



YourCity.MD Offers Stations An Ad Rx

By Staff

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Joe Benza, CEO of YourCity.MD, today unveiled a plug-in platform of hyper-local medical and information designed to let TV station partners increase their share of the health care ad market.

Benza purchased the domain rights for 500 individual markets, making YourCity.MD an online media concern that provides local Web sites for each of the 500 markets, i.e., www.Cincinnati.MD or www.Dallas.MD or www.LosAngeles.MD, etc.

Story continues after the adUnlike other quality medical websites, each city site is focused on local health resources, providers and facilities, with the addition of patient ratings and feedback. This geo-targeted focus will enable TV stations to generate non-traditional local health revenue in their markets.

"We decided to partner with one local television station in each city, offering them exclusive TV use of our Web site and content, which serves up local advertising inventory to health professionals, hospitals and other facilities," Benza said. "In each market, YourCity.MD allows the TV station to become the No. 1 resource for all their viewers' health-related needs."

Another feature is YourCity's One-Click Relief Center, a search engine displaying "more local health information than any other search engine on the Internet, with just one-click," according to YourCity.MD. The search engine is keyword driven, similar to Google, Bing and Yahoo, and displays the listings and links to quality physician-recommended articles and news.

The same click also provides relevant listings with contact information of local doctors, specialists and facilities like hospitals and clinics that can treat the keyword condition or symptom. YourCity.MD says the search engine eliminates non-qualified health data in each search, making it "a true patient-trusted and doctor-recommended resource." This directory, says YourCity.MD, has a local partnership with an academy of medicine.

For partnership information, contact support@YourCity.MD.