BDO

BlackDoctor+org

2020

www.blackdoctor.org

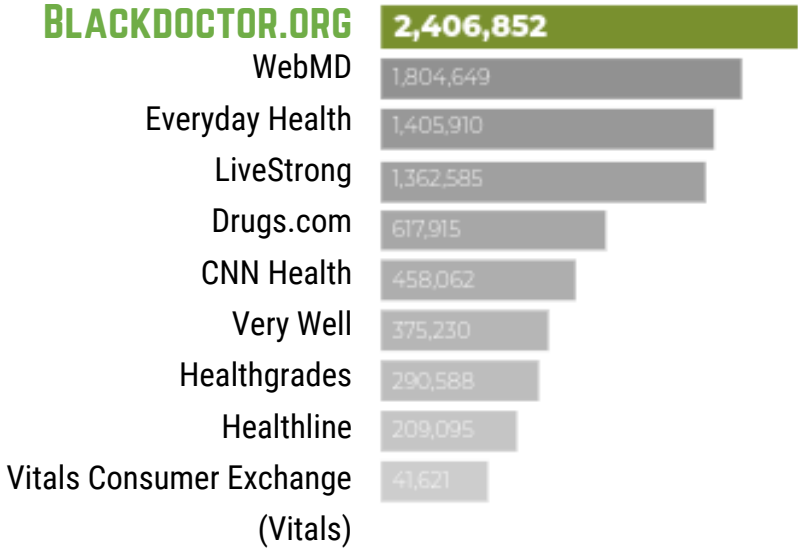
MEDIA KIT

BDO
BlackDoctor.org

WHO WE ARE

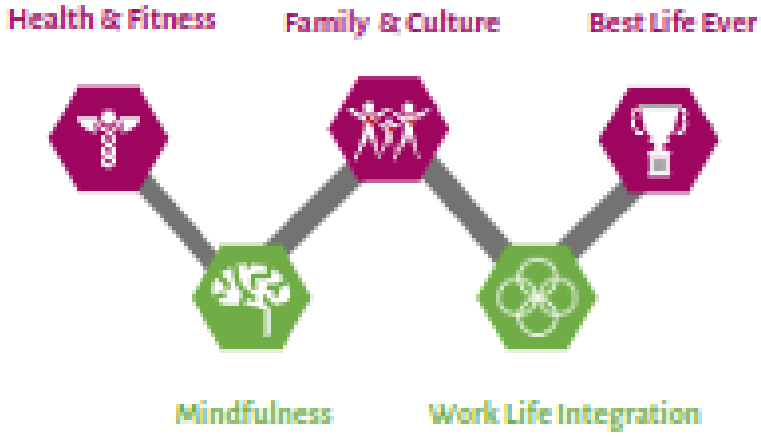
BDO is the leading health and wellness destination for people of color. We marry culture and content with high quality brands to transform people's lives. Editorially, BDO shares culturally relevant tips and strategies on health, beauty, lifestyle and longevity. This unique and authentic content is designed to create a path to happiness and longevity, empowering our audience to live the life they deserve. We call this pathway the "BDO roadmap to living your best life"!

NUMBER OF PEOPLE FOLLOWING THIS PAGE



NUMBER ONE HEALTH PLATFORM ON SOCIAL MEDIA

BDO ROADMAP TO LIVING YOUR BEST LIFE



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BDO HAS STAR POWER

Celebrities leverage BDO to get real about their personal health concerns, family history, and the health-related causes they champion.

REACH AND ENGAGEMENT

14,093,627
Reach

7,715,010
Facebook Video Views

8,692
Facebook Likes

3,340,920
Engagement

5,093,859
Unique Visitors

BDO
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SERVICES & CAPABILITIES

- Brand Development Process
- Custom video and banner production
- High Impact Banners
- Brand Pulse 360-Social Listening
- Newsletter sponsorship (750K opt-in users)
- Facebook engagement package
- Clinical trial enrollment
- Event sponsorship
- Patient registry via condition-specific E-book
- And more!

BDO's Custom Video Evolves Into Super Bowl Spot

OUR PARTNERS

BDO cultivates and maintains relationships with a variety of lifestyle, health and wellness brands.Our partners have supported everything from website content to special events

DEMOGRAPHICS

AGE

18-24	6%
25-34	25%
35-44	31%
45-54	22%
55+	16%

GENDER

Female	70%
Male	30%

EDUCATION LEVEL

62% College Educated

MEDIAN HHI

$55,000 +

MARITAL STATUS/CHILDREN

Married	48%
Any Children	49%

*Facebook insights

BRAND EXTENSIONS

Top Hospitals for Diversity

October 30, 2019

Celebrating hospitals that excel in delivering quality care at the highest level while promoting equity and inclusion in their services.

Luxury Caribbean Cruise

April 12-19, 2020

A transformative journey of wellness and self discovery aboard the luxurious Nieuw Statendam to: Half Moon Cay, Ocho Rios, Cayman Islands and Cozumel Mexico.

Top Blacks in Healthcare

April 29-30, 2020

Recognizing distinguished African American health care executives and doctors for their contributions to the industry.

Digital Media Specifications

IAB Standard	Dimensions	Specifications
Desktop/Standard	728x90, 300x600, 300x250	html5 .jpg .gif rich media 40k max file size
Mobile	320x50, 300x50, 320x100, 300x250	html5 .jpg .gif rich media 40k max file size PSD file)
High Impact Rich Media	**Dimensions**	**Specifications**
Video Inventory	:15 - :30	Pre/mid/post roll inventory Skippable after :15 Prefer user initiated audio
High Impact in Read	970x250 300x250	JPG video placeholder and JPG of buttons (or layered PSD file)
Native/Custom Inventory	**Dimensions**	**Specifications**
Native Display Native Video	Headline: 140 characters max including spaces Description: 180 characters max including spaces Thumbnail image: 1000x750 px or larger JPG/PNG/GIF, 4:3 ratio Video: MP4, 16:9 or 4:3 ratio, max :30s, max 3mb	Brand/Advertiser Name (as they would like it to appear in the "Promoted By" slug (optional) 48x48px brand logo, 1:1 ratio (browser tab icon) (optional) 3rd party trackers: 1x1 px (impressions, clicks, etc.)
Social media amplification	Facebook, Instagram, Twitter	Reach an engaged BlackDoctor.org audience via native posts curated by BDO or a brand message provided by the client
E-mail sponsorship	300x250	100 SOV