

# MEDIA KIT 2018



The news digest for the cannabis packaging world, covering packaging, compliance and cutting-edge news.

Align your brand with a **media partner** who understands the business of doing business.

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## Packaging + Compliance + News



The science is green, and so is your magazine:  
Printed four times per year with soy-based ink on recycled paper.





# Introduction / About



As cannabis products become legal a dynamic marketplace is fueling the rapid industry growth from state to state. Cannabis science in the form of extraction, testing labs, and cultivation are the glue of legalization.

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Cannabis Packaging News delivers cutting edge news reports, political issues, technical methods, and compliance tips on cannabis packaging needs. We infuse both trade knowledge with a bit of culture, and we pride ourselves on being able to create a potent news source that reaches a large audience of cannabis professionals globally.

Our newsletter is distributed every 10 days and we have daily content on our blog available as well. The goal is to enable professionals to not only stay educated on the latest in packaging, compliance and news, but to also be able to quickly and easily take practical solutions away into their own business.

We are excited to stand alone in this publishing space and as the only news source reporting on this crucial space in the legal cannabis market.



***Cannabis Packaging News*** is the industry's breakthrough news source, specifically for your Cannabis Packaging needs!

Cannabis Packaging News delivers analysis and insights into the technical aspect of packaging. This publication explores the entire process of packaging, from start to finish. Packaging in the cannabis industry presents unique challenges, including the need for remaining compliant. Cannabis Packaging News provides insight into these challenges by providing problem-solving how-to articles on how to solve these issues.

Contributions range from a variety of experts that span across all major fields. Knowledge on not just on what to do, but also on what to avoid is presented in clear terms. Subscribers will be delighted with the international news stories, feature articles and a refreshing infusion of culture within the pages of each issue. These topics detail key trends, primary methods, and significant issues that influence managers and executives the most within the cannabis industry.

Published as a quarterly publication, Cannabis Packaging News is written for and by industry professionals, whose livelihoods depend on the growth and success of the our industry. A new and needed resource, Cannabis Packaging News fills the information need for the unique needs of the cannabis packaging industry.

**Welcome to your world – let's expand it together.**

# Readership



## 40% Packaging

- Extraction equipment manufacturers
- Extraction companies
- Cannabis concentrate brands
- Extract producers

## 40% Professional Services

- Testing lab equipment
- Testing lab proficiencies
- Patenting strains
- Sample preps
- Mobile labs

## 20% Consulting Services

- Accounting & Finance
- Consulting
- Legal Services
- Trade Organizations
- Growers
- Accessories

### **The science of cannabis packaging information is our business.**

The rapid evolution of the cannabis industry means that everyone in the industry has one thing in common. They are way too busy to chase down needed information.

That's where Cannabis Packaging News can help by offering crucial information needed in one single publication to help cannabis professionals thrive, grow and prosper.








# Markets



**Cannabis Packaging News** is a MACE integrated media company that collects critical data relevant to the cannabis science community. Our hopes are to convert big data into digestible stories that help professionals understand, grow, and manage their business.

# Ad Specs / Rates / Calendar

			1x	2x (Save 10%)	4x (Save 20%)
	<b>Full Page Spread</b>	Bleed Only: 17 x 11.125	\$3,668	\$3,301	\$2,934
	<b>Full Page</b> Back Cover, Inside Front Cover, Inside Back Cover, Page 1 and Opposite Table of Contents (+25%)	Bleed: 8.625 x 11.125 Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	\$1,834	\$1,650	\$1,467
	<b>1/2 Page</b>	No Bleed: 7.365 x 4.865 With Bleed: 8.625 x 5.375	\$1,144	\$1,030	\$915
	<b>1/3 Page Strip</b>	Bleed Only: 2.875 x 11.125	\$972	\$875	\$778
	<b>1/4 Page</b>	4 x 5	\$799	\$719	\$639

**FINAL TRIM SIZE: 8.375 x 10.875 Please submit artwork AS PDF, PSD, OR TIFF (300dpi / CMYK)**

## Advertising Deadlines

Issue	Ad Space Reservation	Art Deadline
Jan/Feb/March	12/11/17	12/15/17
April/May/June	3/13/18	3/17/18
July/Aug/Sept	6/12/18	6/16/18
Oct/Nov/Dec	9/11/18	9/15/18

# For our Premier Advertising Partners

**To show our loyalty to our long term Partners, we are offering a print feature when a six month insertion commitment is signed. This feature will be run sometime during that insertion term and will also be featured online.**

**For those Partners that commit to a 3 month insertion, we will do an online feature article on our very popular blog which will be rich with backlinks to your site to promote SEO for your product/service.**



# FREE Social Media Cross Promotion Add On

**ALL Advertisers will receive FREE social media cross promotion with the following ad sizes:**

## **1/4 ad**

ONE cross promo per month for the two months of the issue.

## **1/3 ad**

ONE cross promo per month for the two months of the issue.

## **1/2 ad**

TWO cross promos per month for the two months of the issue.

## **Full Page ad**

THREE cross promos per month for the two months of the issue.

## **Double Page Spread**

FOUR cross promos per month for the two months of the issue.

These will run on Instagram, Facebook and Twitter, with exposure to over 10,000 followers.

The advertiser will be responsible to give us their content and/or ad. All ads must be non-pixelated 800x800 in size and sent to us 3 days prior to the desired run date.

You can also purchase Social Media Cross Promotion as a standalone or part of a digital-only package for \$7 per thousand followers reached.

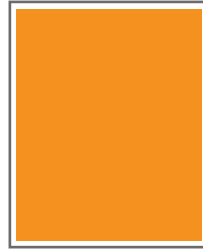
# Print Specs

**2 - Page Spread**  
(Non-Bleed)



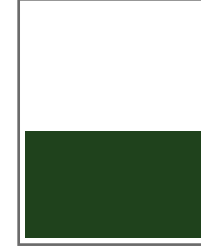
**Ad size:** 16.25" x 10.375"

**Full Page with Border**  
(Non-Bleed)



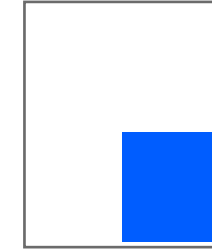
**Ad size:** 7.875" x 10.375"

**1/2 Page with Border**  
(Non-Bleed)



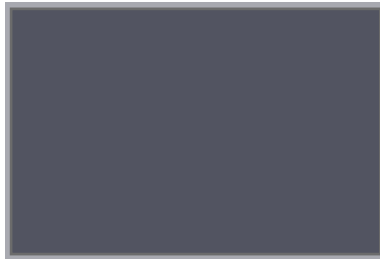
**Ad size:** 7.875" x 4.75"

**1/4 Page**



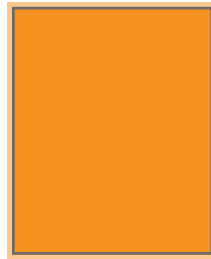
**Ad size:** 3.75" x 4.75"

**2 - Page Spread with Bleed**



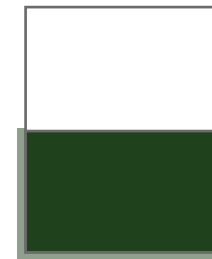
**Ad size:** 17" x 11.25"  
**Safe [Live] Area:** 16.25" x 10.375"

**Full Page with Bleed**



**Ad size:** 8.625" x 11.125"  
**Safe [Live] Area:** 7.875" x 10.375"

**1/2 Page with Bleed**



**Ad size:** 8.625" x 5.625"  
**Safe [Live] Area:** 7.875" x 4.875"

**All text MUST be converted to outlines/flattened/rasterized prior to submission.**

**All sales-related questions should be submitted to [info@cannabispackagingnews.com](mailto:info@cannabispackagingnews.com) or call 805-530-2424**

**All technical questions should be submitted to: [info@cannabispackagingnews.com](mailto:info@cannabispackagingnews.com)**

**Margin Trime Size: 8.375" x 10.875"**

**Note: Text placed outside the Safe [Live] Area of any Bleed ad may be cut off. Please keep text inside the Safe Area.**

**To ensure that your ad looks it's absolute best, all ads submitted for use in one of our print publications (e.g., Cannabis Packaging News Magazine, etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications. etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications.**

PDF/X-1a is a widely accepted standard for files that are used in books, magazines, & other high-resolution print media. Commonly used professional design tools (e.g., Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark Express, etc.) include a PDF Export Preset that supports PDF/X-1a; please ask your graphic designer to use this format when saving your final ad files.

We will pre-flight all ads using Adobe Acrobat Professional to ensure that they meet PDF/X-1a standards and **you will be asked to resubmit your ad if it is not the correct format.** If you ask us to run an ad that is not PDF/X-1a compliant, we will not be responsible for the quality of the printed ad.

**All ads should be submitted in CMYK format, 300dpi or higher.**

# Web Banner Specs



80 x 80



300 x 250



760 x 96

All text **MUST** be converted to outlines/flattened/rasterized prior to submission.

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All technical questions should be submitted to: [info@cannabispackagingnews.com](mailto:info@cannabispackagingnews.com)

## Prices:

760x96 -- \$199 / month

300 x 250 -- \$142 / month

80 x 80 -- \$50 / month

## E-Blast

**\$150 / 1000**

dedicated e-blast

- E-Blast format: HTML to include all verbiage, content and image links. Cost to have Cannabis Packaging News create the blast: \$250
- E-Blast needed 1 week prior to placement; E-blast components and info needed 2 weeks prior if Cannabis Packaging News to create the E-blast



# Contact

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Call us.  
We'll talk.  
:)

**Advertising? Editorial? Distribution?**

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*News to share with the world of  
Cannabis Packaging News ?*

We love your questions!

**1 (805) 530-2424**

**Please call us for rates and special issues.**

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[cannabispackagingnews.com](http://cannabispackagingnews.com)

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Cannabis Packaging News is where  
innovation meets supply and demand

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*It all starts here*