

# BONE DOCS

## BECOME AN ADVOCATE FOR HEALTH

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If you're looking to connect with an active, health-minded, and diverse population who is seeking answers to common health questions, insight on latest news, and guidance to live a long and a healthy life, there is no better place than Bone Docs.

## WHY SPONSOR US?

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Sponsoring the Bone Docs podcast sends your message to an engaged, targeted audience. Our trusted content is easy to understand, actionable, insightful, and relevant.

We have a guaranteed reach to an audience that knows and trusts Dr. B and Dr. Steve, the medical experts behind the Bone Docs. We help listeners make smart decisions for themselves and their families, all while staying active and making good health a priority.

## NEW LISTENERS, NEW CUSTOMERS

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Our podcast reaches new listeners every day. Each new Bone Docs fan is a new potential customer for you.

Our topics are selected to appeal to specific people: the active senior, the sports player, the parent. We diversify our listening group to create a massive audience of listeners.

## EXTENDED LIFE MARKETING

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Sponsoring a podcast is more than a one-time ad. Each new listener that visits the archives to hear previous episodes is re-exposed to your brand over and over.



## OUR LISTENERS

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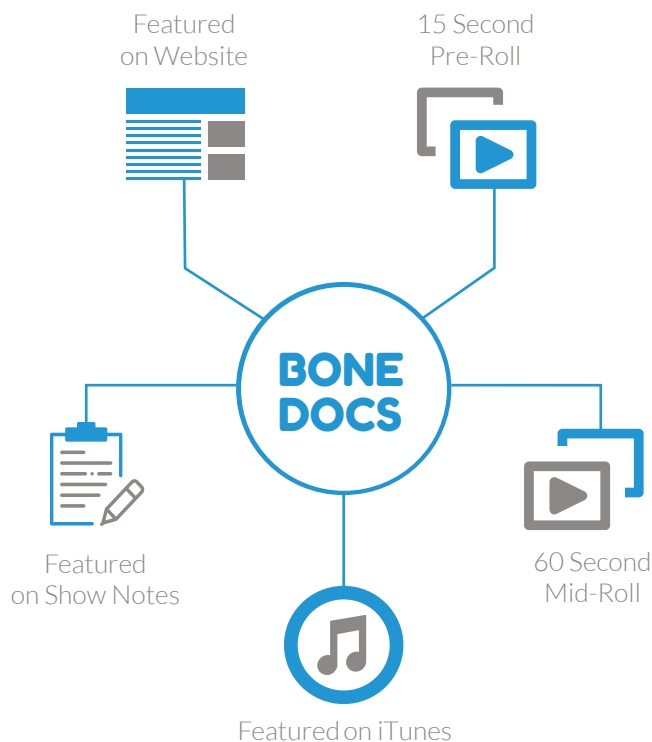
Sports & Fitness Enthusiasts  
Parents & Caregivers  
Active Seniors  
Baby Boomers



# BONE DOCS

## SUPPORT THE BONE DOCS PODCAST

We offer authoritative content, medical advice, practical health tips and myth busting. We discuss common health problems, the best ways to prevent and manage those issues, and common concerns with aging and sports.



### HOW WE ADVERTISE YOU

- You have several sponsorship options:
- 15 Second Pre-Roll plus listing on every show notes blog of every episode you sponsor
- 60-second Mid-Roll plus listing on the sponsors page on [bonedocs.net](http://bonedocs.net)
- Custom program options available

### HOW WE ACKNOWLEDGE

- You send us a few talking points.
- We use those points to create a unique summary for your business.
- We send that summary to you to approve.
- We record the approved summary and send that to you for approval before it airs with each podcast.

### DAVID BORENSTEIN M.D.



Dr. B is a rheumatologist, speaker, patient advocate, and health educator. As America's back doctor, he is the author of *Heal our Back* and nationally recognized medical expert. Dr. B has served as past President of the American College of Rheumatology.

### STEPHEN HAAS M.D.



Dr. Steve is an Orthopedic Surgeon and former Team Physician for the NBA, NHL, and US Olympic Basketball. He has previously served as NFL Medical Benefits Program Director and White House Medical Staff Orthopedic Consultant.

## CONTACT BONE DOCS

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