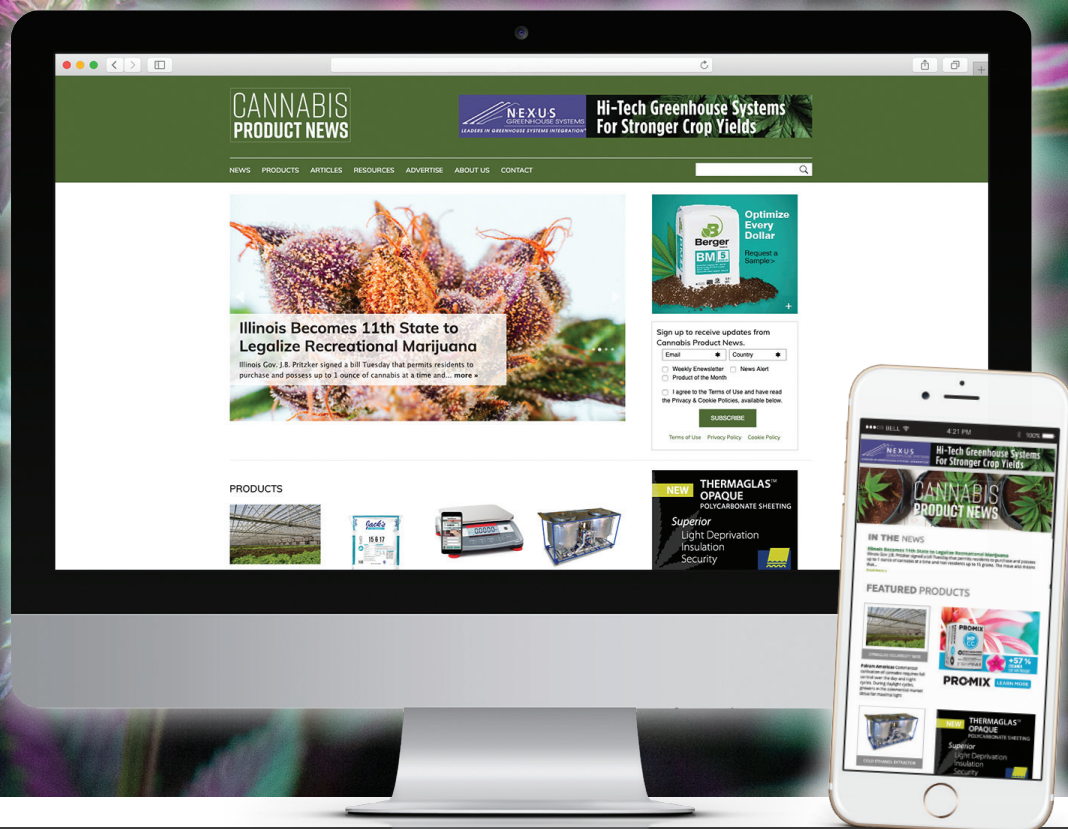


CANNABIS PRODUCT NEWS

Brought to you by the publishers of Greenhouse Product News

2020 DIGITAL MEDIA KIT



CANNAPRODUCTNEWS.COM

WEBSITE AD UNITS

Eye-catching, high-profile ad units command attention and link visitors directly to your website.

OVERVIEW

- Web ads appear on all pages of www.cannaproductnews.com
- All ads are run-of-site with a maximum of six rotations
- Targeted ads are located on sponsor-specified pages

Leaderboard

One Month \$600
Full Year \$5,000

- Dimensions: 728 x 90 pixels
- Expandable Dimensions: 728 x 300 pixels

Medium Rectangle

One Month \$500
Full Year \$4,500

- Dimensions: 300 x 250 pixels
- Expandable Dimensions: 620 x 250 pixels

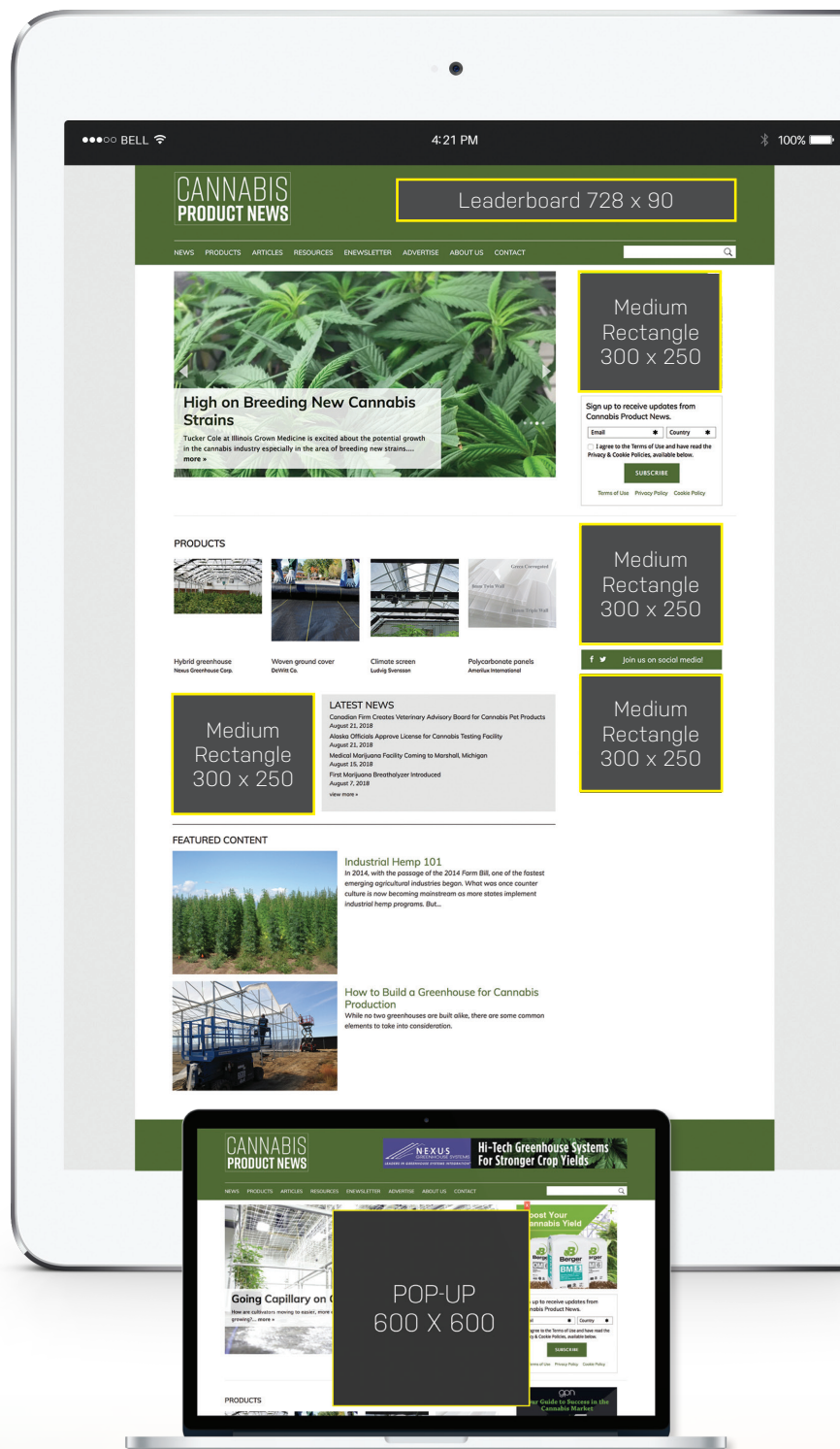
Website Pop-Up Ad (EXCLUSIVE)

One Month \$2,500

- Dimensions: 600 x 600 pixels

FOR ALL IMAGES/ADS

- Accepted Formats: JPG, GIF and 3rd party tags (If animated — maximum of four loops & GIF format required)
- Advertiser should also submit back-up text ad (headline of seven words maximum, plus text of up to 50 words)
- Maximum file size: 40KB



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WEBSITE SPONSORED CONTENT

Slider Position on Homepage

EXCLUSIVE FOR MONTH

- Your choice of: product, press release, sponsored article and more!
- One high-resolution image at least 5-6 inches wide (300 dpi), no logos please
- 500 words for articles; 50 words for products

Talk to your Integrated Media Consultant to discuss additional options and specifications.

One Month \$1,500

Article & photo provided by client

One Month \$2,500

Custom content created by Great American Media Services

Featured Product on Homepage

EXCLUSIVE FOR MONTH

- 50- to 75-word description of product or service offered
- One high-resolution image of product at least 3 inches wide (300 dpi), no logos please

One Month \$1,000

Sponsored Article

APPEARING IN ARTICLE ARCHIVES

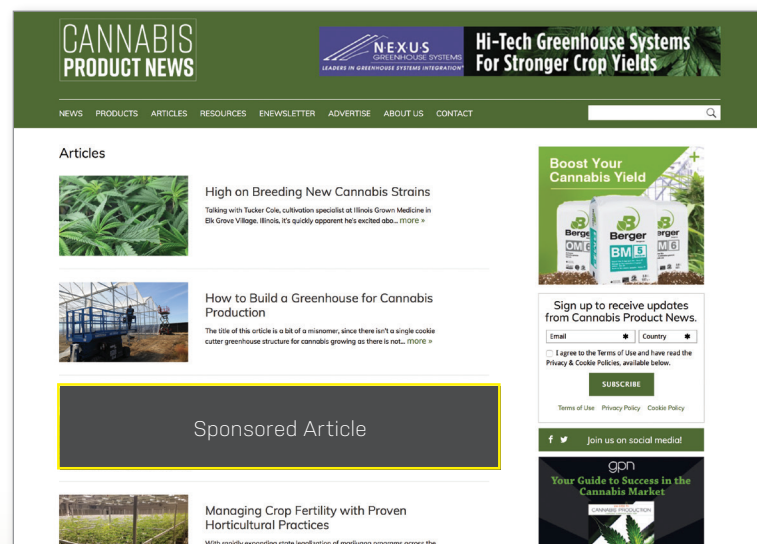
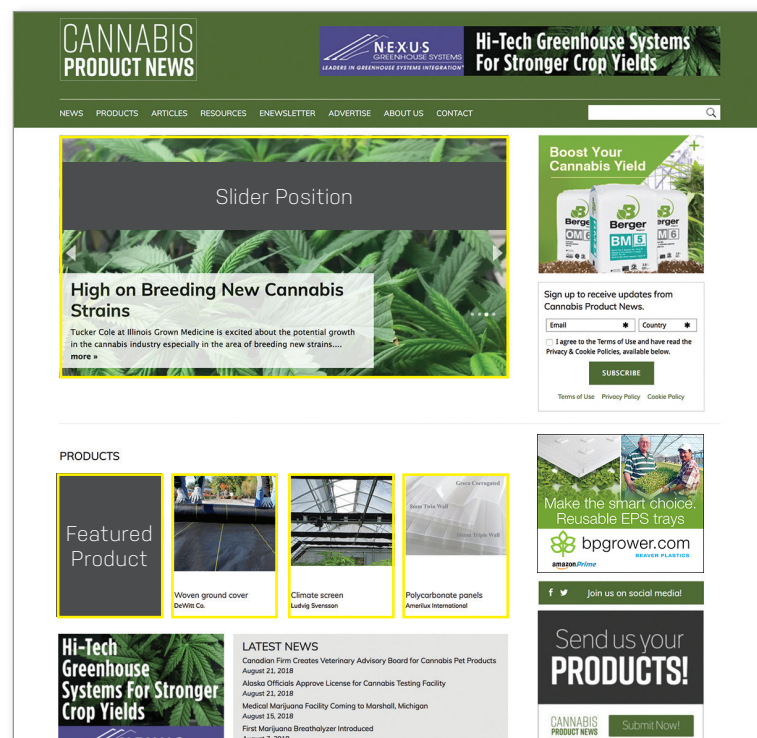
- 500- to 700-word informational article
- Includes up to three high-resolution photos at least 3 inches wide (300 dpi)

One Month \$1,000

Article provided by client

One Month \$2,000

Custom content created by Great American Media Services
(500 words)



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CANNABIS PRODUCT NEWS E-NEWSLETTER

OVERVIEW

- Delivered twice per month to cannabis industry professionals
- Keeps readers up-to-date on the latest products, solutions and industry news
- News items include headline, abstract and a link to the full text news item online
- Each issue shared with Cannabis Product News social media followers on Facebook, Twitter and Instagram

SPONSOR BENEFITS

- High visibility with the sponsor's ad prominently placed in the e-newsletter
- ROI with detailed metric and engagement report

Leaderboard

\$650

- Dimensions: 600 x 90 pixels

Medium Rectangle

\$650

- Dimensions: 300 x 250 pixels

Sponsored Text Ad

\$900

- Please submit 40 words of text, headline, a photograph of the product and the HTML link to your website. We'll do the rest. The text ad will appear as sponsored content in the news section of the e-newsletter.
- Product Photograph Dimensions: 152 x 135 pixels

FOR ALL IMAGES/ADS

- Accepted formats: JPG or animated GIF
(If animated GIF — maximum of four loops)
- Maximum file size: 40KB


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Leaderboard 600 x 90




IN THE NEWS

Illinois Becomes 11th State to Legalize Recreational Marijuana
Illinois Gov. J.B. Pritzker signed a bill Tuesday that permits residents to purchase and possess up to 1 ounce of cannabis at a time and non-residents up to 15 grams. The move also means that...


[Read More >](#)

FEATURED PRODUCTS




DYNAGLAS SOLARSOFT MAX
Palram Americas Commercial cultivation of cannabis requires full control over the day and night cycles. During daylight cycles, growers in the commercial market strive for maximal light transmittance and high light diffusion factors. Palram provides corrugated polycarbonate...

[Read More >](#)




COLD ETHANOL EXTRACTOR
StarStrike Stainless The RS Cold Ethanol Extractor easily processes up to 1,000 pounds per shift of plant material, extracting large quantities of desired cannabinoids. It produces very clean tincture that requires little or no clean up. The...

[Read More >](#)



SPONSORED:
LOREM IPSUM DOLOR SIT
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GREENHOUSE
Rimol Greenhouse Systems Rimol has both free-standing and gutter-connected greenhouse options. They can be designed to meet a grower's exact needs. Some of the most popular free-standing greenhouse packages feature stamped engineering plans for building permit; higher side...

[Read More >](#)

LET'S TALK E-NEWSLETTER

OVERVIEW

- Cannabis Product News' latest editorial information on a specific topic or category keeps readers up-to-date and helps them deal with the challenges they face
- Sent to all Cannabis Product News e-newsletter subscribers
- News items include headline, abstract and a link to the full text news item online
- Each issue shared with Cannabis Product News social media followers on Facebook, Twitter and Instagram
 - Categories include those listed on cannaproductnews.com under Products, or a category of your choice

SPONSOR BENEFITS

- Sponsorship includes all advertising positions within the e-newsletter
- Provides readers with engaging sponsored content tailored to your products and services
- ROI with the sponsor receiving detailed metric and engagement report

Single Sponsor \$2,000

Leaderboard

- Dimensions: 600 x 90 pixels

Medium Rectangle

- Dimensions: 300 x 250 pixels

Sponsored Text Ad

- Please submit 40 words of text, a photograph of the product and the HTML link to your website. We'll do the rest. The text ad will appear as sponsored content in the news section of the e-newsletter.
- Product Photograph Dimensions: 152 x 135 pixels

FOR ALL IMAGES/ADS

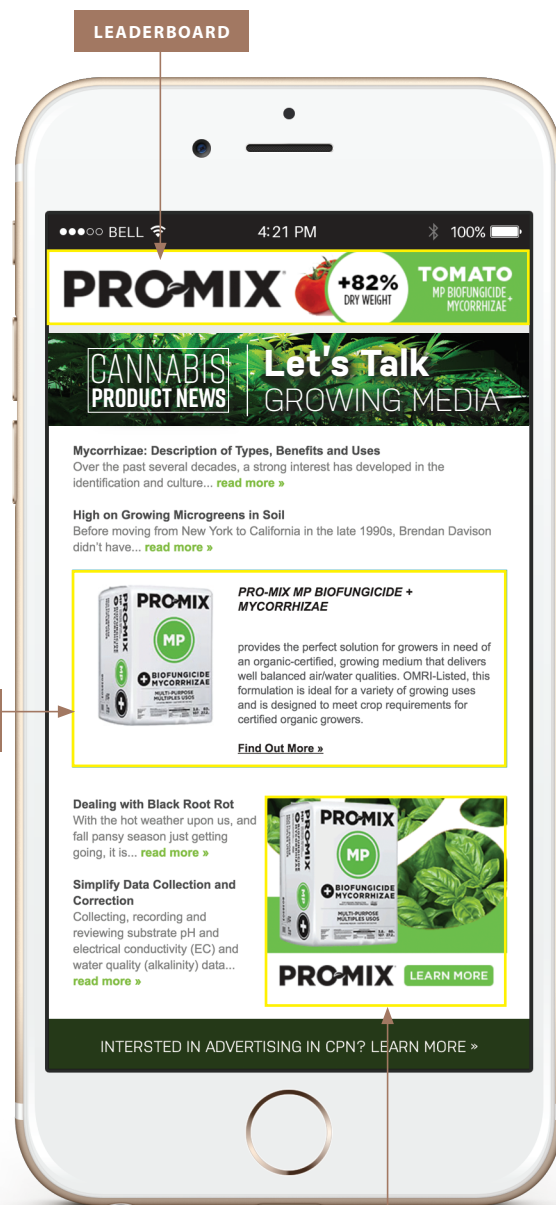
- Accepted formats: JPG or animated GIF
(If animated GIF — maximum of four loops)
- Maximum file size: 40KB

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CASE STUDY E-NEWSLETTER

Compress the sales cycle by presenting your success story to an engaged audience of decision-makers.

OVERVIEW

- Case study delivered via email to Cannabis Product News subscribers
- Opportunity to cover the details of a specific problem and its solution
- Educate readers on the latest industry advancements
- Link to supplier's website included within the content
- Hosted on cannaproductnews.com for one year

SPONSOR BENEFITS

- Position your company or brand as an industry leader
- Exclusive content marketing opportunity with 100% share of voice
- ROI with the sponsor receiving detailed metric and engagement report

\$2,500

Content Created by Sponsor

\$4,000

Custom Content Created by Great American Media Services

500-word case study includes:

- A brief history of the problem
- Location and the name of the client
- What was needed for the solution
- How it was solved, including objectives and benefits
- Author's name for byline
- The company's contact information, including phone number, fax number, email address and website

Note: Avoid using multiple product endorsement quotes and product specifications — links to this information can be incorporated in the case study. Editors reserve the right to edit content for grammar and style.

TWO IMAGES AND CAPTIONS

- High-resolution images, JPG or animated GIF formats preferred
- Captions no longer than 45 characters

SPONSOR LOGO

- Dimensions: 120 x 60 logo
- Accepted formats: JPG or PNG

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CANNABIS
PRODUCT NEWS

CASE OF THE MONTH

LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIPISICING ELIT


Berger

CASE OF THE MONTH SUMMARY:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum
500 WORD pariatur.
CASE STUDY cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia.


THC
Tetrahydrocannabinol
CBD
Cannabidiol


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor anim ad

[Read Full Version Online »](#)

EXCLUSIVE E-BLASTS

Enjoy exclusive email access to cannabis professionals with purchasing authority.

PROGRAM OVERVIEW

- An Exclusive E-Blast is a sponsored email broadcast delivered to cannabis industry professionals
- Exclusive E-Blast campaigns can be used for:
 - Launching a new technology, product or service
 - Breaking company announcements
 - Invitations to visit your trade show booth
 - Promotion of webcasts
 - Increasing brand recognition
 - Generating leads
 - Driving web traffic
- Following transmission, sponsors receive detailed metric and engagement report
- 100% share of voice

\$2,500

HTML Provided by Client

\$4,000

Custom Content provided by Great American Media Services

HTML SPECIFICATIONS

- HTML must be provided as a .txt file, uploaded via a link provided by your Integrated Media Consultant. Subject line, send time, email addresses for proofing and other details will also be collected through this form.
- Advertiser's name, address, phone and fax numbers must be included in the HTML file.
- Keep HTML code as clean as possible.
- Include plain text versions (for users without HTML support)
- Do not include complex CSS — this is rendered differently by email applications and some have poor support, resulting in display issues.
- Test your HTML code in multiple email clients (Outlook, Yahoo and Gmail) to ensure correct delivery.
- All CSS must be embedded in the HTML code.
- Characters (apostrophes, quotation marks, em/en dashes, etc.) should be coded properly.

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Marketing Partners Program

CANNABIS
PRODUCT NEWS

Berger

Mastering the Craft of Growing Media

NEW Product Line!

Perfect Blend Between Natural Fiber & Aggregate!

For crops that require a more porous substrate, Berger offers this combination of NF Wood and perlite providing excellent drainage capacity, reducing the incidence of water stress and stimulating rapid root development.

[Request Your BM5 Sample >](#)

Share Tweet Forward

1-888-771-4462
berger.ca

NOTE: Submitted HTMLs should be designed to minimize deliverability issues. Great American Media Services will notify you if revisions are required.

SPECIFICATIONS

- Dimensions: Not to exceed 600 pixels wide
- Accepted format: HTML file
- Maximum file size: 200 KB
- Advertiser must host images
- Advertiser provides subject line

Signed email distribution agreement and current opt-out list are required prior to deployment.

WEBSITE PROMOTION PACKAGE

Let Cannabis Product News help drive traffic to your new or recently redesigned website.

INCLUDES:

- Dedicated e-blast announcing the launch/relaunch
- Medium rectangle ad on cannaproductnews.com for two months
- Two Cannabis Product News e-newsletter leaderboard ads
- News item on cannaproductnews.com announcing the launch/relaunch
- Social media announcement on Cannabis Product News Facebook, Twitter & Instagram pages

PACKAGE PRICE: \$5,000

Value of \$11,500



EDITORIAL WEBINAR

Sponsor a Cannabis Product News editorial webinar to secure strong positioning and high visibility with a professional audience thirsting for knowledge.

OVERVIEW

- Format consists of a live 30-45-minute online presentation and 15-minute follow-up Q&A
- Content includes invaluable product/technical information (similar to a white paper)
- Developed by Cannabis Product News editorial staff and presented by industry experts
- Subscribers to Cannabis Product News e-newsletter receive promotions
- Webinars are archived on www.cannaproductnews.com for one year
- Leads provided to sponsor from both live webinar registrations and on-demand views

Exclusive sponsorship.....\$5,000

EMAIL PROMOTION

Visit our Media Kit site:
cannaproductnews.media

for audience insight,
additional options
and much **MORE!**



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