

# RUN OF SITE ADVERTISING 2020

CANNABIS BUSINESS EXECUTIVE



**CBE PRESS LLC (CBE)**, launched in 2014, is the digital media publisher of [www.cannabisbusinessexecutive.com](http://www.cannabisbusinessexecutive.com) receiving more than 25,000 unique decision-making visitors each month. CBE's run of site audience is comprised of owners, partners, and presidents/ C-suite executive decision makers at licensed cannabis operations and ancillary businesses serving the industry as well as investors, entrepreneurs, regulators, legislators and more. CBE puts your messaging in front an audience of industry decision makers. Utilize CBE's integrated menu of run of site and e-newsletter assets to grow your business in 2019 and beyond.

- › 80% of respondents identify as: Owner/Partner, President/CEO, COO/CFO or Executive Management
- › 82% identify as holding Executive Leadership, Marketing, Sales, Business Development and Operations roles within their organization
- › 25% of respondents identify as a Producer (cultivator)
- › 32% of respondents identify as a Processor (edible or other infused product manufacturer)
- › 26% of respondents identify as a Retailer (dispensary/retail store location)

Source: Brightline Strategies Jan. 2018

RUN OF SITE ADVERTISING UNITS	NET MONTHLY COST PER 5,000 IMPRESSIONS				AD SPECIFICATIONS
	1X	3X	6X	12X	
1 1220x120 Super Leaderboard Banner	\$3420	\$3190	\$3025	\$2925	500kb .jpg/.png or .gif
1220x120 Super Footboard Banner	\$2120	\$1980	\$1875	\$1810	500kb .jpg/.png or .gif
3 300x250 Medium Rectangle Banner Rotates Positions 1-4	\$1400	\$1340	\$1255	\$1220	300kb .jpg/.png or .gif
3 300x250 Medium Rectangle Banner Rotates Positions 5-8 (P-7&8 not depicted)	\$1125	\$1070	\$1005	\$950	300kb .jpg/.png or .gif
6 300x600 Skyscraper Banner Rotates Position 1-2	\$1745	\$1605	\$1575	\$1395	350kb .jpg/.png or .gif
7 300x600 Skyscraper Banner Rotates Positions 3-4 (P-4 not depicted)	\$1400	\$1340	\$1255	\$1220	350kb .jpg/.png or .gif
8 600x75 Leaderboard Banner Rotates Right and Left	\$1400	\$1340	\$1255	\$1220	300kb .jpg/.png or .gif
6 600x75 Footboard Banner Rotates Right and Left	\$530	\$500	\$475	\$450	300kb .jpg/.png or .gif
0 500x350 Pop-Up Banner Serves on all run of site pages	\$3420	\$3190	\$3025	\$2925	350kb .jpg/.png or .gif
1 Contextual Sponsored Link Home page edit well plus in all CBE content between story & author's bio	\$1120	\$1070	\$1005	\$975	80 Words of copy & URL
2 Featured Video Home Page Edit well & P-3 Ad column, e-newsletter & Featured Video page	\$1345	\$1300	\$1250	\$1200	Video<3Min., thumbnail 560x310 350kb .jpg/.png, logo, headline & copy

Creative materials are due two (2) calendar weeks before publishing

ADDITIONAL INFORMATION SEE PDF:

