



CANNABIS MARKETING ASSOCIATION

Ad Space Opportunity

WHY PARTNER WITH CMA?

CMA's audience is a highly targeted group of cannabis communications professionals spanning marketing, public relations, events, and ancillary businesses who serve cannabis license holders across the country. Partnering with CMA gives your brand a unique opportunity to generate leads, build your pipeline, and gain brand awareness amongst this segment of industry professionals.



8,400+
TARGETED
CANNABIS MARKETERS
On subscribers list



3,300+
WEBSITE
VIEWS
On average
per month



23.7%
OPEN RATE
for 2020 newsletters
(much higher on
members-only campaigns)

2.7%
CLICK RATE



On average
per month

Media Rates

NEWSLETTER BANNERS (WEEKLY BLASTS)

970x250 Billboard

A large ad format used above the main content. The ad's size increases the ad's viewability and engagement.

Top Banner

\$150 / 1 blast

\$250 / 2 blasts

\$350 / 3 blasts

Bottom Banner

\$100 / 1 blast

\$175 / 2 blasts

\$250 / 3 blasts

WEBSITE ADS (MONTHLY DISPLAYS)

728x90 Leaderboard in Footer

Leaderboard that performs well above the navigation bar and/or main content. This footer board is on the CMA home page.

Footer Banner

\$500 / 1 month

\$850 / 2 months

\$1250 / 3 months

\$1600 / 4 months

\$1950 / 5 months

\$2250 / 6 months

336x280 Sidebar Banner on Blog

Large rectangle ad that performs well in side-bar and between organic content.

Sidebar Banner

\$150 / 1 month

\$270 / 2 months

Sponsored Copy + Button on Blog

About 150 words of copy featuring your business.

Sponsored Content

\$220 / 1 blast

\$400 / 2 blasts

\$575 / 3 blasts

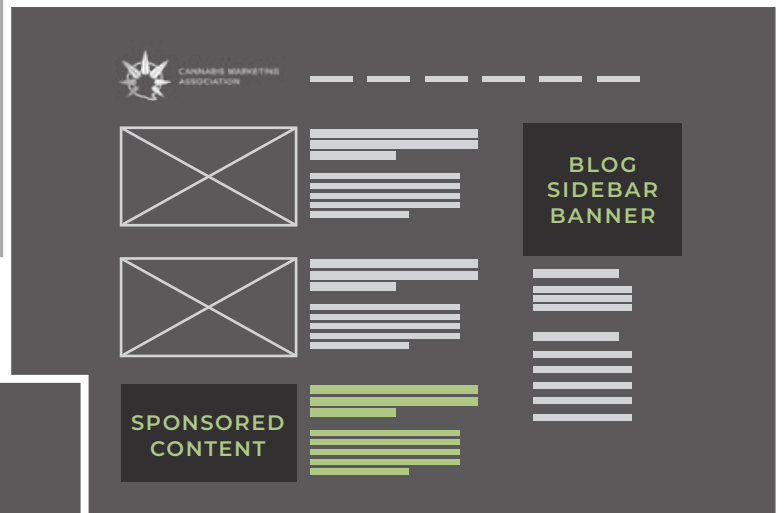


CANNABIS MARKETING ASSOCIATION

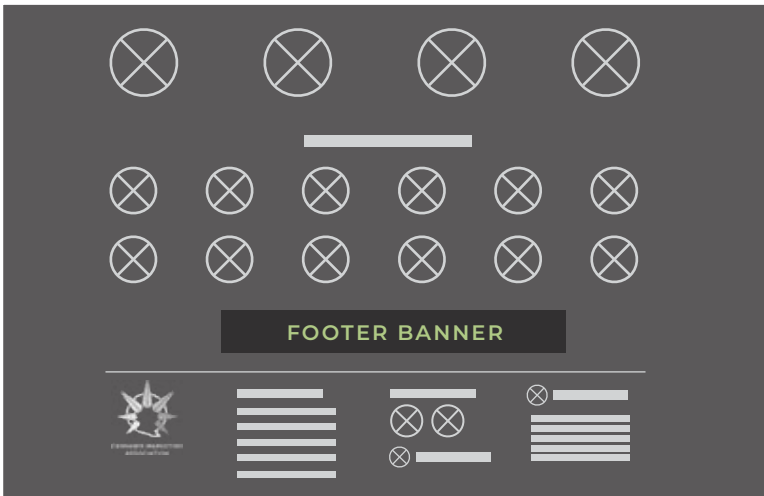
WEEKLY NEWSLETTER BANNERS



WEBSITE DISPLAY ADS (BLOG)



WEBSITE DISPLAY ADS (HOME PAGE)



Contact us!



CANNABIS MARKETING ASSOCIATION

Lisa Buffo

lisa@marketingcannabis.org

AD SPECS

RGB Color Space | 72 DPI | PNG or JPG File Format
Sized to Purchased Ad Dimensions