



IN THE ROOMS®
A GLOBAL RECOVERY COMMUNITY

[In The Rooms](#) (ITR) is a global online recovery community for those recovering from addiction and other related issues. We embrace multiple pathways to recovery, including all 12 Step, non-12 Step, wellness and mental health modalities. We also provide an extensive breadth of content relating to recovery, in which we interview community leaders, create comprehensive recovery guides and provide recovery centric news.

Media **Kit** 2021

About the **Community**

WEBSITE BEHAVIOR



2,000,000

AVERAGE PAGEVIEWS
PER MONTH IN 2019



100,000

AVERAGE NEW
WEBSITE VISITORS
PER MONTH IN 2019

20 Average Number of Pageviews per Session

32 Average Number of Minutes Spent on Site

MEMBER CHARACTERISTICS

585K

Members as of January 2020

85%

Members are in Recovery or
Seeking it

48%

Users are Age 45+

40%

Members are part of the
Alcoholics Anonymous Fellowship

24%

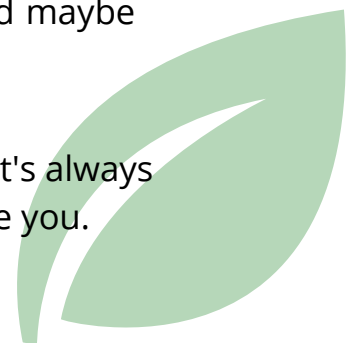
Members are part of the
Narcotics Anonymous Fellowship

Partner with **ITR**

With an audience half-a-million strong, [In The Rooms](#) is the partner you've been looking for. In the past, we've worked with wellness brands, higher education systems, treatment centers and authors—and that's only a few of them!

Our members are always interested in the newest recovery book, class, retreat or speaker. As dedicated attendees of online meetings, they are excited about how technology is quickly shaping the world of recovery for the better. And as many of our members have loved ones that struggle with addiction, they're on the lookout for treatment centers for family, friends and maybe even themselves.

[In The Rooms](#) is a community with strong audience engagement that's always looking for a better way to do recovery. And that better way could be you.



Advertising **Opportunities**

On-Site **Advertising**

Member Feed Leaderboard Ad

Designed to deliver maximum exposure for your brand. The 728x90 pixels leaderboard ad sits at the top of member feed. A maximum of 6 advertisers ensures that your brand catches the eyes of regular visitors at the In The Rooms member section.

In-Feed Video Ad in Member Feed

This in-feed ad unit is designed to deliver exposure to active participants in the members feed.

Status Feed Announcements

This static in-feed ad unit (500x250 pixels) is designed to deliver maximum exposure to active participants in the member feed.

Feature Article about the Client

Custom content for your brand that's written, edited, and presented to engaged visitors to the public-facing side of the In The Rooms website. Advertorial worked into content in same format as editorial. Each piece includes back links to the client's website.

Email **Marketing**

eBlasts

eBlasts are targeted email messages that you can send to our active audience to promote your organization.

Spotlight Articles in Weekly Newsletter

(If client needs us to write it, \$75/hr additional)

Advertorial worked into In The Rooms public content in same format as editorial. No more than two per month limited to 600 words each. Average click-through rate of our newsletters is approximately 18%.

Leaderboard Banner in Daily Email

This static ad unit is designed to deliver maximum exposure to members who receive our daily email. The 728x90 pixels leaderboard ad sits at the top of email. There is a maximum of 6 advertisers. Open rate of this email is approximately 30%.

Social **Posts**

Facebook Posts

A 960x502 pixel ad banner on our Facebook page (150K followers).

Artwork and content for all of these offerings are to be provided by the advertiser unless otherwise specified.



Engaged **Audiences**

Engaged Audiences deliver highly impactful messaging to a precise, relevant, and scalable set of viewers. This segment has been curated using a combination of first-party audience data enriched with relevant data from the world's leading third-party providers. In other words, we have built an audience specific to the recovery industry, using our extensive knowledge of the audience and offsite and onsite data to build a relevant audience.

How it **Works**

We carefully curate our audiences using combinations of the following tactics for maximum results.



Technographics

Target users by device such as desktop, laptop, tablet and mobile.



Geo-Targeting

Target by geography including DMA, state, zip code or country.



Demographics

Target users by gender, income, age, etc.



Intent-Based Search

Target users based on their search history.



Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



Geo-Fence

Target users who have visited a specific geographical location.



Event Targeting

Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



“

The In The Rooms meetings gave me an extra boost of hope and inspiration during those long hours in between my face-to-face meetings.

- IN THE ROOMS MEMBER MATT S.

Value **Packages**

GOOD

- 30,000 impressions on InTheRooms.com
- 50,000 impressions to Engaged Audiences
- 1 Spotlight Article in the In The Rooms email newsletter, distributed to all 585,000+ members weekly
- 1 Email Blast to the most active members of our ITR Community

BETTER

- 50,000 impressions on InTheRooms.com
- 75,000 impressions to Engaged Audiences
- 1 Spotlight Article in the In The Rooms email newsletter, distributed to all 585,000+ members weekly
- 2 Email Blasts to the most active members of our ITR Community

BEST

- 75,000 impressions on InTheRooms.com
- 225,000 impressions to Engaged Audiences
- In-Feed Video Advertising
- 2 Spotlight Articles in the In The Rooms email newsletter, distributed to all 585,000+ members weekly
- 2 Email Blasts to the most active members of our ITR Community

For more information, please contact:

Info@InTheRooms.com

