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What is Doody’s?

Since 1993, Doody Enterprises has been the most trusted source of comprehensive, timely, and expert information about newly published books, print and electronic, in the health sciences. We specialize in timely, targeted information update services for health sciences librarians that combine customized weekly literature update emails with content-rich websites.

To provide these unique information services, Doody Enterprises has forged successful relationships with more than 250 book publishers in the health sciences and established a network of more than 9,400 academic health sciences professionals as expert reviewers.

More than 5,700 librarians around the world rely on the comprehensive bibliographic and evaluative information in our all-inclusive database of health sciences books to help guide their collection development decisions. Further, because dozens of publishers and book intermediaries have purchased licenses to our content, Doody’s reviews are consulted by tens of thousands of health professionals worldwide. Our product line of information resources, recognized worldwide by health sciences librarians, includes:

- **Doody’s Review Service® (DRS)**,
- **Doody’s Core Titles® (DCT)**, and
- **Doody’s Collection Development Monthly (DCDM)**

With its vast network of participating publishers, expert reviewers, subscribing libraries, licensing partners, and advertisers, coupled with an efficient technical infrastructure, Doody Enterprises produces timely and accurate publications and is extraordinarily responsive to its customers and partners.

**Comprehensive**

- 203,500+ Titles with Information

**Authoritative**

- > 42,600 Expert Reviews

**Timely**

- 52 Weekly Updates

- 5,705 Subscribing Librarians

- 140 Health Science Specialties
Why Advertise with Doody’s?

As the premier publisher of expert reviews of newly-published books in the health sciences, Doody Enterprises connects health information providers with librarians around the world who control the health sciences collection development budgets of their libraries. Our email newsletters have open rates significantly higher than the industry norm and our websites generate and sustain traffic that demonstrate that **Doody’s Review Service®** and **Doody’s Core Titles®** are tools librarians depend upon and have integrated into their workflow.
Doody’s flagship product, DRS, premiered in 1993 as a bimonthly print journal, and converted to an online newsletter and website in 1995. DRS subscribers enjoy access to Doody’s comprehensive database of bibliographic, descriptive, and evaluative information on 203,500 titles across 140 health sciences specialties, including expert reviews of more than 42,600 titles. Our most comprehensive product, DRS hosts 569 librarian subscribers. Most are responsible for collection development at a major academic medical center or teaching hospital. The DRS subscribers are our power users. DRS subscribers receive a weekly email newsletter every Friday, customized to their information interests. Over the most recent 12-month period, subscribers opened that weekly email 57% of the time. Further, those 569 subscribers accounted for 8,896 page views/month on average over the last 12 months. Subscribers have clearly integrated DRS into their collection development duties. You can check out the public pages of DRS, along with the space ads and Publisher Spotlight ads, at www.doody.com/drs.

### DRS by the Numbers

<table>
<thead>
<tr>
<th><strong>203,500</strong></th>
<th><strong>57%</strong></th>
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</thead>
<tbody>
<tr>
<td>Titles in the health sciences</td>
<td>Weekly e-mail open rate</td>
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</table>

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<tr>
<th><strong>&gt; 42,600</strong></th>
<th><strong>8,896</strong></th>
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</thead>
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<tr>
<td>Expert reviews</td>
<td>Page views per month</td>
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</table>

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<tr>
<th><strong>569</strong></th>
<th><strong>5½ minutes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Librarian subscribers</td>
<td>Time spent on DRS per visit</td>
</tr>
</tbody>
</table>
The first edition of DCT was published in December 2004, and a new edition has been published every year since. Each edition of DCT features approximately 2,200 unique core titles in 121 specialties in the health sciences as determined by a volunteer group of some 80 content experts and 105 medical librarians. Published in both a Basic and Premium version, DCT’s low price point has attracted 5,705 librarian subscribers responsible for collections in health sciences specialties. These librarians come from large academic medical centers, teaching hospitals, nursing schools, and community colleges with students in the associated health professions. DCT is Doody’s most widely-distributed product globally. The DCT designation on a title virtually ensures health sciences librarians will seriously consider purchasing it for their collections. DCT subscribers average 4,447 page views at the DCT website every month, with each visit lasting approximately 5 minutes. To view the website banner, footer, and sidebar ads, along with three Publisher Spotlights per month, go to www.doody.com/dct.

DCT by the Numbers

~2,200
Unique core titles each edition

121
Specialties in the health sciences

5,705
Librarians with subscriptions

~ 5 min
Time spent per visit on DCT

4,447
Page views per month

19.4%
Open rate of monthly newsletter
Debuting in 2014, **DCDM** is Doody’s collection development blog with a monthly newsletter. DCDM features original expert reviews of major electronic databases, an original article detailing the successful marketing of a new product or service by a library, profiles of prominent medical librarians, brief bios of our Editorial Review Group chairs, short histories of participating publishers, and the publishing activity over the last 12 months in the various specialty areas we cover. With a newsletter published monthly to a circulation base of more than 2,500 librarians, DCDM has demonstrated its value with a 20.2% open rate and impressive clicks on the banner, footer, sidebar, and Publisher Spotlight ads. To sample these advertising opportunities and review the current and previous months’ articles, visit [www.doody.com/dcdm](http://www.doody.com/dcdm).

**DCDM by the Numbers**

**12**  
Newsletters per year

**2,512**  
Newsletter circulation

**20.2%**  
Open rate of monthly newsletter

**2,400**  
Page views per month
Advertising Opportunities

Space Ads

All space ads are sold by the quarter in the following increments – one quarter, two quarters, or all 12 months. Space ads are ideal for featuring journals, platforms, and series.

Banner Ads

Advertisers can purchase an exclusive banner on the DRS, DCT, and DCDM newsletters and one of 3 rotating ads on all three websites.

Footer Ads

Advertisers can purchase an exclusive footer on the DRS, DCT, and DCDM newsletters and on the DCT and DCDM websites. Two rotating footers are available on the DRS website.

Sidebar Ads

Sidebar ads are sold on just the DCT and DCDM platforms and appear simultaneously on the newsletter and website. Up to 4 sidebar ads can appear at any given time on the DCT platform and up to 3 sidebars can appear on the DCDM platform.
Advertising Opportunities

Publisher Spotlights

Publisher Spotlights are sold on DRS, DCT, and DCDM, with the following provisions:

**DRS**

Up to 2 Publisher Spotlights are sold per week on the DRS newsletter and website. Ads are limited to book titles that are featured in the DRS database.

**DCT**

The DCT newsletter and website feature up to three Publisher Spotlights per month. Ads are limited to book titles selected for the current edition of DCT.

**DCDM**

Up to 2 Publisher Spotlights are featured each month on the DCDM newsletter and website. Books, journals, platforms, or apps can be featured in a DCDM Publisher Spotlight; there are no restrictions on the types of products the advertiser can feature.
Librarian Announcements are available by the month. Advertisers supply a headline, 150-200 words of copy, and a link to a landing page of their choice. The announcements appear “above the fold” in the DRS weekly email published every Friday of the month and in the DCT monthly email published the second Tuesday of the month. Circulation ranges from 7,214 to 8,239, depending on the number of Fridays in the month.

eBlasts

With the high open rates of all Doody emails, advertisers often ask if they can rent our mailing list. We don’t rent our mailing list in order to protect the open rates. But once every 3 weeks or so, we allow advertisers to provide us with their original html message which we mail to our 2,521 subscribers who have opted into these eBlasts.

The Librarian Announcements and eBlasts sell out very quickly every year. Advertisers interested in reserving either a Librarian Announcement or an eBlast should do so in late August/early September in order to secure a spot for the following year.
Anytime Access to E-Books

Large, Highly Curated Collections of Medical E-Books

When the demand for access to a large quantity of e-books across a wide range of healthcare topics is high, a perpetual EBSCO eBooks collection is a smart choice. These sizeable e-book collections are suitable for institutions looking to select from and own hundreds of e-book options in a variety of categories such as American Journal of Nursing, Books of the Year, Health Informatics, Medical Marijuana, Complementary Medicine and more.

The EBSCO team of librarians expertly curates each collection to ensure that only high-quality, academic e-books are included. Purchase entire collections or title-by-title using EBSCOhost Collection Manager or view as Spotlight Lists in OVID®.

View Our Interactive E-Brochure

Product Showcase is the newest promotional opportunity in the Doody’s Collection Development Monthly blog and newsletter, featuring one Product Showcase per month. Advertisers provide a link to drive our readers to a landing page on the advertiser’s website with original content describing a major publication or electronic resource with a headline, an image, and a full page of copy.

Advertisers should structure the content to answer this question: what problem does this product solve for the end user and for the librarian who will be providing it to the end user?
## Pricing & Specifications

### DEI 2022 Advertising Rates & Availability

<table>
<thead>
<tr>
<th>Platform</th>
<th>Capacity</th>
<th>Space Ad Pricing</th>
<th>Specifications</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>3 mo.</td>
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<tr>
<td><strong>DCT</strong></td>
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<tr>
<td>Newsletter banner</td>
<td>1</td>
<td>$430</td>
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<td>Newsletter footer</td>
<td>1</td>
<td>$370</td>
<td>$629</td>
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<tr>
<td>Sidebars - NL &amp; WS</td>
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<td>Website footer</td>
<td>1</td>
<td>$611</td>
<td>$1,039</td>
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<tr>
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<td>3/mo.</td>
<td>$595</td>
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<tr>
<td><strong>DRS</strong></td>
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<tr>
<td>Newsletter banner</td>
<td>1</td>
<td>$430</td>
<td>$731</td>
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<tr>
<td>Newsletter footer</td>
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<td>$370</td>
<td>$629</td>
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<td>Website banner</td>
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<tr>
<td>Sidebars - NL &amp; WS</td>
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<tr>
<td>Website banner</td>
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<tr>
<td>Website footer</td>
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<tr>
<td>Pub Spotlights (NL &amp; WS)</td>
<td>2/mo.</td>
<td>$275</td>
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<tr>
<td>Librarian Announcements</td>
<td>1/mo.</td>
<td>ranges from $2,570 to $2,956 depending on number of Fridays each month</td>
<td>Provide a word file with a headline, 100-150 words of copy and a link to the landing page to drive our readers to your site.</td>
</tr>
<tr>
<td>eBlasts</td>
<td>18/yr.</td>
<td>$3,050 per eBlast</td>
<td>Send us your message in HTML format and we’ll do the rest</td>
</tr>
<tr>
<td>Product Showcase</td>
<td>1/mo.</td>
<td>$975</td>
<td></td>
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