



Doctors' Choice Awards
Doctors Know Doctors Best!

Where Doctors Review Other Doctors!

2016

Doctors' Choice Awards (DCA) is more than a physician review website, Millions of reviews from doctors to doctors. Listings include thousands of the most esteemed medical professionals, and the best of the best are featured. Each year, the top doctor from every specialty is named the National Award Winner.



Phone: (312) 239 0638

Email: info@DoctorsChoiceAwards.org

www.DoctorsChoiceAwards.org

OUR AUDIENCE

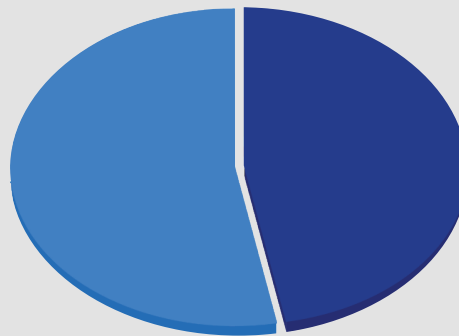
Media kit 2016

DENTISTS	21%
DERMATOLOGISTS	10%
PLASTIC SURGEONS	9%
PEDIATRICIANS	7%
CHIROPRACTORS	14%
COSMETIC SURGEONS	3%
FAMILY & GENERAL PRACTITIONERS	5%
OBSTETRICIANS & GYNECOLOGISTS	8%
OPHTHALMOLOGISTS	7%
ORTHOPEDICS	4%
BARIATRIC SURGEONS	1%
PSYCHIATRIST	6%
ALTERNATIVE MEDICINE	1%



DEMOGRAPHICS

Women
53%



Men
47%

READERSHIP PROFILE

Our readers are professionals with purchasing power in their business and personal lives.

They are
DECISION MAKERS
involved in the purchasing of:



90%

Medical equipment and instruments



74%

Clinic and office equipment



69%

Computer hardware and software



TOTAL
VISITORS
11367



UNIQUE
VISITORS
7943



RETURNING
VISITORS
74.80%



PAGES PER
VISIT
3.28



PAGE
VIEWS
25874



TIME ON
SITE
3:22

WEBSITE BANNER AD

DCA offers attention-grabbing 300x250 (big box) banner ads that comply with the guidelines and best practices of the Interactive Advertising Bureau (or IAB).

The Internet Advertising Bureau reports that in 2014, the 300 x 250 banner size made up 80% of the total number of banner impressions the past year:



ATTENTION GRABBING



Attention-grabbing
300x250

If you want your **banner ads** to give a powerful impression of your brand as well as increase your website's click-through rate and conversion, a square banner ad might be perfect for you.

**EACH VERTICAL
@\$299
PER MONTH**

Contact :
Serena Adams

serena@doctorschoiceawards.org

KNOWN AS BIG BOX

DCA can help your brand to reach 7000+ doctors who frequently visit the site. Banners ADs can be targeted based on the category of the doctor.
eg: **Dentists, Dermatologists etc,**

Doctors who click through your ads will not just boost your website traffic, there is a higher chance that you can call those doctors to action such as buying, reading, or subscribing.

THE DOCTORS' CHOICE AWARDS MAGAZINE

The Doctors' Choice Awards Magazine is an annual publication that reaches more than 4000 DCA members, other interested parties. Advertising in our annual publication is the quickest way to get your product or service in front of the doctors.

The articles are written exclusively by award winning healthcare professionals,



FULL COLOR

FULL PAGE	\$999
DOUBLE PAGE SPREAD	\$1,699
HALF PAGE	\$549
QUARTER PAGE	\$299
BACK COVER	\$1,399
INSIDE FRONT / INSIDE BACK COVER	\$1,099
STRIP AD	\$399

BLACK & WHITE ONLY

FULL PAGE	\$599
HALF PAGE	\$299
QUARTER PAGE	\$199

Contact for Advertising :
Serena Adams
 serena@doctorschoiceawards.org

CREATE POSITIVE PUBLICITY
AND HEIGHTEN YOUR VISIBILITY.....

DIFFERENTIATE YOURSELF FROM COMPETITORS.....

BE RECOGNIZED!

Contact Us today!

GOLD SPONSORS:

National Winner Trophy Sponsorship @ \$1499 each

- ✓ Your sponsorship provides a stunning large perpetual trophy that gets seen and admired as new winners showcase their treasured symbol of success
- ✓ Your name is featured on the engraved plate for the winner you're sponsoring.
- ✓ Your logo hyperlinked to your website on our DCA Homepage under the list of sponsors.
- ✓ A full page Color AD in the Magazine for your company/product or services.

SILVER SPONSORS:

City Winner Plaque Sponsorship @ \$899 each

- ✓ Your sponsorship provides a stunning large perpetual walnut plaque that gets seen and admired as new winners showcase their treasured symbol of success
- ✓ Your name is featured on the engraved plate for the winner you're sponsoring.
- ✓ Your logo hyperlinked to your website on our DCA Homepage under the list of sponsors.
- ✓ A half page Color AD in the Magazine for your company/product or services.

Interested Sponsors, Please Contact at: serena@doctorschoiceawards.org



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FOR SALES INQUIRES CONTACT:

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