



Podcast Sponsorship Packages

WHY ADVERTISE ON THE ADHD 365 PODCAST?

Promoting your product or service on our podcast will help increase your visibility and build brand equity with your target audience.

Name Recognition and Brand Loyalty:

CHADD, founded in 1987, is the most trusted source for reliable science-based information on ADHD.

TARGET AUDIENCE:

Through smart niche marketing, CHADD provides you with a competitive advantage and ready-to-engage audience.



REACH:

- Website annually—greater than 8.5 million page views and 7.1 million unique views
- More than 279,251 social media & online communities followers
- More than **448.1K** all-time podcast downloads/plays and counting

CHADD'S TOP 5 LISTENING AUDIENCES:

USA | CANADA | AUSTRALIA | UK | GERMANY

Data compiled 2/25/22

54% of podcast listeners say they are more likely to consider a brand they hear being advertised on a podcast.

Edison Research



WHO LISTENS TO PODCASTS?

- 57% Caucasian
- 13% African American
- 16% Hispanic
- 4% Asian
- 10% Other

Edison Research

CREATE YOUR OWN OPPORTUNITY!

CHADD will produce a 15 - to 30-minute podcast on an ADHD-related topic by interviewing an industry expert.

Basic Package includes:

- Expert interviewee
- 2 branded ads (15-sec and 30-sec)
 - You'll create a short audio clip about your product, service, or another promotion related to your brand—or you can write the script and we will record your ad for you.
- eNewsletter ad 250 X250 that links to your website:
 - Your company name, description of the product, services, and link
 - Published within two months of your sponsored podcast
- Social media and newsletter promotions of the podcast

Total: 1,500

Save on 2 or more shows:

Two podcasts: \$2,700 (10% off \$ 3000) SAVE \$300

Three podcasts: \$3,825 (15% off \$4500) SAVE \$675

Coming Winter 2022:

Pre-recorded shows:

You will have the option of selecting from a list of pre-recorded podcasts from our team of experts. In addition, your brand will be noted as the sponsor, including information about your product or service.

Package includes:

- Your selected podcast(s)
- Two pre-recorded ads voiced by the podcast host
- Social media promotion of the podcast

Total: \$600

Sponsorship Inquiries:

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CHADD does not endorse products, services, publications, medications, or treatments, including those that sponsor or advertise in any CHADD publications, webinars, or podcasts.