



Exclusive

Black History of Health



BLACK HISTORY OF HEALTH KICKS OFF OPERATION LIFE!



BDO's Operation Life initiative will be activated through Black History of Health in 2021 amidst the most challenging times for Black Health in America. With a mission to eradicate health disparities once and for all and to provide a viable roadmap for Blacks to reach their full health potential, Operation Life will, not only, shine a spotlight on a serious deficiency in our society which results in drastic health disparities, but will also inspire people of color through this groundbreaking series to actively pursue wellness.

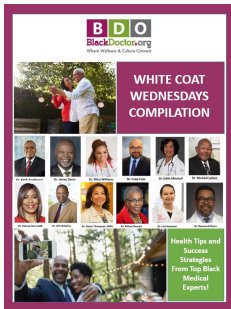
BDO has a 15-year history of building trust with the 20 Million members of its audience in helping modify their behavior. Our unique ability to unlock the cultural codes that matter most has served us well and is evidenced by our large following on Facebook (2.4M), which exceeds the top health websites in the U.S. Black History of Health is designed to kick-off this initiative and bring about positive, meaningful and historic change.

BHM PROGRAM SPONSORSHIP OPPORTUNITIES

1



2



Queen Latifah & ALA Celebrity Event To Close The Health Disparity Gap

3



PROGRAM COMPONENT OVERVIEW	JANUARY	FEBRUARY	MARCH
BLACK HISTORY OF HEALTH Incorporates Patient Journey Roadmap	10 Features	10 Features	10 Features
WHITE COAT WEDNESDAYS Includes full-page ad in 30 Tip compilation E-book (housed on the BDO website for the entire year)	10 Tips	10 Tips	10 Tips
CELEBRITY HEALTH TIPS – BDO on the GO! Summary of Tips featured in NL (client banner included in NL)	4 Articles or Videos	4 Articles or Videos	4 Articles or videos



BLACK HISTORY OF HEALTH SERIES

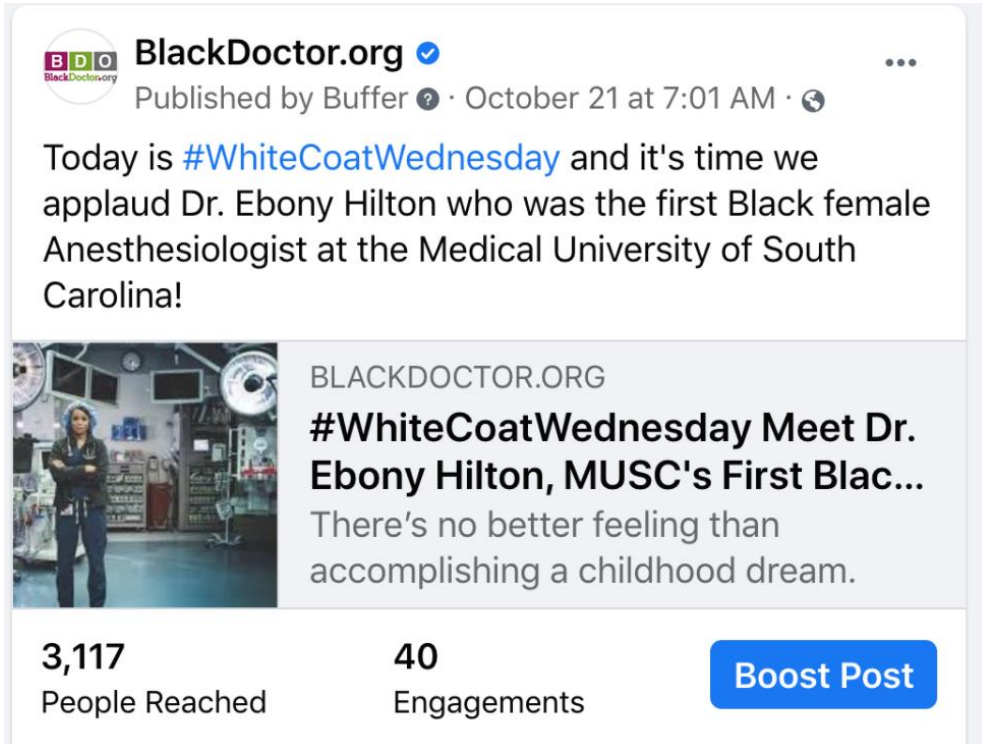
The **Black History of Health** content series kicks off in January and ends on March 31, 2021 and will feature the health challenges experienced by prominent historical icons and today's most celebrated personalities. These stories illuminate the most pressing healthcare conditions impacting the lives of everyday people today that prohibit the Black community from living our best lives. BDO will walk through the top conditions impacting Blacks via the stops on our Patient Journey Roadmap from awareness, fulfillment, access and onboarding to adherence. Content will inspire and empower our 20 million + users to actively pursue wellness.

Content will include:

- Thought provoking and little-known facts about our favorite historical icons and the illnesses they battled
- Interviews with celebrities sharing their personal wellness routines
- FB Lives and Q&As with top medical experts
- Banners surrounding this sharable content will drive consumers to our sponsor's online properties


WHITE COAT WEDNESDAYS

Potential Doctors



BlackDoctor.org ✓
Published by Buffer · October 21 at 7:01 AM · 🌐

Today is [#WhiteCoatWednesday](#) and it's time we applaud Dr. Ebony Hilton who was the first Black female Anesthesiologist at the Medical University of South Carolina!



BLACKDOCTOR.ORG
#WhiteCoatWednesday Meet Dr. Ebony Hilton, MUSC's First Blac...
There's no better feeling than accomplishing a childhood dream.

3,117 People Reached 40 Engagements [Boost Post](#)



Dr. Craig Cole
Multiple Myeloma Expert



Dr. Edith Mitchell
Oncologist



Dr. Michael LeNoir
Asthma Specialist



Dr. Keith Ferdinand
Cardiologist



Dr. James Gavin
Endocrinologist



Dr. Mitzi Williams
Neurologist

BDO's world-renowned medical experts have established "rock-star" status with our audience. White Coat Wednesdays is where our top doctors provide a sneak peak into their lives with stories that will motivate, inspire as well as ignite change with our 20+ Million users as they share their personal success and winning health strategies.

- Timetable: January 18 – March 31, 2021
- Content: 10 Personal success and health tips monthly
- E-book with full compilation available on website all year long

CELEBRITY HEALTH TIPS

BDO ON THE GO!

BDO, with the help of our celebrity contributors, empowers the Black community to get active and manage their health and wellness.

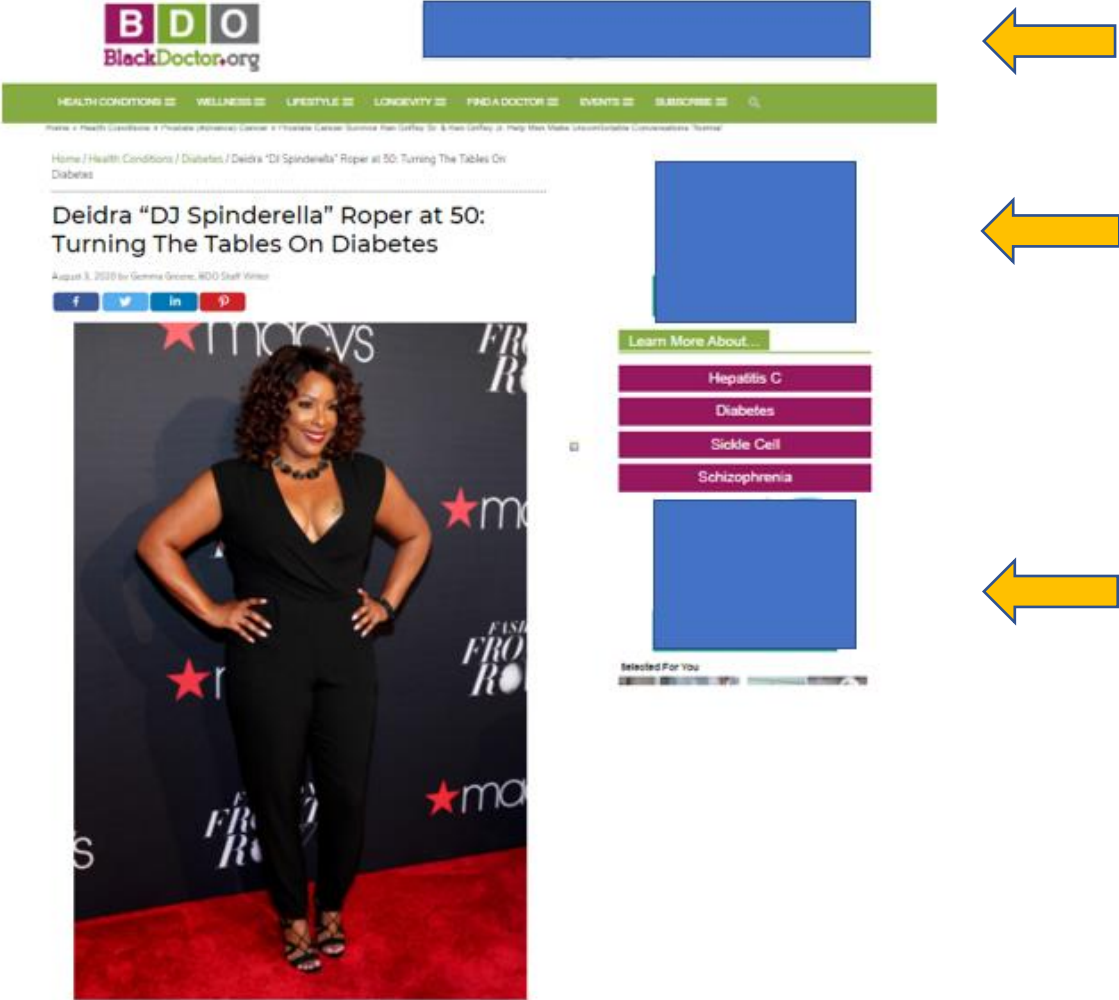
BDO On The GO! presents brief but poignant interviews with Black celebrities who address topics that include how their lives and careers were impacted by a specific health concern and what healthy habits they adapted to continue to pursue their dreams with the condition. The content will be on the BDO homepage and in the celebrity health channel and articles will be shared on BDO's social media platform and in NLS to 900K opt-in subscribers.

The screenshot shows a Facebook post from BlackDoctor.org. The post features a photo of Tamia and a detailed performance analytics table. The analytics table is as follows:

Performance for Your Post		
52,442 People Reached		
1,086 Reactions, Comments & Shares		
669 Like	642 On Post	27 On Shares
173 Love	164 On Post	9 On Shares
1 Haha	1 On Post	0 On Shares
23 Wow	22 On Post	1 On Shares
4 Sad	4 On Post	0 On Shares
119 Comments	112 On Post	7 On Shares
97 Shares	97 On Post	0 On Shares
1,812 Post Clicks		
0 Photo Views	1,101 Link Clicks	711 Other Clicks

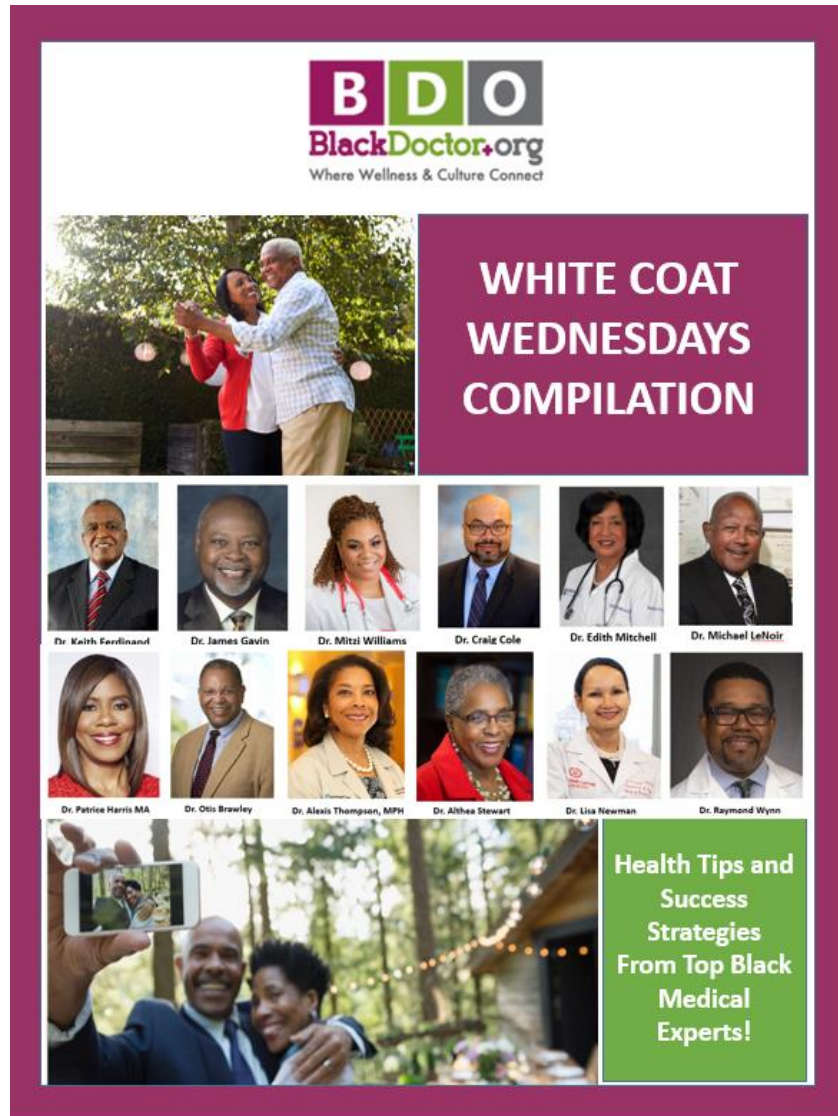
The post text includes: "BLACKDOCTOR.ORG | BY DERRICK LANE", "Tamia: Life After Multiple Sclerosis", and "Tamia can sing...like really 'sang.' Hands down. The six-time Grammy...". Summary statistics at the bottom show 52,442 People Reached, 2,898 Engagements, 812 reactions, 112 Comments, and 97 Shares.

HIGH IMPACT CHANNEL SPONSORSHIP



- Branded/Unbranded banners surround condition specific or celebrity health content
- Banners will drive traffic to desired online properties where users can take meaningful action
- Content will be refreshed regularly
- BDO to leverage social media platforms and NL's to drive hand-raisers to condition specific – or – celebrity health channel and motivate users to speak to their HCPs about your brand

WHITE COAT WEDNESDAYS EBOOK



- Complete compilation of entire White Coat Wednesday
- Achieve brand exposure with full-page ad in thought provoking and inspiring e-book
- Users will provide their name and email in exchange for e-book
- Complete database available to sponsors (pricing dependent upon number of names/email addresses)



T-Boz's Doctors Said She Wouldn't Live Past 30

After over 30 years in the music business, Tionne Watkins, better known as T-Boz of the legendary, multi-platinum girl group TLC, along with the remaining member, Rozonda "Chilli" Thomas, finished up their fifth and final studio album, but are still touring to sold-out shows around the world. But there was a time that her doctors said she wouldn't make it this far...

[Learn More!](#)



Ask The Expert: The Truth About Clinical Trials & Sickle Cell

[Learn More](#)



Sickle Cell Generations: Ending The Cycle

[Learn More](#)

[View in Your Browser](#)

[View email in your browser](#)

Empire Star's Secrets To Success



The gorgeous, hilarious, bold, confident and motivated Taraji P. Henson will never claim that any of her success was achieved without hard work and commitment to her dream.

"It's supposed to be over for me...but here I am. I'm a late bloomer, and I'm okay with that. Know why?...."

[Read More!](#)

- [Does Marijuana Use Increase Alzheimer's Risk?](#)
- [13 Things You Should Know About Narcolepsy!](#)
- [Is Exercise The Prescription For Diabetes?](#)
- [5 Gadgets To Enhance Your Workout](#)
- [3 Vegan Super Foods Your Skin Should Know About](#)
- [Does Water Really Improve Cellulite?](#)
- [Hidden Costs Of Breast Cancer For Black Women](#)

[Unsubscribe Me](#)

[BlackDoctor.org](#), 309 W. Washington, 250, Chicago, Illinois 60606, United States



BDO NEWSLETTERS 900K Subscribers

Each BDO newsletter will contain a headline, BHM relevant article, sponsoring ad banner and text link driving your target audience to desired online properties.

BLACK HISTORY OF HEALTH INVESTMENT

High Impact Condition Specific Channel Sponsorship - \$25,000 Monthly Value

- 1 Million Monthly Impressions @ \$25 CPM drive users to desired online properties
- OR – 2,000 Monthly Guaranteed Clicks to desired online properties

Newsletters to 900K opt-in subscribers - \$108,000 Monthly Value

- 4 – Monthly Black History of Health NLs to 900K opt-in subscribers (per send)

Monthly Package Value - \$133,000

\$50,000 Monthly Investment

Flight: January 2021 – March 2021

WHITE COAT WEDNESDAYS INVESTMENT

3 - Newsletters Monthly to 900K opt-in subscribers - \$81,000 Monthly Value

- 3 – Monthly White Coat Wednesdays NLs to 900K opt-in subscribers (per send)
- **Includes E-Book Sponsorship - \$15,000 Value**
 - Content remains on site for a full-year
 - Full-page ad in e-book

Monthly Package Value - \$113,000

\$40,000 Monthly Investment
Flight: January 2021 – March 2021

BDO ON THE GO! CELEBRITY HEALTH TIPS INVESTMENT

High Impact Homepage and Celebrity Health Channel Sponsorship - \$12,500 Monthly Value

- 500K Monthly Impressions @ \$25 CPM drive users to desired online properties
- OR – 1,000 Monthly Guaranteed Clicks to desired online properties

Newsletters to 900K opt-in subscribers - \$54,000 Monthly Value

- 2 – Monthly Celebrity Health Tips NLs to 900K opt-in subscribers (per send)
- Each NL will contain a compilation of celebrity health tips for the month

Monthly Package Value - \$66,500

\$30,000 Monthly Investment

Flight: January 2021 – March 2021

ALL INCLUSIVE PACKAGE INVESTMENT

High Impact Channel Sponsorship @ \$25 CPM - \$37,500 Monthly Value

- 1 Million Monthly Impressions in Condition Specific Channel @ \$25 CPM driving users to desired online properties
- 500K Monthly Impressions on Homepage and in Celebrity Health Channel
- OR – 3,000 Monthly Guaranteed Clicks to desired online properties

Newsletters to 900K opt-in subscribers - \$243,000 Monthly Value

- 4 – Monthly Black History of Health NLs to 900K opt-in subscribers (per send)
- 3 – Monthly White Coat Wednesdays NLs to 900K opt-in subscribers (per send)
- 2 – Monthly Celebrity Health Tips – BDO on the GO! NLs to 900K opt-in subscribers (per send)
 - NL will contain a compilation of celebrity health tips for the month

White Coat Wednesdays E-Book - \$15,000 Value

- Content remains on the site for a full year
- Full-page ad in e-book included

Monthly Package Value – \$285,500

**\$100,000 Monthly Investment
Flight: January 2021 – March 2021**