



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



WEBSITE VIEWS

On average per month



25.48%

OPEN RATE

On average per week



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



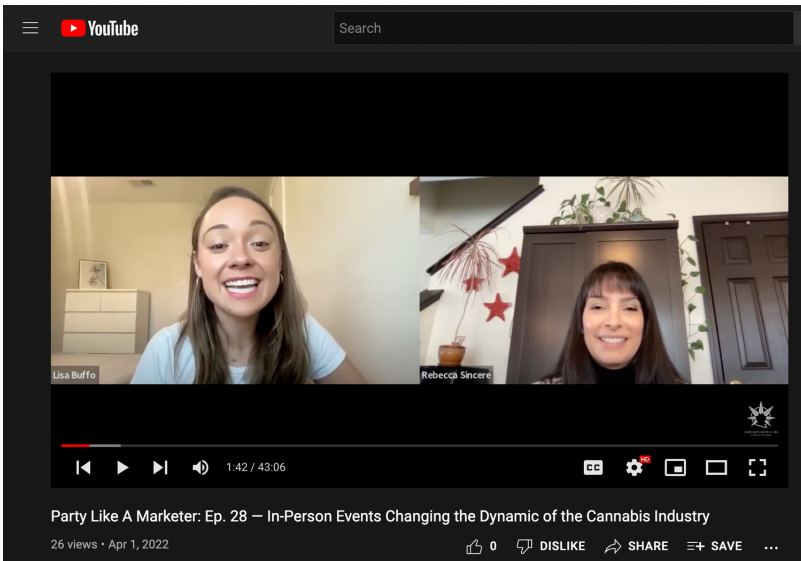
PODCAST SPONSORSHIP (PER EPISODE)

15-second ad \$150 | 30-second ad \$275

[Party Like a Marketer](#) is our weekly series dedicated to in-depth conversations with cannabis marketers who are breaking down stigma and changing the game of cannabis communications. Renewing for its fourth season, Party Like a Marketer is steamed on Spotify, YouTube, and Apple Podcasts and has over **5,000 downloads** and a niche audience of cannabis marketers averaging **100 weekly listeners**. Ad copy subject to CMA approval prior to live recording.

Sponsors receive:

- Your ad at the beginning of the episode
- CMA gets editorial approval of ad copy
- Spoken by host Lisa Buffo
- Mention in closing "Thank you to Sponsor for sponsoring this episode"
- 1 social post on @partylikeamarketer Instagram



The Stats

- 5,500 + total downloads
- 100 + weekly listeners
- Niche audience of cannabis entrepreneurs and marketers





CANNABIS MARKETING ASSOCIATION

WEBINAR SPONSORSHIP (PER WEBINAR)

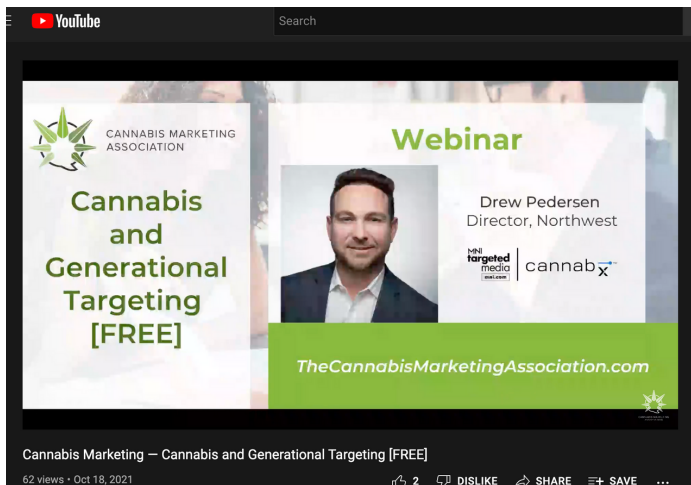
\$500

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. You may distribute the recording — which will be public on CMA's YouTube channel — to your community. You may also offer a special promo or discount to attendees at the end of the webinar. Webinar content MUST be educational in nature with 3 learning objectives and subject to approval by CMA. Any sales presentations, pitches, product demonstrations, or marketing-laden content will not be approved. 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
- 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 at the bottom
- 10% off any additional CMA media buys

The 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

Stats vary depending on the content topic.

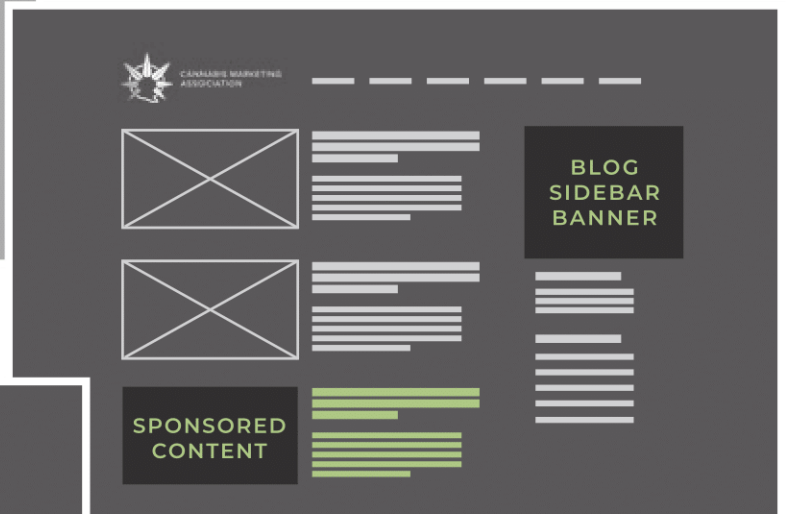


CANNABIS MARKETING ASSOCIATION

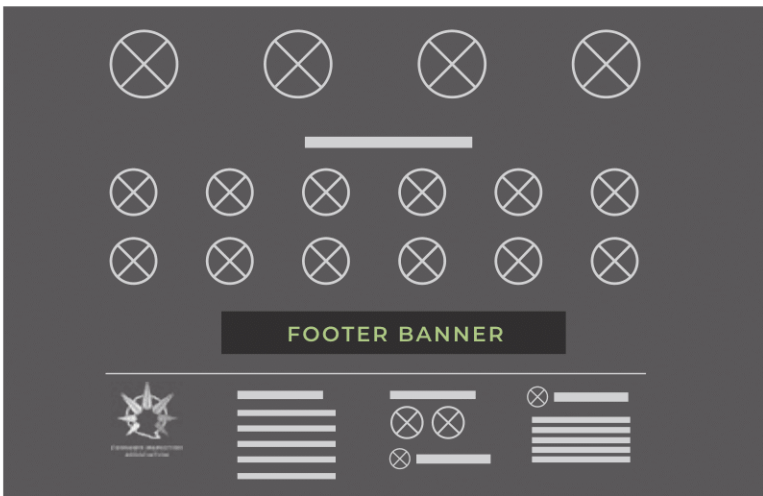
WEEKLY NEWSLETTER BANNERS



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