



# BEST DOCTORS AND PEDIATRIC SPECIALISTS 2023

## Promote your win to the most health-conscious audience in North Texas.



"I LOVE D MAGAZINE. I LIVE MY LIFE OFF D MAGAZINE. LITERALLY, IT'S WHERE I FOUND MY DOCTOR AND DENTIST."

- SANDEI STRUEBING, D READER

### Congratulations! As a D Best Doctor and Pediatric Specialist, you were:

- 1 **Nominated** by your peers (*nominating physicians must have a valid medical license and current practice in Dallas-Fort Worth*).
- 2 **Vetted** by D Magazine's editorial staff.
- 3 **Confirmed** by a panel of esteemed physicians, representing a range of specialties (*panel members rotate annually to ensure impartial consideration*).

#### DID YOU KNOW?

Only winners of the D Best Doctor and Pediatric Specialist award are eligible for a profile in our October issue.

Your decision to advertise has no impact on your win, or future wins.

**Drive D's affluent, insured readers to your practice**

96% of D readers carry private health insurance

\$344,445 average reader household income

75% of D readers anticipate medical expenses this year



# You won the award; now win over our audience.

## Dominate their vision.

**\$18,250** RATE

### TWO-PAGE SPREAD INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 350 words written about your practice by D's special sections editor
- feature up to **12 winning doctors**

## Make a high-gloss impression.

**\$9,995** RATE

### FULL PAGE PROFILE INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 200 words written about your practice by D's special sections editor
- feature up to **six winning doctors**

## Stand out from peers.

**\$6,680** RATE

### HALF PAGE PROFILE INCLUDES:

- a professional photo shoot
- interview with professional copywriting
- 120 words written about your practice by D's special sections editor
- feature up to **three winning doctors**

## Maintain brand presence.

**\$2,950** RATE

### QUARTER PAGE PROFILE INCLUDES:

- 100 words of client-supplied copy\*
- a color head shot of **one winning doctor\***

*\*Supplied and submitted by the client*

### SPACE RESERVATION:

August 11, 2023

### MATERIALS DUE:

August 18, 2023



TWO-PAGE SPREAD



FULL PAGE VERTICAL



FULL PAGE HORIZONTAL



HALF AND QUARTER PAGE

## Perks of Being a Best:

**Maximum Exposure with New Movers**— D distributes 2,000 copies of our October issue to new Dallas-Fort Worth residents.

**Premium Marketing Collateral**—With the purchase of a full page or spread profile, you receive 50 complimentary reprints on high quality card stock. You also receive a D Best 2023 logo to include in your practice marketing materials, on your website, and in print or digital display ads.

### Custom D Branded Award Plaque—

With the purchase of a half, full-page or spread profile, you receive an elegant, engraved plaque to display at your practice.

### Online Directory Classification—

You're sure to stand out in D's Online Directory when we mark your profile with a "D Best" badge. When you purchase a print profile, we'll include a link to it in your online profile.



**ONLINE MEDICAL DIRECTORY PROFILE**

**Roger Khetan, M.D.**  
 3417 Quaker Ave.  
 Ste. 400  
 Dallas, TX 75246  
 469-800-8900 (phone)  
 469-800-8900 (fax)  
 @rogerkhetan

**Years**  
 (2009, 2008, 2007, 2006, 2005, 2004, 2003)

**Profile**  
 Dr. Roger Khetan, MD, FACP, FRCPC received his medical degree from the University of Texas Health Science Center at Houston and completed his residency at the same institution. Dr. Khetan completed a fellowship in gastroenterology at Methodist General Hospital and is a faculty member in internal medicine at the University of Texas Health Science Center at Houston. He is a member of the American Medical Association, Dallas County Medical Society, American College of Physicians, Society of Hospital Medicine, Texas Club of Internists and the Texas Medical Association. Dr. Khetan is professionally interested in preventive health care, heart disease, geriatrics, diabetes and chronic disease management. He also has interest in building healthy relationships and advocacy for patient and provider quality.

Dr. Khetan is single and enjoys spending time with his twin brother Ramesh, sister-in-law Anika, and niece and nephew who live near him. If not at work, Dr. Khetan can be found strength training or riding his bike on some days or traveling for work-related trips.

As a member of the D Best Signature Medicine program, you will receive enhanced services that include:

**Enhanced Communication**

- 24/7 personal physician availability by telephone or email
- Personal Contact number & email of your physician and nurse
- Personal Portal
- Personalized health reminders & recalls through preferred communication method
- Membership access to practice website
- Our staff will personally confirm and cancel any appointments rather than use an automated system

**Personalized Care**

- Licensed and Registered Dietitian on site to provide you with nutritional counseling based on your personal needs and preferences
- Personal body composition analysis
- In suite lab draws with no wait
- Personal membership card listing your name, health information

# Your practice is unique; your profile should be too.

Our team will highlight the most impressive, intriguing aspects of your brand.

### Step 1: Interview\*

Share your story with our special section editor, Jennifer Hayes. If you purchase a quarter page ad, or wish to supply your own copy, you may email your copy to [jenniferh@dmagazine.com](mailto:jenniferh@dmagazine.com). Quarter page profiles must not exceed 100 words. *D Magazine* reserves the right to edit content and all profiles must adhere to our style guidelines. Copy above the stated limit will be cut.

### Step 2: Photo Shoot\*

Our special sections photographer will schedule a shoot at your preferred location. All photo shoots must occur on or before August 18, 2023. **Any scheduled photo shoot cancellation of less than 24 hours will result in a rescheduling fee of \$400.**

If you purchase a quarter page profile, email your full-color headshot to [jenniferh@dmagazine.com](mailto:jenniferh@dmagazine.com), or upload your headshot to [dbinbox.com/dmagazine](http://dbinbox.com/dmagazine). Headshots must be 2" x 3", 300 dpi, and JPG or TIF format. We bill clients for re-shoots, extensive Photoshop work, and re-use fees when warranted. Logos may not appear in profiles.

### Step 3: Approval

Review your profile before it goes to print.

\*Spread, full page, and half page profiles



# Boost your entire practice exposure with display ads.

## DISPLAY AD RATES

SIZE	FOUR-COLOR
Two-page spread	\$18,250
Full-page	\$9,995
Half-page	\$6,680

*Contract rates available for frequency advertisers. Display ads are positioned outside the profile section.*

## DISPLAY AD DEADLINES

<b>SPACE RESERVATION:</b>	<b>MATERIALS DUE:</b>
August 11, 2023	August 18, 2023

## Mechanical Requirements:

### Digital Files Only:

- High-resolution PDF, InDesign (with all supporting images and fonts), Illustrator, EPS, or TIF files are accepted.
- All images should be 350 dpi and color as RGB.
- Please supply a composite proof for color. Without a proof, *D Magazine* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

### Magazine Trim Size:

- 8" x 10.75". For bleed allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D* for one year from date of use.

### Ad Upload Info:

Upload ads to [dbinbox.com/dmagazine](http://dbinbox.com/dmagazine).



FULL PAGE



HALF PAGE

## TO ADVERTISE, CONTACT:

**Kym Rock Davidson** ASSOCIATE PUBLISHER  
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