ADHD NZ advertising rate card

1. For three months:

a) 1x product webpage hosted on adhd.org.nz
b) 1x tile and teaser on adhd.org.nz/advertise
c) 1x social post on facebook.com/ADHDNZ
     1x social post on linkedin.com/company/adhd-new-zealand
     (if YouTube URL supplied) shared via youtube.com/@adhd-new-zealand

Rates (all prices include GST):

• Small business (less than 20 full-time employees)	$150
• Medium-sized business (20-80 full-time employees)	$350
• Large business (+80 full-time employees)	$500
• Specialist health provider – donation of	$500

2. Additional: inclusion in email newsletter

• Inclusion of 1x tile and 1x teaser in 1x email newsletter (1- top placement)	$50
• Inclusion of 1x tile and 1x teaser in 1x email newsletter (2- middle placement)	$35
• Inclusion of 1x tile and 1x teaser in 1x email newsletter (3- lower placement)	$20

3. Additional: banner on homepage

• 1x header banner in slideshow on adhd.org.nz	$500

4. Additional: tile and teaser on homepage

• 1x tile and teaser on adhd.org.nz for 3 months	$50

5. Additional: banner on advertising landing page

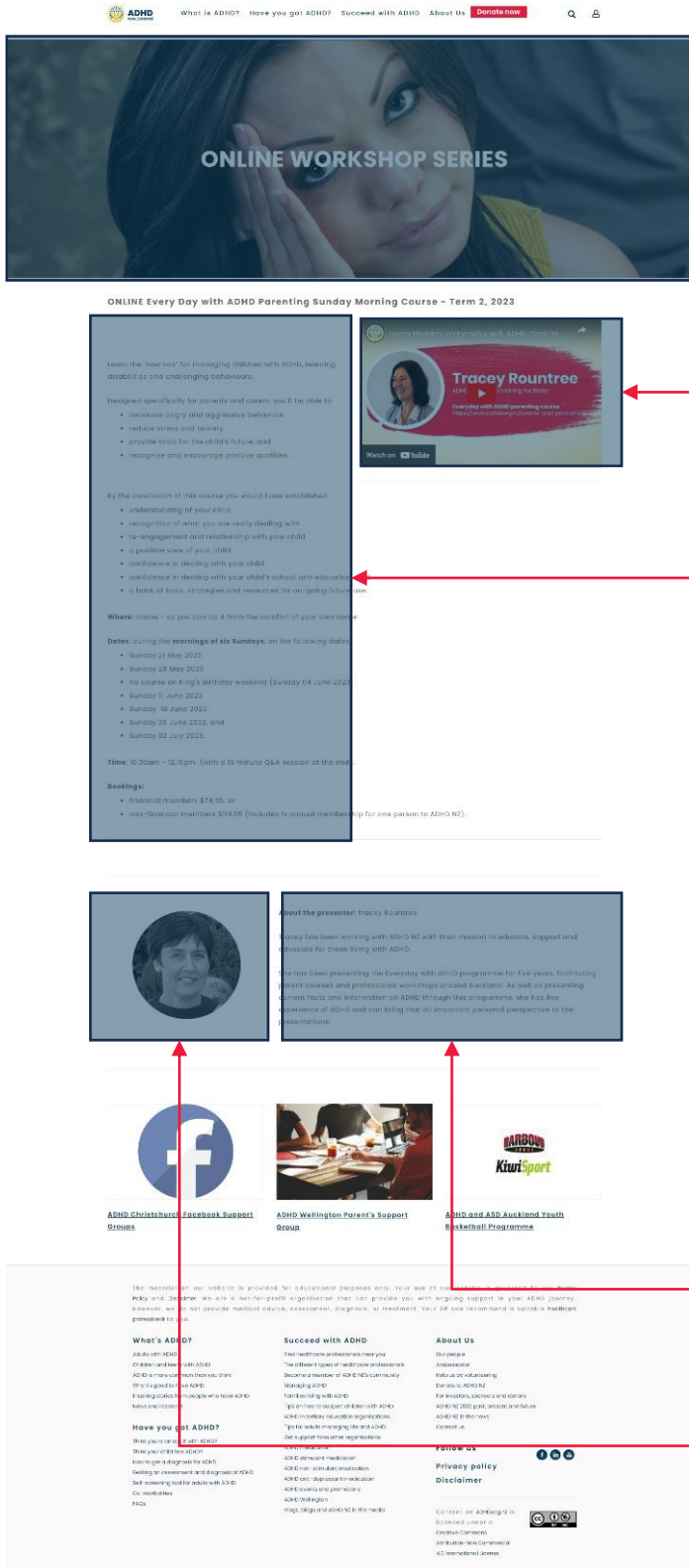|	
• 1x header banner in slideshow on adhd.org.nz/advertise	$350

6. Additional: banner on vlog/blog landing page

• 1x header banner in slideshow on adhd.org.nz/vlogs-and-blogs-on-adhd	$350

1a) Product webpage specifications

Header banner
- Format: .png, .jpg
- Size: 1200 px wide x 400 px tall
- Max. 500 kb

Video
- YouTube link to your video
- If no video is available, please supply a 'Photo' as per below

Text
- Name of your business/product/service
- Benefits of using your product/service
- Who should buy your product (e.g., parents of children with ADHD or adults with ADHD)
- What the product/service is
- Any other details the customer needs to know when thinking about buying your product/service
- Your website's URL link to where customers can find out more/buy
- Dates and times (if time-bound)
- RRP price
- ADHDnz financial member (discounted) price

Brief bio
- Your [company] experience
- What makes you different?

Photo of you/business logo
- Format: .png, .jpg
- Size: 650 px wide x 400 px tall
- Max. 250 kb

1b) 1x tile and teaser on adhd.org.nz/advertise

Shop for these products and services to make the most of living with ADHD

Get your leaflets about ADHD now.

Photo of your business logo/product
- Format: .png, .jpg
- Size: 650 px wide x 400 px tall
- Max. 250 kb

Teaser
- Not more than 20 words to make people want to click through to find out more about your product (e.g. benefit/special offer)

URL
- Image and text will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)

1c) Social post specifications
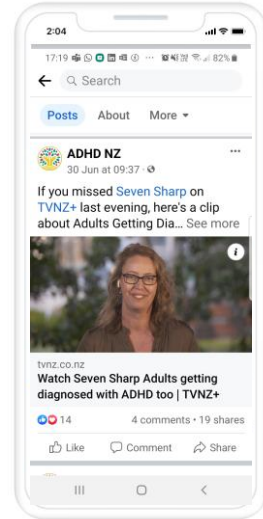
Facebook feed
- Image: .png, .jpg
- Min. size: 600 px wide x 600 px tall
- Or ratio: 19.91 to 1
- Max. 30MB

Teaser
- Primary text: 125 characters
- Headline: 27 characters
- Description: 27 characters
- Hashtags: be specific

URL
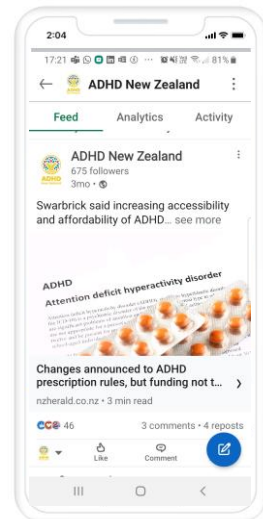- Link to product webpage on adhd.org.nz

LinkedIn feed
- Image: .png, .jpg
- Ideal size: 1200 px wide x 628 px tall
- Or ratio: 19.91 to 1
- Max. 8MB

Teaser
- Primary text: 140 characters
- Headline: 40 characters
- Description: 1,300 characters
- Hashtags: be specific

URL
- Link to product webpage on adhd.org.nz
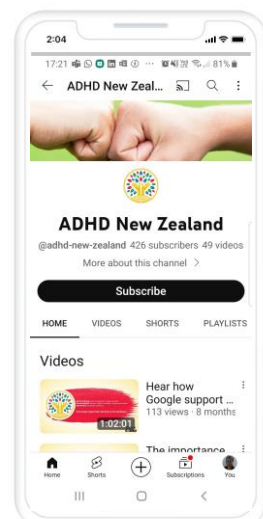
YouTube
- Thumbnail image: .png, .jpg
- Ideal size: 1280 px wide x 720 px tall
- Or ratio: 16 to 9
- Max. 2MB

Teaser
- Primary text: 157 characters
- Headline: 70 characters
- Description: 5,000 characters

URL
- Link to product webpage on adhd.org.nz
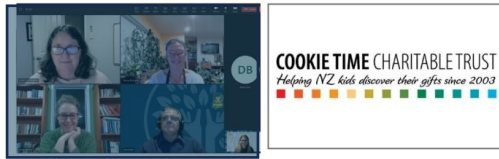
2) **Email newsletter**

Photo of your business logo/product
- Format: .png, .jpg
- Size: 650 px wide x 400 px tall
- Max. 250 kb

Teaser
- Not more than 20 words to make people want to click through to find out more about your product (e.g. benefit/special offer)

Button
- This will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)

3) 1x header banner on adhd.org.nz

Photo of your business logo/product
- Format: .png, .jpg
- Size: 1920 px wide x 1070 px tall
- Max. 500 kb

Teaser
- Not more than 5 words to make people want to click through to find out more about your product (e.g. benefit/special offer)

URL
- Image and text will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)

4) 1x tile and teaser on <u>adhd.org.nz</u>

Photo of your business logo/product
- Format: .png, .jpg
- Size: 650 px wide x 400 px tall
- Max. 250 kb

Teaser
- Not more than 20 words to make people want to click through to find out more about your product (e.g. benefit/special offer)

URL
- Image and teaser text will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)

5) 1x header banner on adhd.org.nz/advertise

Photo of your business logo/product
- Format: .png, .jpg
- Size: 1920 px wide x 1070 px tall
- Max. 500kb

Teaser
- Not more than 5 words to make people click through to find out more about your product (e.g. benefit/special offer)

URL
- Image and text will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)

6) 1x header banner on adhd.org.nz/vlogs and blogs
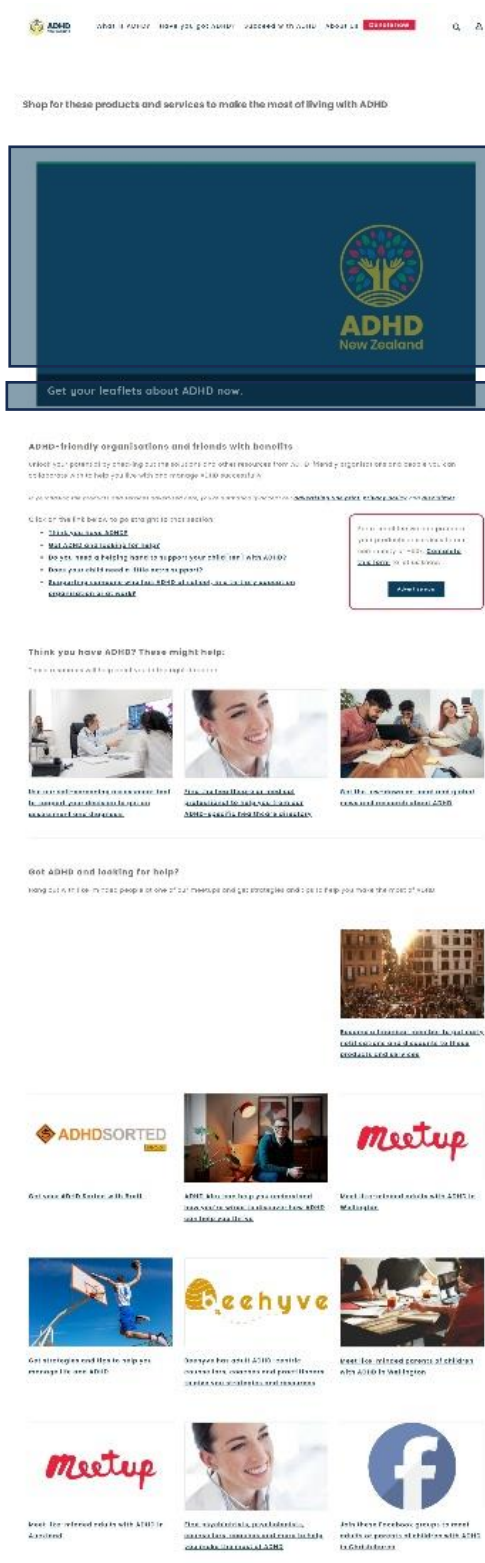

Photo of your business logo/product
- Format: .png, .jpg
- Size: 1920 px wide x 1070 px tall
- Max. 500 kb

Teaser
- Not more than 5 words to make people want to click through to find out more about your product (e.g. benefit/special offer)

URL
- Image and text will go through to the adhd.org.nz hosted webpage we create for you (refer page 2)