

WEBINAR PROMOTION 2020

CANNABIS BUSINESS EXECUTIVE



CBE's Webinar Promotion Program is designed to drive registration and attendance for a marketer's webinar event. Reach CBE's online audience 25K unique monthly visitors and 50K E-newsletter subscribers with news and announcements surrounding your event. CBE's Jan.- 2018 Subscriber Survey found that 80% of respondents identified as Owner/Partner, President/CEO, COO/CFO or other executive management roles within their business - **Decision Makers** you want to reach.

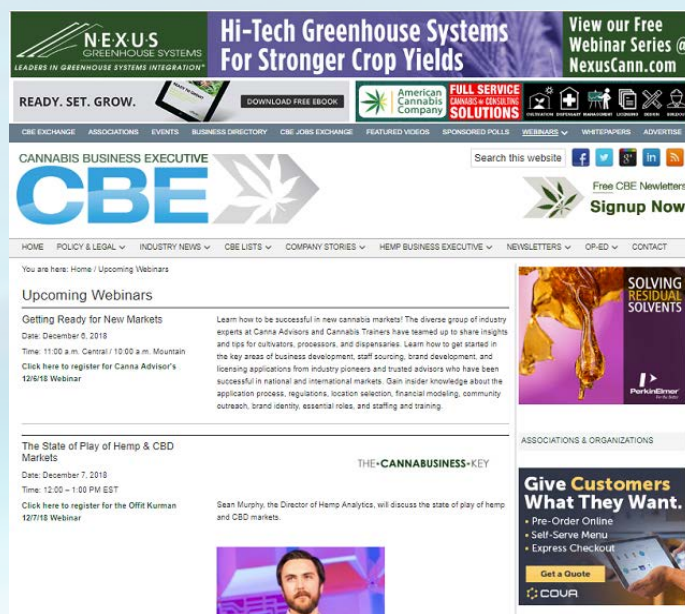
Offer a third party research backed or case study specific White paper download as a registration incentive. CBE will promote the Webinar to maximizing event participation with our integrated Run of Site and E-Newsletters assets.

EVENT PROMOTION

Promotions begin approximately 6 weeks prior to your Webinar date. Promotions include event title, abstract, date and links to full event description and registration page.

Deliverables include:

- Webinar listing on the home page at cannabisbusinessexecutive.com
- Webinar appears on the CBE "Upcoming Webinar" page in chronological order
 - › Listing includes: 150-175 words to describe the event, speakers etc. (date/time/location to be posted separately)
- 300x250 run of site web banner (position 1, serving 2.5K impressions)
- 300x600 run of site skyscraper web banner (position 1, serving 2.5K impressions)
- 600x75 run of site leaderboard web banner (position right & left, serving 2.5K impressions)
- Four (3) 600x75 E-newsletter banner insertions (positions 4-8) appearing in *CBE E-newsletters*
 - › newsletter and dates TBD based on availability targeting a every other week delivery schedule



NET COST FOR WEBINAR PROMOTION PROGRAM

\$2370