [MORE](#)

**C** **celerity** Celerity helps chemical dependency and mental health treatment providers focus on their mission: **saving lives**

**Driving while buzzed: No amount of alcohol is safe behind the wheel**  
The Guardian [Share](#) [Like](#) [+1](#) [Comment](#)  
The blood-alcohol limit in the U.S. is 0.08 percent — a cutoff that implies that any blood-alcohol content south of 0.08 percent is safe, or at least not illegal. But a new study published in the journal *Addiction* suggests that there is no such thing as a safe BAC, and that driving after consuming even a small amount of alcohol — just one beer, for instance — is associated with inoperating injury and death. [MORE](#)

**D** **Depin evaluated in combination with other antidepressants**  
Behavioral Healthcare [Share](#) [Like](#) [+1](#) [Comment](#)  
New findings from a multi-center, randomized, placebo-controlled clinical study of Depin 15mg added to commonly prescribed antidepressants known as selective serotonin reuptake inhibitors showed that all patients who achieved remission at 30 days using Depin 15mg adjunct therapy, who chose to enter a 12-month maintenance phase, maintained their remission after a year of treatment. [MORE](#)

**B1** **Product Showcase**

**Perguson Lounge Chair**  
Chair in hundreds of Fluid-resistant Fabrics & Vinyls. Meets CAL 117 Fire Code. Safe & Lowest Available.

**Behavioral Health Mattresses**  
Derby Industries uses only the highest quality components and state-of-the-art manufacturing techniques to produce outstanding health care products. The focus on items that provide problem solving applications for our customers, like our production of operational mattress and bedding products for market leaders such as Stryker.

**The Alpha-Stim® SCS**  
Alpha-Stim® SCS treats anxiety, depression, and/or insomnia with low electrical currents similar to those found naturally in the body, using a method called cranial electrotherapy stimulation (CES).

**Handheld Biofeedback Device**  
non-invasive, non-toxic, computer modulated, no drugs, no surgery, FDA-approved for pain relief, stress reduction, and muscle re-education.

**F** **BrainPoint®**  
Next Generation Neurofeedback  
Leave the expertise in EEG biofeedback to us.

**G** **Current Promotions**  
Includes 50% Off Direct Marketing Services | Includes FREE Payment Account Setup  
Sponsor: Actavis | Sponsor: Cambridge Commerce

**C1** **Music contest gives teens chance to share their anti-drug abuse messages**  
NIDA [Share](#) [Like](#) [+1](#) [Comment](#)  
The MusicCares and GRAMMY Foundation's Teen Substance Abuse Awareness Through Music Contest offers a great opportunity for aspiring teen musicians to use the healing and uplifting medium of music to help spread the message about the importance of healthy choices and the dangers of drug abuse. The contest asks young musicians to create original music and/or music videos that celebrate healthy and inspirational living, or accurately depict the dark side of drug abuse. [MORE](#)

**E** **Wilderness Therapy Program for Teens**  
Learn More  
Protect Ourselves

**Featured Companies**

**A Pioneer in Innovative Laboratory Science**  
DOMINION Diagnostics is the premier provider of comprehensive clinical quantitative urine drug testing, medication monitoring and support services nationwide. [MORE](#)

**Claims Management**  
Medical Billing Connection builds and transmits your claims electronically within 24 business hours of receiving the data from your office. [MORE](#)

**Centra Costa Times** [Share](#) [Like](#) [+1](#) [Comment](#)  
A study by technology industry analyst firm comScore Inc. says that Americans' dependence on smartphones is an addiction. According to David Greenfield, a West Hartford, Conn.-based psychologist, the way the addiction to phones and the Internet works is determined by variable ratio reinforcement schedule — similar to the risk-reward of playing a slot machine. [MORE](#)

**MULTI TRIERS**  
7701 Las Colinas Pkwy, Ste. 200, Irving, TX 75063

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 14,300 addiction professionals (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$4000/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$4000/\$3500**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$3950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Featured Company Text Ad  
**\$2500**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
dolor sit  
amet  
Lorem ipsum  
dolor sit amet,  
consectetur

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,

Current Promotion  
**\$2250**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

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NAADAC NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO THE LARGEST MEMBERSHIP ORGANIZATION SERVING ADDICTION COUNSELORS, EDUCATORS AND OTHER ADDICTION-FOCUSED HEALTH CARE PROFESSIONALS WHO SPECIALIZE IN ADDICTION PREVENTION, TREATMENT, RECOVERY SUPPORT AND EDUCATION.

The NAADAC Industry Update tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of addiction professionals in the United States and across the globe. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

NAADAC INDUSTRY UPDATE  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN NAADAC INDUSTRY UPDATE:



## CREDIBLE SOURCE

For almost 40 years, our members have turned to the association as the informational authority of the industry. Advertising in NAADAC Industry Update solidifies your place among weekly information provided to NAADAC members.



## TARGETED DISTRIBUTION

Advertising in NAADAC Industry Update allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to NAADAC Industry Update have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, NAADAC Industry Update ensures your ad will be seen weekly by 14,300 subscribers.



## AFFORDABLE

Advertising in NAADAC Industry Update is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NAADAC Industry Update has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NAADAC Industry Update.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.