

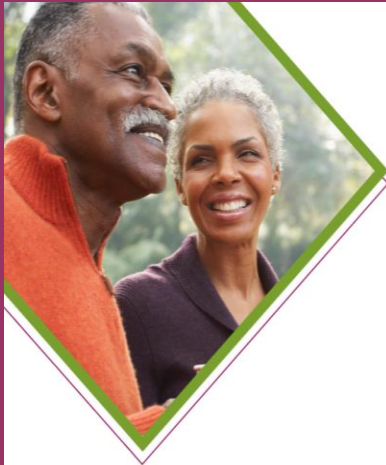


2019

Media Kit

NAVIGATING THE NEW NORMAL:

YOUR DIGITAL GATEWAY TO AFRICAN AMERICAN PATIENTS



WHO ARE WE?

BlackDoctor.org - Over 13 Years Strong!

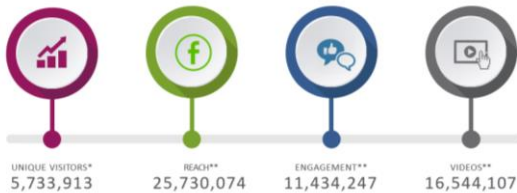
BlackDoctor.org (BDO) is the world's most comprehensive online healthy lifestyle resource for African Americans with a monthly reach of **31 million...** and the largest Targeted Health & Wellness Channels for Black patients online.

BDO leverages culture, content and technology to improve health outcomes. Allow BDO to be your competitive advantage in the marketplace.

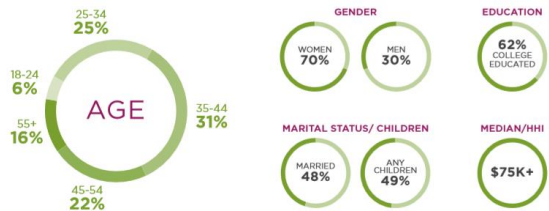


Excellent Reach and Impressive Engagement

BLACKDOCTOR.ORG
31 MILLION MONTHLY REACH



BDO DEMOGRAPHICS



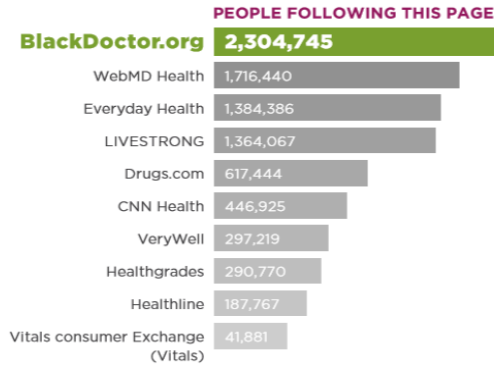
OUR PARTNERS



BDO has MORE Facebook Followers than WebMD



*FACEBOOK ANALYTICS
AUGUST 2018



AD OPPORTUNITIES

- Brand Development Process
- Custom Video and Banner Production
- High Impact Banners (ROS and Specific Channels)
- Newsletter Sponsorship (750k opt-in users)
- Facebook Engagement Package
- Custom Culturally Relevant Content
- Custom Micro Hub on the BDO Website
- Video pre-roll in our extensive BDO video library
- Condition Specific E-book and Patient Registry
- Clinical Trial Enrollment

CHANNEL SPONSORSHIP OPTIONS (MORE THAN 150 CHANNELS)

Consumer Products

- Celebrity Health
- Skin & Beauty & Haircare
- Business & Finance
- Relationships, Men & Women's Health
- Travel & Spa
- Fitness/Weight Loss
- Find A Doctor Search Tool
- Video Library
- Daily Newsletter Blast
- Diet, Nutrition & Healthy Recipe

Pharmaceutical

- Allergy / Asthma
- Cancer
- Depression
- Diabetes
- Heart Health
- Lupus
- Multiple Sclerosis
- Obesity
- Sickle Cell
- Stroke

Connect with us at 312-222-1205 or info@blackdoctor.org