



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.

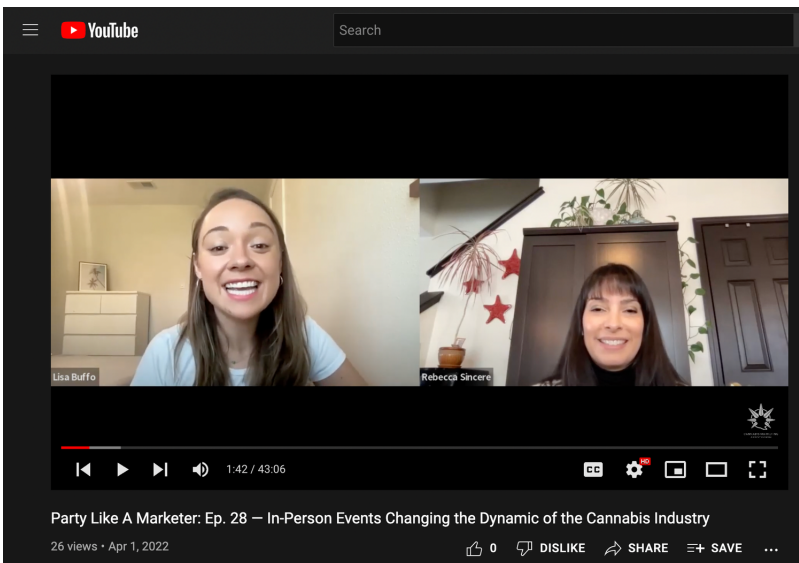
Sponsors receive:

- 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





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## WEBINAR SPONSORSHIP (PER WEBINAR)

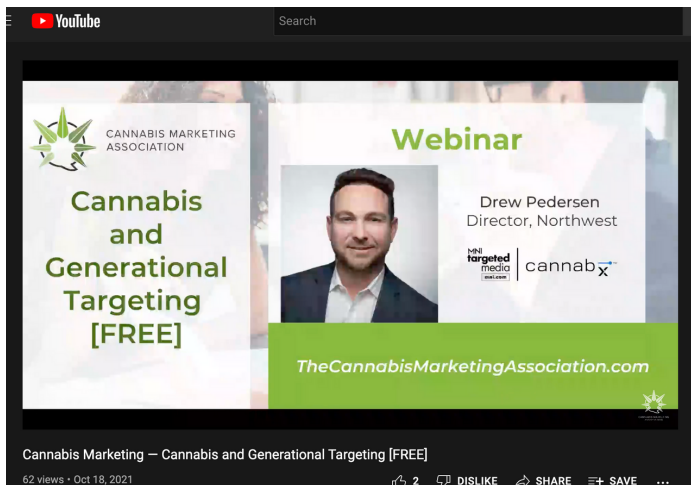
### \$500

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.



## VIRTUAL NETWORKING SPONSORSHIP (PER SESSION)

### \$250

Gatheround is Cannabis Marketing Association's virtual networking platform where we host monthly 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 over 7 conversations and get to enjoy lively banter with their colleagues and music in between them. This sponsorship is available per Gatheround session (typically the third Friday of each month, depending on surrounding member programming) which are themed by music genre and marketing subtopic and see an average of 30 - 50 actively engaged attendees.

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
- Domains of attendees (no emails or personal identifying information)

### *The Stats*



- 30 - 50 live attendees
- Attendee composition of over 70% mid to senior level decision-makers

Stats vary depending on the content topic and timing of the event.



CANNABIS MARKETING  
ASSOCIATION

## IN-PERSON SPONSORSHIP (PER MEETING)

### \$650

Connect with the CMA community by getting involved with an in-person meeting in your city. In-person CMA events facilitate genuine connection in your market by bringing together cannabis communications professionals to mingle, learn, and grow. Typically hosted around happy hour, these events include appetizers and a cash bar for attendees to enjoy while decompressing after work and getting to know cannabis colleagues in their area.

Depending on the event type, attendees are charged differently. Informal networking mixers are free to all, whereas events with educational content are free to CMA Members and \$20 for Non-Members.

Sponsors receive:

- Admission for unlimited team members — staff and clients
- Table space at the event
- Two minutes to address 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
- Domains of attendees (no emails or personal identifying information)



### *The Stats*

- 50+ registrations (within and outside of the CMA Membership)
- Niche registration composition of cannabis marketing and communications professionals

Stats vary depending on city and event type.



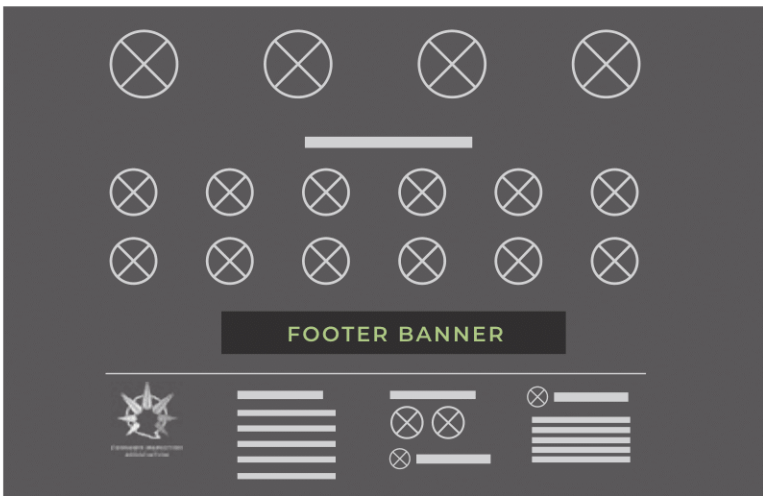
### WEEKLY NEWSLETTER BANNERS



### 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