



Media Kit 2016

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ABOUT BLACKDOCTOR.ORG

BlackDoctor.org (BDO) is the world's most comprehensive online health resource for African Americans devoted exclusively to help African Americans live healthier, happier lives. BDO reaches 80% of the US adult population online and BDO's Facebook page reaches over 38 million people per month with engagement levels that are continually 10 times greater than WebMD and EveryDayHealth.

38.1M

TOTAL MONTHLY REACH

150

CONDITION SPECIFIC CHANNELS

1M+

FACEBOOK FANS

500k+

EMAIL SUBSCRIBERS

BDO is the **most trusted** online health resource for Blacks – more trusted than CDC.gov (ranked 2nd) and NIH.gov (ranked #3). 90 percent of our users stated that it is “very important” for them to have access to health information that is culturally relevant to them.

BlackDoctor.org will help you align your brand, product, or service with the African American Audience and garner your share of their disposable income.



Est. 2005

AD OPPORTUNITIES

- Contextual Channel Sponsorships
- High Impact Banners (ROS and Specific Channels)
- Newsletter Sponsorships (500k opt-in users)
- Facebook Engagement Package
- Custom Culturally Relevant Content
- Custom Micro Site
- Video pre-roll in our extensive BDO video library

Site Sections

- Over 150 Health Conditions Channels
- Healthy Living - variety of channels, including Men & Women's Health
- Diet & Nutrition
- Fitness
- Weight Loss
- Find A Doctor Search Tool
- Video Library
- Contest Pages
- WordPress Optimization
- Pinterest Marketing

OUR AUDIENCE

38.1 M Monthly Page Views

500k Opt-in users - Daily Email Blast

25-65 Ages

70% Female

30% Male

\$75k Avg. HH Income



STANDARD AD SPECS:

Banner sizes include 728x90, 300x250, 970x90, 300x600

Mobile options - 320x50 & much more!

RICH MEDIA:

BlackDoctor.org accepts Unicast, Pointroll, Eyeblander, Klipmart, Shoshkele and various other rich media. Audio & video must be user initiated. Client must be user initiated. Client should provide BDO with tags for creative.