

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

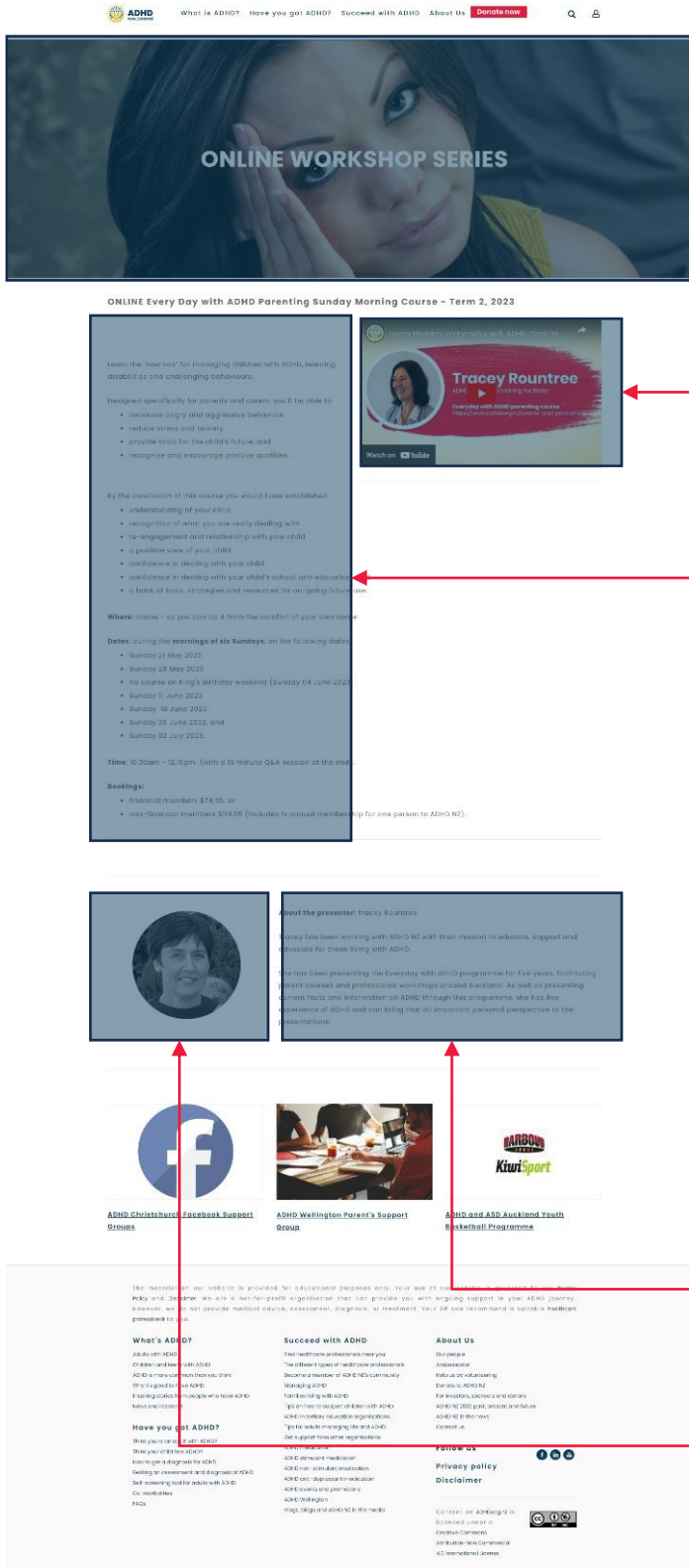
- | | |
|---|-------|
| • 1x header banner in slideshow on adhd.org.nz/advertise | \$350 |
|---|-------|

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



ADHD
New Zealand

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



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



ADHD-friendly organisations and friends with benefits

Unleash the potential by attending our webinars and other resources from our friendly supporters and local solutions to help you live with and manage ADHD successfully.

Or explore the products and services available on our website [ADHD-friendly products and services](#)

Click on the link to go straight to the website:

- [Tech solutions ADHD](#)
- [MADAD online learning courses](#)
- [Do you need a helping hand to support your child? Get ADHD](#)
- [Does your child need a little extra support?](#)
- [Support for carers and families: ADHD at school and in the community](#)



Think you have ADHD? These might help:

There are many ADHD groups on Facebook:



Do you feel overwhelmed and stressed? [ADHD-friendly products and services](#)



Do you need a helping hand to support your child? [ADHD-friendly products and services](#)



Do you need a helping hand to support your child? [ADHD-friendly products and services](#)

Get ADHD and looking for help?

Find out more from people like you about their tips and get strategies and go to help you make the most of your



Do you need a helping hand to support your child? [ADHD-friendly products and services](#)



Get your ADHD sorted with Beth



ADHD: What can you do to control your ADHD? [ADHD-friendly products and services](#)



Meet ADHD-friendly people with ADHD in Melbourne



Get strategies and tips to help you manage your ADHD



Bees for ADHD: ADHD-friendly products and services



Meet for ADHD: ADHD-friendly products and services



Meet the ADHD-friendly people with ADHD in London



Do you need a helping hand to support your child? [ADHD-friendly products and services](#)



Join these Facebook groups to meet others or post your ADHD-friendly products and services

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

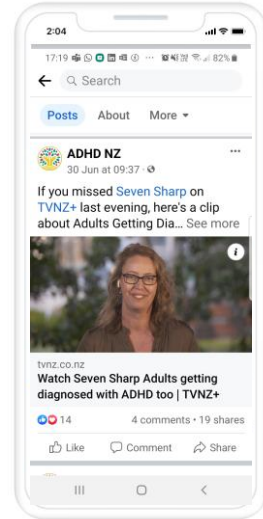
- Image: .png, .jpg
- Min. size: 600 px wide x 600 px tall
- Or ratio: 19.91 to 1
- Max. 30MB

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

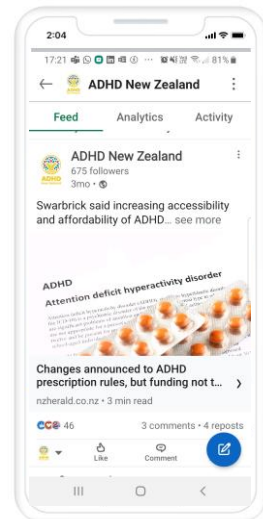
- Image: .png, .jpg
- Ideal size: 1200 px wide x 628 px tall
- Or ratio: 19.91 to 1
- Max. 8MB

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

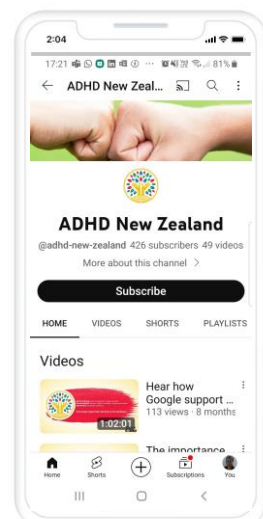
- Thumbnail image: .png, .jpg
- Ideal size: 1280 px wide x 720 px tall
- Or ratio: 16 to 9
- Max. 2MB

Teaser

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

URL

- Link to product webpage on adhd.org.nz



2) Email newsletter



Hi,

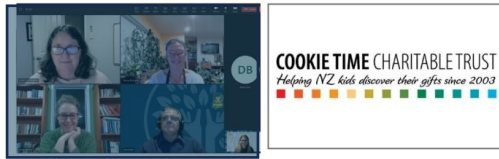
Despite the variable weather of late we hope this finds you safe and well and we've no doubt as busy as ever.

The first half of this year has been busy for us as well, with lots of news (some is shared in our newsletter below) and as we head into winter we have many activities planned.

We encourage you to [become financial members](#) to stay more closely connected to our +50,000-strong community. And keep an eye on our [events](#) for upcoming courses, workshops and meetups, and our [Facebook](#), [LinkedIn](#) and [YouTube](#) channels - you never know what may crop up.

Stay safe
Raewyn

1



Here we are, talking about the changes we'd like to make to the special authority renewal process.

We love Cookie Time!

[Find out more](#)

[Find out why](#)

2



Helping to upskill professionals with AADPA.

Stuck indoors? If you're an adult with ADHD here are 10 ideas for staying busy while it's cold outside.

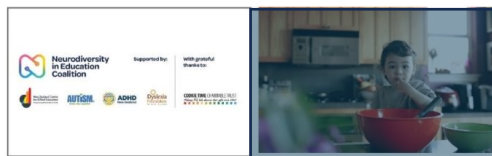
[Find out what we did](#)

[10 creative activities for you to do this winter](#)

Photo of your business logo/product

- Format: .png, .jpg
- Size: 650 px wide x 400 px tall
- Max. 250 kb

3



Join us in Wellington and support the official launch of our White Paper.

Here are 10 ideas for activities to do with your children this winter.

[I'm keen!](#)

[10 activities to keep your children busy](#)

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)



Head to our Annual General Meeting (AGM) to find out what we've done and what we've got planned.

Find out what happened with our submission to Stats NZ regarding this year's Disability Survey.

[Head to our AGM](#)

[What happened?](#)

Button

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

Stay connected via our [Facebook](#), [LinkedIn](#) and [YouTube](#) channels:



Click the button below to donate now.

[Donate now](#)

We're grateful for your donations.

You are receiving this email because you opted in to receive updates from us. You can [unsubscribe](#) at any time.

We are a registered charity in New Zealand. Our mailing address is:

ADHD NZ
PO Box 4055
Newmarket
Auckland 1149
New Zealand



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

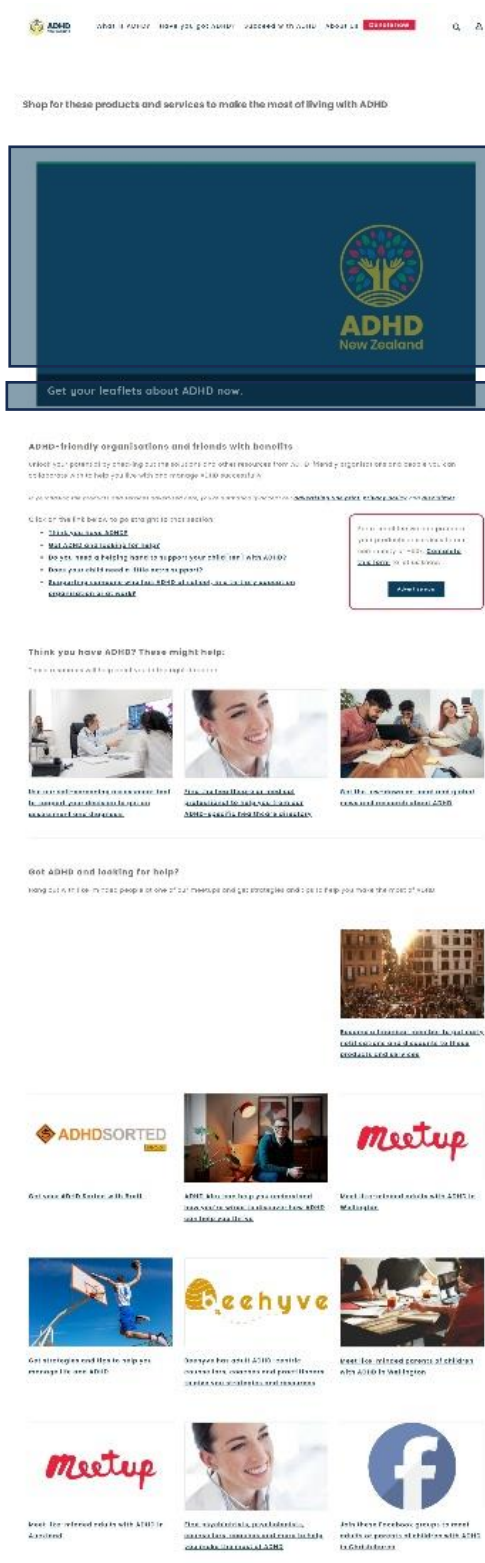


Photo of your business logo/product

- 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](https://adhd.org.nz/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)