



CANNABIS MARKETING ASSOCIATION

Ad Space Opportunity

WHY PARTNER WITH CMA?

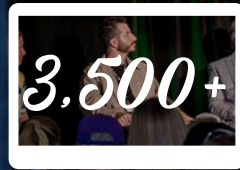
CMA's audience is a highly targeted group of cannabis communications professionals spanning marketing, public relations, events, and ancillary businesses who serve cannabis license holders across the country. Partnering with CMA gives your brand a unique opportunity to generate leads, build your pipeline,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



8,400+

TARGETED CANNABIS MARKETERS

subscribed to the newsletter



3,500+

WEBSITE VIEWS

On average per month



25.48%

OPEN RATE

On average per week



3.5%

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

\$250 / 1 blast

\$350 / 2 blasts

\$450 / 3 blasts

Bottom Banner

\$200 / 1 blast

\$275 / 2 blasts

\$350 / 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

\$250 / 1 month

\$400 / 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



FULL EMAIL BUYOUT (PER EMAIL)

\$1,300

Our Full Email Buyout package includes exclusive ownership of a dedicated email sent to our entire subscriber list. This email will contain only your brand's messaging and creative, making it a highly effective way to communicate directly with our audience. Our email subscriber list consists of **8,000+ highly engaged users** who have opted in to receive our newsletters and updates.

Our subscribers are primarily cannabis brands, retailers, and the marketing and advertising agencies who represent them, making them a valuable target audience for your brand.

We recommend booking your Full Email Buyout at least 4 weeks in advance to ensure availability and ample time for creative development and approval.

We can sometimes accommodate rush orders (less than 10 business days notice) for an additional fee of \$300, subject to availability.

Your company will receive:

- Exclusive ownership of a dedicated email sent to our list of 8,000+ subscribers — *you send an HTML for our team to plug into our CRM**
- Comprehensive reporting one week after the email send, including open rates, click rates, and other engagement metrics

Packages

- 2 emails for \$2,300 (\$100 discount)
- 3 emails for \$3,300 (\$300 discount)
- 4 emails for \$4,300 (\$500 discount)

Stats:

- 8,000+ engaged email subscribers
- Average open-rate of 25% and click-thru-rate of 3.5%





PODCAST SPONSORSHIP (PER EPISODE, PLAYED TWICE)

15-second ad \$249 | 30-second ad \$299

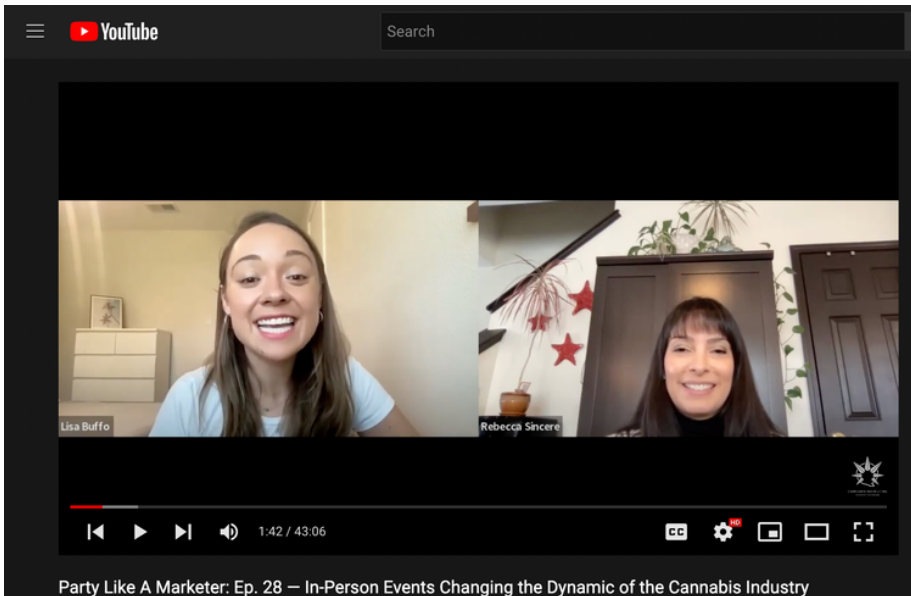
[Party Like a Marketer](#) is our podcast series dedicated to in-depth conversations with cannabis marketers —leading experts changing the game of cannabis communications by sharing their marketing insights with the audience.

Party Like a Marketer is streamed on Spotify, YouTube, Apple Podcasts, and iTunes and has over **9,000 downloads** and a niche audience of cannabis marketers averaging over **100 weekly downloads**.

Ad copy subject to CMA approval prior to episode recording.

Sponsors receive:

- Your ad at the **beginning and middle** of the episode*
- Spoken by host Lisa Buffo or recorded by someone from your team
- Mention in closing "Thank you to Sponsor for sponsoring this episode"
- 1 social post across CMA's social media platforms



Packages

	15 s / 30 s
2 episodes for	\$399 / \$499
3 episodes for	\$699 / \$799
4 episodes for	\$799 / \$899



WEBINAR SPONSORSHIP (PER WEBINAR)

\$500

CMA webinars are exclusive to the membership and paid attendees only — however, you can sponsor a webinar for \$500 for it to be free and open to all.

CMA webinars garner 100+ registrations, attract 50+ live viewers, and achieve 30+ recording playbacks within the initial 30 days, with an audience composition consisting of over 70% mid to senior level decision-makers, although statistics vary significantly based on content topic and time of year.

You may distribute the recording — which will be public on CMA's YouTube channel and available to all CMA members — to your community. You may also offer a special promo or discount to attendees at the end of the webinar.

Webinar content is highly recommended to be educational in nature with clear learning objectives in order to attract and engage an audience. Any sales presentations, pitches, product demonstrations, or marketing-laden content will be subject to approval. CMA retains ownership of the copyright and final media files.

Sponsors receive:

- Unlimited invites
- CMA will market to CMA email list & on social media
- Domains of registrants (no emails or personal identifying information)
- Ability to distribute recording, hosted exclusively on CMA's YouTube channel and website, to your community.
- Ability to livestream the event to CMA's YouTube, LinkedIn, or Facebook
- Ability to offer promotion at the end of the webinar including lead gen form
- Ability to include promotion in recap email that goes out to all registrants and active CMA members
- Thank you from CMA hosts at the beginning of webinar
- Report of engagement analytics from Zoom
- Blog post recap with link to website and promo included

Packages

- 2 webinars \$800 (\$200 off)
- 3 webinars \$1,000 (\$500 off)
- 4 webinars \$1,250 (\$750 off)

Stats:

- 100+ registrations
- 50+ live viewers
- 20+ recording playbacks within the first 30 days
- Audience composition of over 70% mid to senior level decision-makers





VIRTUAL NETWORKING SPONSORSHIP (PER SESSION)

\$250

Gatheround is Cannabis Marketing Association's virtual networking platform where we host networking sessions exclusive to CMA Members.

Members can join from anywhere in the world and engage in 1:1 and small group conversations to expand their cannabis community and gain access to additional cannabis marketing education and resources.

Over the course of the event, Members can participate in approximately seven conversations and get to enjoy lively banter with their colleagues and music in between rounds.

This sponsorship is available per Gatheround session (typically the third Friday of each month, depending on surrounding member programming) which can be themed by music genre and marketing subtopic and see an average of 30 actively engaged attendees.

Sponsors can pick the theme* and will have time to address the audience and engage with them directly.

Sponsors receive:

- Admission for unlimited team members — staff and clients
- 2 minutes to address the audience
- Ability to offer promotion to attendees during the event and in follow-up materials
- "Sponsored by [your company]" on all promotional materials with logo and backlink
- Emails of opted-in attendees

*pending CMA approval



Packages

- 2 sessions \$450 (\$50 off)
- 3 sessions \$650 (\$100 off)
- 4 sessions \$850 (\$150 off)

Stats:

- Average 30 live attendees
- Attendee composition of over 70% mid to senior level decision-makers

Stats vary depending on the content topic and timing.



CANNABIS MARKETING ASSOCIATION

WEEKLY NEWSLETTER BANNERS



WEBSITE DISPLAY ADS (BLOG)



WEBSITE DISPLAY ADS (HOME PAGE)



Contact us!



CANNABIS MARKETING ASSOCIATION

Subject Line: Ad Space Request

info@marketingcannabis.org

AD SPECS

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