

# LIST SPONSORSHIP 2020



**CBE Press, LLC**, offers 2019-20 List Sponsorship opportunities for marketers seeking long term nationwide brand awareness and visibility. CBE List Sponsorships provide category exclusive opportunities for marketers to position themselves as the industry leader within their category of the industry.

CBE launched in November of 2014 promising readers our mission is to share the best practices of key industry stakeholders, and benchmark and recognize performance of companies, by sharing their revenue, employee counts and key management players. CBE proprietary lists were designed to achieve this objective, help industry buyers and sellers connect, provide the industry's network of key political, regulatory and special interest groups with news of key developments impacting their business decisions and to see capital flow to start-ups providing licensees with the products and services they need to operate daily.

CBE lists are distributed to 50K plus e-newsletter subscribers and up to 25K online monthly unique visitors on the website. The CBE audience is comprised of owners/stakeholders/c-suite executive decision makers at licensed cannabis operations and the ancillary businesses that serve them, as well as investors/investment firms, real estate firms, entrepreneurs, regulators, legislators and others defining, shaping and expanding the industry. CBE lists have been viewed by more than 35K unique followers.

**LIST SPONSORSHIP OPPORTUNITIES INCLUDE:** 2019 & 2020 CBE Ancillary Business lists, 2020 CBE Political 100 and 2020 CBE Power Women in Cannabis lists



## List Sponsorship Deliverables Include:

- 728x90 Banner - category exclusive  
(rotates through sponsorship positions in the list)
- Banner positions often appear:
  - › At the top of the List
  - › In the Middle of the List
  - › At the Bottom of the List
- Two (2) 600x75 e-newsletter banner insertions served within a calendar month of the list publish date (*CBE Week* or *CBE P&L* newsletters - dates tbd based on availability)
- 300x250 run of site banner (positions 3 - 8, served over a calendar month at 5K impressions)
- Sponsorship position is an annual event and marketer's creative may be updated monthly
- Each sponsor on a list is exclusive to their category of the industry
- Each sponsored banner will appear each time the published list is viewed for one full year from the date the list publishes
- Material are due two (2) calendar weeks prior to the sponsored list estimated publish date

**NET LIST SPONSORSHIP COST \$2,370**