

ADDICTION

DRIVING CLINICAL EXCELLENCE

PROFESSIONAL

NATIONAL CONFERENCE ON
ADDICTION
DISORDERS

BEHAVIORAL

THE BUSINESS OF TREATMENT AND RECOVERY

HEALTHCARE

BEHAVIORAL HEALTHCARE
LEADERSHIP
SUMMIT



Doug Edwards,
Publisher, *Addiction Professional* and *Behavioral Healthcare*

Doug Edwards is the publisher of *Addiction Professional* and *Behavioral Healthcare*, and a director of the National Conference on Addiction Disorders and Behavioral Healthcare Leadership Summit. He previously served as editor-in-chief of both magazines. Edwards presents on marketing best-practices for addiction treatment organizations.



Gary Enos,
Editor of *Addiction Professional*

Gary Enos has been editor of *Addiction Professional* magazine since the publication's founding in 2003. He has served as a writer and editor on topics in the addiction and mental health fields since 1994.



2014 MARKETING SOLUTIONS

FIND US ON:



www.addictionpro.com www.behavioral.net



VENDOME
HEALTHCARE
MEDIA



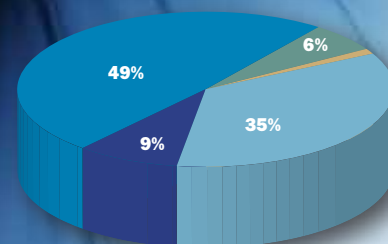
Vendome Healthcare Media is the number-one source for cutting-edge content in the addiction treatment and behavioral healthcare fields. Through its two award-winning brands—**Addiction Professional** and **Behavioral Healthcare**—Vendome reaches professionals of all stripes, including front-line clinicians and private-practice therapists; nurses, physicians, and other medical professionals; and executive-level decision makers at a wide range of profit, not-for-profit, public, and private mental health and substance use treatment organizations.

The apex of our continuous engagement with our community is the annual **National Conference on Addiction Disorders** and **Behavioral Healthcare Leadership Summit**—the premiere event uniting professionals of all types in a national dialogue on best practices for improving care delivery.

Vendome Healthcare Media reaches 75,000+ professionals in the addiction treatment and behavioral healthcare community!*

AUDIENCE BREAKDOWN: BY TITLE*

- 49%: Clinical Director, Psychologist, Social Worker, Counselor, Therapist, Interventionist, and other Clinicians
- 35%: Executive, Financial, and Information Management: CEO, COO, Owner, President, VP, CFO, Comptroller, Director of Finance, Purchasing Officer, CIO, CTO, VP Information Systems, and other Executive, Financial, and IT titles
- 9%: Medical Director, Psychiatrist, Physician, Nurse, and other Medical Staff
- 6%: Marketing/Sales, Consultancy
- 1%: Other associations and professionals allied to the field



*Publishers Own Data: 2013

2014 / COMMUNITY

TO ADVERTISE, CONTACT: DOUG EDWARDS / 216.373.1201 / DEDWARDS@VENDOMEGRP.COM

NATIONAL CONFERENCE ON

ADDICTION

DISORDERS

BEHAVIORAL HEALTHCARE

LEADERSHIP

SUMMIT

The **National Conference on Addiction Disorders**, co-located with the **Behavioral Healthcare Leadership Summit**, has rapidly established itself as a premier, respected, and trusted national conference that provides a diverse educational curriculum on the prevention, intervention, treatment, and recovery management of addictions that affect various genders, generations, and cultures. Multiple opportunities are available: exhibiting, sponsorship, focus groups, video advertorials, and facility tours, to name a few. For more information, visit www.ncadcon.com.

VIDEO TESTIMONIALS

At conferences around the country *Addiction Professional* and *Behavioral Healthcare* have video crews on-site to conveniently record a video testimonial of one of your key referral sources, top customers, organization executives, or other VIP. Green screen, video editing services, and marketing are all included—and your organization owns the video for placement on your Web site, YouTube, etc. For samples, visit www.behavioral.net/video and www.addictionpro.com/video, and contact Doug Edwards for the 2014 filming schedule.



Photos by Jeff Granbery



ADDICTION

PANEL SERIES

PROFESSIONAL

BEHAVIORAL

PANEL SERIES

HEALTHCARE

Both publications produce events around the country designed to engage local treatment communities. Multiple locations are planned for 2014. To view past events and learn about speaking and sponsorship opportunities, visit:

<http://www.addictionpro.com/page2/addiction-professional-panel-series>

"I have to say bravo on the luncheon Thursday. It was one of the best I have ever attended. ... You did a fabulous job with your questions to the panel and I feel that you guys put together a well rounded panel to address such questions. My team and I will gladly attend any and all functions of this caliber and look forward to the next opportunity!"

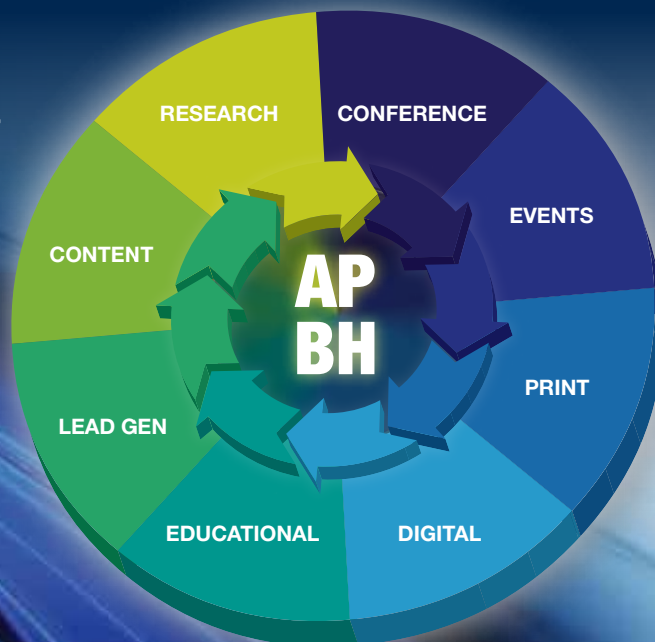
*Mike Way, Owner/Operator,
Gracious Care Recovery*

2014

MARKETING SOLUTIONS

TO ADVERTISE, CONTACT: DOUG EDWARDS / 216.373.1201 / DEDWARDS@VENDOMEGRP.COM

Full Marketing Solution Provider: Enhance your brand recognition with *Addiction Professional's* and *Behavioral Healthcare's* marketing solutions. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive market engagement. We offer a wide range of brand building, lead generating, lead nurturing, content marketing, and thought leadership developing opportunities.



CONFERENCE

The National Conference on Addiction Disorders and Behavioral Healthcare Leadership Summit offer multiple opportunities for face-to-face engagement with the addiction and mental health treatment communities, including exhibit hall booths, multiple sponsorship opportunities (including special events, tracks, room keys, badges and lanyards, and breaks), video advertorials filmed onsite, focus groups, tours of nearby facilities, and more.

EVENTS

Addiction Professional and *Behavioral Healthcare* each produce a Panel Series, bringing local and regional experts together for educational lunch'n'learns in which your staff can serve on the discussion panel. In addition, live Webinars allow for virtual engagement; you choose the speaker and topic, and we handle the rest, including marketing, registration, technical assistance, moderation, and lead delivery.

PRINT

Behavioral Healthcare and *Addiction Professional* offer print magazines with display advertising opportunities, as well as inserts and direct-mail options. During the annual conference, an onsite Show Daily offers significant brand exposure, as do pre- and post-conference direct mail pieces.

DIGITAL

Addictionpro.com and behavioral.net are key online destinations for treatment professionals and executive leaders in the field. Both sites offer banner and rich media options. Weekly and topic-specific e-newsletters provide interaction with the community. Customized options, such as content-rich microsites and e-zines, position your organization above the market noise.

EDUCATIONAL

Behavioral Healthcare and *Addiction Professional* have the expertise to position your organization as a leading thought leader in the market by delivering relevant, timely, and must-read, must-listen, or must-watch content. Our Webinars, Panel Series, and annual conference provide face-to-face interaction, while content developed for blogs, white papers, special e-zines and e-newsletters, and other formats allows you to generate and nurture leads while building brand equity and demonstrating thought leadership.

LEAD GEN

Behavioral Healthcare and *Addiction Professional* offer multiple lead-generation opportunities, such as through the annual conference, Webinars, and Panel Series. White papers, e-newsletters, and other materials can link to gated content on behavioral.net and addiction-pro.com to identify key prospects. Ongoing content delivery ensures not only lead generation but continuous lead nurturing as well.

CONTENT

The team at *Behavioral Healthcare* and *Addiction Professional* can produce, edit, and design content that meets your marketing message and branding theme. Options include video advertorials, print case studies, online e-zines and e-newsletters, and more. Our staff can help you define and deliver a comprehensive content marketing strategy.

RESEARCH

Want to know what the market really thinks of your brand? Need insight for planning your marketing strategy? We offer focus groups and online research to provide in-depth marketing intelligence.

2014

MARKETING SOLUTIONS

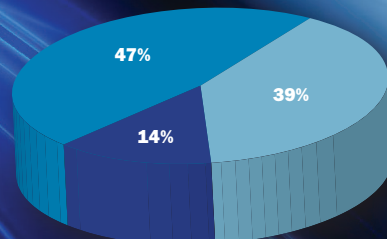
TO ADVERTISE, CONTACT: DOUG EDWARDS / 216.373.1201 / DEDWARDS@VENDOMEGRP.COM

55% of our 36,190 readers pass along *Addiction Professional* to an average of eight people —making our total readership 195,426!*



CIRCULATION BREAKDOWN: BY BUSINESS**

- 47%: Addiction Treatment Center/Program
- 39%: Private Practice, Social Service or Criminal/Juvenile Justice Agency, Pharmacy/Lab, Government Agency, Credentialing Authority, and other associations/professionals allied to the field
- 14%: Hospital



Clinical and managerial strategies for addiction treatment professionals

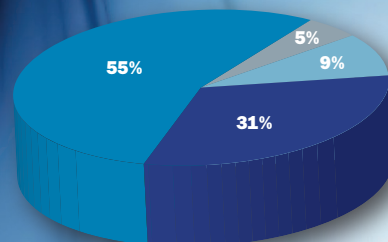
Reporting on the whole spectrum of addictions and addiction treatment services, *Addiction Professional* provides guidance on care delivery, management strategies, and emerging trends affecting addiction services in the public and private sectors. *Addiction Professional* delivers authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and online publications, *Addiction Professional's* industry-leading conference, the National Conference on Addiction Disorders (NCAD), and webinars offer educational opportunities for earning CEUs and networking with peers. *Addiction Professional* identifies the highest levels of evidence-based approaches to high-quality treatment, honoring excellence through its annual Outstanding Clinicians Awards.

Ongoing coverage includes:

- Drug Testing
- Education and Training
- Facility Design
- Management Challenges
- Physician Issues
- Process Addictions

CIRCULATION BREAKDOWN: BY TITLE**

- 55%: Clinical: Clinical Director, Psychologist, Social Worker, Counselor, Therapist, Interventionist, and other Clinicians
- 31%: Executive, Financial, and Information Management: CEO, COO, Owner, President, VP, CFO, Comptroller, Director of Finance, Purchasing Officer, CIO, CTO, VP Information Systems, and other Executive, Financial, and IT titles
- 9%: Medical: Medical Director, Psychiatrist, Physician, Nurse, and other Medical Staff
- 5%: Other associations and professionals allied to the field



*Survey Monkey Readership Study, 2013 ** Publishers Own Data, 2013

2014 CIRCULATION + CALENDAR

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JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
Ad Close: 1/31	Ad Close: 3/20	Ad Close: 5/22
Materials Due: 2/4	Materials Due: 3/24	Materials Due: 5/26
Editorial Focus: Gender-Specific Treatment Strategies Assisting the Cognitively Impaired/Brain-Injured Client	Editorial Focus: Trends in Counselor Education Recovery-Focused/Continuing Care Models	Editorial Focus: Holistic Therapies in Addiction Treatment Strategies in Treating Recovering Professionals
Show Distribution: American Society of Addiction Medicine (ASAM) Annual Conference Orlando, FL (4/10 - 4/13) Foundations: Freedom & Recovery San Diego, CA (4/14 - 4/17)	Show Distribution: National Association of Addiction Treatment Providers Annual Conference Charlotte, NC (5/17 - 5/20) UK/European Symposium on Addictive Disorders London (5/5-5/7)	Baxter Ad Study* *A third-party research firm (Baxter Research) will review your ad with our readers, providing you with a complimentary customized report including direct reader comments. David E. Smith, MD Symposium San Francisco (6/27-6/28)
RESOURCE GUIDE	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
JULY/AUGUST	Ad Close: 9/18	Ad Close: 11/20
Ad Close: 7/10	Materials Due: 9/22	Materials Due: 11/22
Materials Due: 7/14 Editorial Focus: National Conference on Addiction Disorders Preview Coverage 6th Annual Outstanding Clinicians Awards Innovations in Adolescent Treatment Vendor Profiles** **Purchase a full-color half- or full-page ad and receive a free half or full page for your own company profile/advertorial in the issue at no additional cost.	Editorial Focus: Trends in the Treatment of Eating Disorders Strategies for Treating Military Veterans	Editorial Focus: The Changing Profile of Treatment Centers Innovations in LGBT Services Treatment Center Directory
Show Distribution: National Conference on Addiction Disorders (NCAD) St. Louis, MO (8/22 - 8/26) Cape Cod Symposium on Addictive Disorders (CCSAD) Hyannis, MA (9/11 - 9/14) Foundations: Moments of Change Palm Beach, FL (9/29 - 10/2) Lifestyles Intervention Conference Las Vegas, NV (10/6 - 10/8)		Baxter Ad Study* *A third-party research firm (Baxter Research) will review your ad with our readers, providing you with a complimentary customized report including direct reader comments.



ONLINE COVERAGE:
JANUARY Treatment of Veterans
FEBRUARY Technology Innovations
MARCH Trends in Credentialing
APRIL Medication Developments
MAY Facility Marketing
JUNE Smoking Cessation
JULY Mind/Body Approaches
AUGUST Continuing Education
SEPTEMBER Promising Behavioral Therapies
OCTOBER Insurance Liability
NOVEMBER Telehealth in Addiction Treatment
DECEMBER Workforce Development

2014 EDITORIAL CALENDAR

FIND US ON:



HTTP://WWW.ADDICTIONPRO.COM/MARKETING-SOLUTIONS/DISPLAY-ADVERTISING

All rates net.

2014 MAGAZINE RATES

MAGAZINE UNITS (4 COLOR)	1X (OPEN RATE)	3X	6X	12X
1-PAGE	\$3,881	\$3,767	\$3,594	\$3,429
2/3-PAGE	\$3,276	\$3,180	\$3,033	\$2,895
1/2-PAGE	\$3,169	\$3,077	\$2,935	\$2,800
1/3-PAGE	\$2,477	\$2,405	\$2,294	\$2,188
1/4-PAGE	\$2,136	\$2,074	\$1,978	\$1,887

B&W: Take \$900 off color rate

PREMIUM MAGAZINE POSITION RATES

2ND	3RD	4TH	TOC	OTHER SPECIFIED
30%	15%	50%	25%	10%

Contact your representative for pricing on cover tips, gatefolds, bellybands, regional advertising, inserts, polybags, and other magazine advertising options.

Note: Any requested position is subject to a 15% positioning fee.

WEEKLY ENEWSLETTER	1X	3X	6X
728X90	\$1,283	\$1,176	\$1,069
160X600	\$1,283	\$1,176	\$1,069
180X150	\$1,045	\$998	\$950
BOTTOM 728X90	\$868	\$796	\$724
125X125 PRODUCT AD	\$1,050	\$962	\$875

TARGETED ENEWSLETTER

Contact your representative for pricing and categories.

RUN-OF-SITE BANNERS	ROTATIONS	1X	3X	6X+
728X90 (ATF)	3	\$1,205	\$1,105	\$1,004
468X60 (ATF)	3	\$1,115	\$1,022	\$929
200X90 (ATF)	3	\$778	\$713	\$648
300X250 (ATF)	3	\$946	\$867	\$788
300X250 (BTF)	3	\$778	\$713	\$648

ATF=Above the fold; BTF= Below the fold

75% of our readers are interested in continuing education credits.**

77% screen/test for drug and alcohol use.**

88% encounter patients with process addictions (gambling, sex, etc).*

89% encounter patients with chronic pain.*

84% of our readers organizations offer recovery support/aftercare.*

67% of our readers save *Addiction Professional* for future reference.**

81% refer clients for inpatient/residential care.**

* Zoomerang Readership Study: 2013 ** Survey Monkey Readership Study: 2013

2014 PRINT + ONLINE RATES

FIND US ON:



[WWW.ADDICTIONPRO.COM](http://www.addictionpro.com)

VENDOME
HEALTHCARE
MEDIA

All rates net.

RICH MEDIA	1X	3X	6X
WALLPAPER	\$3,500	\$3,000	\$2,500
WELCOME MAT	\$1,566	\$1,409	\$1,175
PAGE PUSH	\$1,674	\$1,507	\$1,256
SIDEKICK	\$1,674	\$1,507	\$1,256
PEEL PAGE	\$1,890	\$1,701	\$1,418
FOOTER	\$1,674	\$1,507	\$1,256

CATEGORY SPONSORSHIP

Contact your representative for categories and pricing.

SPONSORED CONTENT BOX	1X	3X	6X
	\$1,566	\$1,409	\$1,175

NATIONAL CONFERENCE ON ADDICTION DISORDERS EXHIBITING AND SPONSORSHIP OPPORTUNITIES:

Download prospectus at:

<http://www.addictionpro.com/content/2014-ncad-prospectus-download-form>

PANEL SERIES	
SPEAKER SPONSORSHIP	\$4,000
SUPPORTER SPONSORSHIP	\$2,500

WEBINARS	\$10,000
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WHITE PAPER PROGRAM	\$8,500
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DIRECTORIES

Contact your representative for opportunities and pricing.

CUSTOM OPPORTUNITIES

Contact representative for pricing on advertorials, blogs, content creation, custom e-newsletters, custom events, videos, special supplements, e-books, and other custom opportunities.

RESEARCH

Contact your representative for pricing on focus groups and online research.

2014 / PRINT + ONLINE RATES

FIND US ON:



[WWW.ADDICTIONPRO.COM](http://www.addictionpro.com)

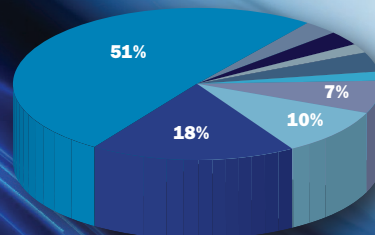
VENDOME
HEALTHCARE
MEDIA

70% of our 30,752 readers pass along *Behavioral Healthcare* to an average of five people—making our total readership 138,384*



CIRCULATION BREAKDOWN: BY BUSINESS**

- 51%: Community Mental Health Center/Behavioral Health Provider Organization
- 18%: Addiction Treatment Center/Program
- 10%: Hospital/Multi-Hospital Health System
- 7%: Private Practice
- 4%: Social Service or Criminal/Juvenile Justice Agency
- 3%: Government Agency
- 3%: Other associations and professionals allied to the field
- 2%: Managed Care Organization
- 2%: Architect/Interior Design



Management strategies for addiction and mental health treatment executives

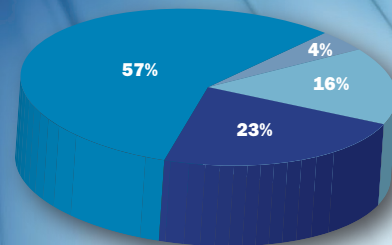
Behavioral Healthcare provides expert insight and unbiased coverage of the latest technological, managerial, and regulatory developments at mental health and substance use treatment organizations, delivering authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and online publications, Behavioral Healthcare's annual conference—the Behavioral Healthcare Leadership Summit—is a management-focused companion to the industry-leading National Conference on Addiction Disorders (NCAD). With industry partners in the National Association of Addiction Treatment Providers (NAATP), Behavioral Healthcare determines and identifies the highest levels of industry standards, honoring excellence through its annual awards and research.

Editorial Focus:

- Information technology
- Management issues
- Treatment facility design
- Staffing
- Primary care integration
- Community interaction
- Policy

CIRCULATION BREAKDOWN: BY TITLE**

- 57%: Executive, Financial, and Information Management: CEO, COO, Owner, President, VP, CFO, Comptroller, Director of Finance, Purchasing Officer, CIO, CTO, VP Information Systems, and other Executive, Financial, and IT titles
- 23%: Medical: Medical Director, Psychiatrist, Physician, Nurse, and other Medical Staff
- 16%: Clinical: Clinical Director, Psychologist, Social Worker, Counselor, Therapist, and other Clinicians
- 4%: Other associations and professionals allied to the field



*Survey Monkey Readership Study, 2013 ** Publishers Own Data, 2013

2014 CIRCULATION + CALENDAR

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JANUARY/FEBRUARY

Ad Close: 1/24

Materials Due: 1/27

Editorial Focus:

Implementing IT Projects
in Behavioral Health
Pharmacy Services
Technology Guide

Show Distribution:

National Association of Psychiatric
Health Systems (NAPHS)
Annual Conference
Washington, DC (3/10 – 3/12)

MARCH/APRIL

Ad Close: 3/7

Materials Due: 3/10

Editorial Focus:

National Council Conference Issue
NAATP James W. West Quality Awards
Drug Testing

Show Distribution:

Behavioral Health Information
Management Conference and Exposition
San Diego CA 92101 (4/23-4/24)
National Council for Behavioral Health
Annual Conference
Washington, DC (5/5 – 5/7)
National Association for Addiction
Treatment Providers Annual Conference
Charlotte, NC (5/17 – 5/20)

MAY/JUNE

Ad Close: 4/18

Materials Due: 4/21

Editorial Focus:

Design for Health & Human Services Showcase
Special Section: Annual Design Showcase
and Design Resource Directory

Baxter Ad Study*

*A third-party research firm
(Baxter Research) will review your ad
with our readers, providing you with
a complimentary customized report
including direct reader comments.

ONGOING COVERAGE

IT PRODUCTS, PROCESSES, AND SERVICES:

Meaningful use
Telemedicine
EHRs and software
Working remotely
Claims and billing processes
Financing and ROI
Evolving standards
and practices

FACILITY DESIGN:

Treatment and public spaces
Furniture and furnishings
Safety/Security
(doors, locks, equipment)
Color and décor
Access and privacy
Sustainability and
green design

MANAGEMENT:

Leadership
Program development
Risk management
Benchmarking and
measurement
Improving cash flow
Board relations
Working with
law enforcement
Community relations

PUBLIC POLICY:

Affordable Care Act
Integrated care initiatives
Parity enforcement
Medicaid Expansion
Compliance
Diversion, incarceration,
and re-entry issues
City and county systems of care
Federal and state initiatives

RESOURCE GUIDE

JULY/AUGUST

Ad Close: 6/30

Materials Due: 7/3

Editorial Focus:

2014 Behavioral Healthcare Champions
Drug Testing
Special Supplement: Resource Guide

Show Distribution:

Behavioral Healthcare Leadership Summit
St. Louis, MO (8/22 – 8/24)

Vendor Profiles**

**Purchase a full-color half- or full-page
ad and receive a free half or full page for
your own company profile/advertorial in
the issue at no additional cost.

SEPTEMBER/OCTOBER

Ad Close: 8/29

Materials Due: 9/1

Editorial Focus:

Behavioral Healthcare IT Vendor Survey
Accreditation

Show Distribution:

OPEN MINDS Technology and Informatics
Institute, TBD

NOVEMBER/DECEMBER

Ad Close: 10/24

Materials Due: 10/27

Editorial Focus:

Traumatic Brain Injuries: An update
Drug Testing

Baxter Ad Study*

*A third-party research firm
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with our readers, providing you with
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including direct reader comments.

2014 EDITORIAL CALENDAR

FIND US ON:



All rates net.

2014 MAGAZINE RATES

MAGAZINE UNITS (4 COLOR)	1X (OPEN RATE)	3X	6X	9X
1-PAGE	\$4,605	\$4,471	\$4,341	\$4,215
2/3-PAGE	\$3,683	\$3,576	\$3,472	\$3,371
1/2-PAGE	\$3,233	\$3,138	\$3,047	\$2,958
1/3-PAGE	\$2,568	\$2,494	\$2,421	\$2,351
1/4-PAGE	\$2,380	\$2,311	\$2,244	\$2,179

B&W: Take \$900 off color rate

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WEEKLY ENEWSLETTER	1X	3X	6X
728X90	\$1,176	\$1,123	\$1,069
160X600	\$1,176	\$1,123	\$1,069
468X60	\$1,045	\$998	\$950
180X150	\$796	\$760	\$724
125X125 PRODUCT AD	\$962	\$919	\$875

TARGETED ENEWSLETTER

Contact your representative for pricing and categories.

RUN-OF-SITE BANNERS	ROTATIONS	1X	3X	6X+
728X90 (ATF)	3	\$1,169	\$1,112	\$1,057
468X60 (ATF)	3	\$1,089	\$1,037	\$985
200X90 (ATF)	3	\$748	\$713	\$677
300X250 (ATF)	3	\$874	\$832	\$791
300X250 (BTF)	3	\$816	\$778	\$739

ATF=Above the fold; BTF= Below the fold

71% of our readers save *Behavioral Healthcare* for future reference.**

77% of our readers look to *Behavioral Healthcare* for information on information technology.*

77% consider *Behavioral Healthcare* to be the best source for information technology articles related to the behavioral healthcare field.*

70% screen/test patients for drug/alcohol use.*

72% of our readers identify themselves as either spending decision makers or influencers.*

*Survey Monkey Readership Study, 2013 **Zoomerang Readership Study, 2013

2014 PRINT + ONLINE RATES

FIND US ON:



WWW.BEHAVIORIAL.NET

VENDOME
HEALTHCARE
MEDIA

All rates net.

RICH MEDIA	1X	3X	6X
WALLPAPER	\$3,500	\$3,000	\$2,500
WELCOME MAT	\$2,117	\$2,011	\$1,799
PAGE PUSH	\$1,674	\$1,591	\$1,423
SIDEKICK	\$1,674	\$1,591	\$1,423
PEEL PAGE	\$2,560	\$2,432	\$2,176
FOOTER	\$1,674	\$1,591	\$1,423

CATEGORY SPONSORSHIP

Contact your representative for categories and pricing.

SPONSORED CONTENT BOX	1X	3X	6X
	\$1,566	\$1,409	\$1,175

BEHAVIORAL HEALTHCARE LEADERSHIP SUMMIT EXHIBITING AND SPONSORSHIP OPPORTUNITIES:

Download prospectus at:

<http://www.addictionpro.com/content/2014-ncad-prospectus-download-form>

PANEL SERIES

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WEBINARS	\$10,000
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WHITE PAPER PROGRAM	\$8,500
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CUSTOM OPPORTUNITIES

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RESEARCH

Contact your representative for pricing on focus groups and online research.

2014 / PRINT + ONLINE RATES

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