Hold Your Holiday Event in Style and Elegance at

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 health 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

OUR PARTNERS

Bristol-Myers Squibb
P&G
DIRECTV
Bausch & Lomb
Johnson & Johnson
Ford
Lilly
Boston Scientific
Wells Fargo
Jazz Pharmaceuticals
American Heart Association
gsk
Boehringer Ingelheim
Novartis
Genentech
Takeda
MERCK
AstraZeneca
Science37
ViiV
CDC
Aunt Jackkie

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BDO has MORE Facebook Followers than WebMD

![Facebook Analytics Chart]

- **People Following This Page**
  - BlackDoctor.org: 2,304,745
  - WebMD Health: 1,716,440
  - Everyday Health: 1,384,386
  - LIVESTRONG: 1,364,067
  - Drugs.com: 617,444
  - CNN Health: 446,925
  - VeryWell: 297,219
  - Healthgrades: 290,770
  - Healthline: 187,767
  - Vitals consumer Exchange (Vitals): 41,881

**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)**

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<th>Consumer Products</th>
<th>Pharmaceutical</th>
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<td>○ Allergy / Asthma</td>
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<td>○ Skin &amp; Beauty &amp; Haircare</td>
<td>○ Cancer</td>
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<td>○ Relationships, Men &amp; Women’s Health</td>
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<td>○ Find A Doctor Search Tool</td>
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Connect with us at 312-222-1205 or info@blackdoctor.org