

## Partner With The Weed Blog

High-Value Branding, Engagement and Leads for Cannabis Organizations and Brands

**We are excited to partner with cannabis related organizations, projects and people.**

Please contact [zach@winningmark.com](mailto:zach@winningmark.com) to talk about how we can partner with you. Detailed information about our solutions and audience can be found below.

## Our Solutions

The Weed Blog offers advertisers a range of options to fit your business needs. In this kit, you'll find a breakdown of our top advertising solutions. Included with every campaign, we provided detailed data reports, audience insights, and optimized delivery for maximum ROI.

Our top solutions include:



Targeted Display



Sponsored Posts



Social Promotion



Custom Campaigns

## Our Audience

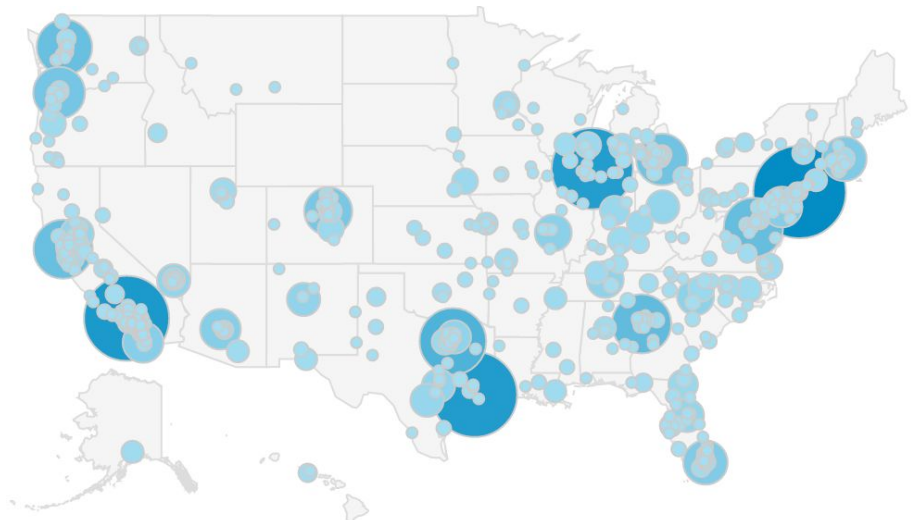
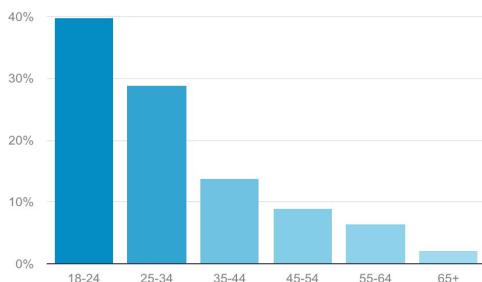
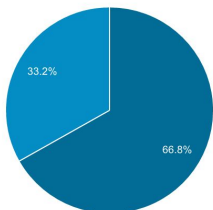
For over six years, The Weed Blog has produced high-quality content for our reader. As a result, we've cultivated a large, global readership that is enthusiastic and engaged in all things cannabis.

**2.4 mil.**  
Monthly Sessions

**1.9 mil.**  
Unique Monthly Readers

**68%**  
Mobile Traffic

■ male ■ female



## Targeted Display Solution

Be in front of your audience anywhere they go through our display advertisements. Our audience is comprised of marijuana enthusiasts, activists, growers, and investors. We can target, track, and optimize display efforts to help you gain a better understanding of who makes up your online audience. All pricing is based on a CPM (cost per thous.) model.

**Tier 1 Campaigns** includes no targeting, and are ROS (Run of Site).

**Tier 2 Campaigns** includes either audience OR geographical targeting.

**Tier 3 Campaigns** includes both audience AND geographical targeting.

| Tier 1 Campaign - Run of Site |        |
|-------------------------------|--------|
|                               | ROS    |
| Desktop                       | \$5.86 |
| Mobile                        | \$7.33 |
| Half Page                     | \$8.79 |

| Tier 2 Campaign - Audience OR Geo Targeting |                          |                |
|---|--------------------------|----------------|
|   | State/Region OR Category | City OR Custom |
| Desktop                                     | \$8.79                   | \$13.19        |
| Mobile                                      | \$10.99                  | \$15.38        |
| Half Page                                   | \$11.50                  | \$17.23        |

| Tier 3 Campaign - Audience AND Geo Targeting |                           |                         |                   |                 |
|--|---------------------------|-------------------------|-------------------|-----------------|
|  | State/Region AND Category | State/Region AND Custom | City AND Category | City AND Custom |
| Desktop                                      | \$10.99                   | \$15.38                 | \$17.23           | \$21.51         |
| Mobile                                       | \$11.50                   | \$16.50                 | \$18.73           | \$24.36         |
| Half Page                                    | \$13.19                   | \$19.23                 | \$21.51           | \$25.00         |

- Desktop Package includes the ad units **782x90** and **300x250**
- Mobile Package includes the ad unit **300x120**
- Half-Page Packing includes the desktop ad unit **300x600**

All our display targeting solutions are completely customizable for your specific business needs. We will provide detailed data reports, performance optimizations, and audience analysis with every campaign.

### Discounted Rates

| Campaign Length | Discount |
|-----------------|----------|
| 3 months        | -10%     |
| 6 months        | -15%     |
| 12 months       | -20%     |

## Sponsored Post Solution

Become a part of the movement by becoming a guest blogger, sponsored a blog post, or have The Weed Blog create content for you! Be viewed as a thought leader in the marijuana industry, improve your keyword rank from links from TWB to your site, and create a source of long-lasting traffic.

- Cost per Sponsored Post: \$1,000
- Content Writing: \$500 per article
- Included with every post:
  - Two fixed banner ads on the article page.
  - One promotional post on Facebook

You can find an example of what a sponsored post looks like [here](#). Every post remains on The Weed Blog indefinitely. Which means you'll be gaining referral traffic to your site indefinitely.

For more information on sponsored posts, email [zach@winningmark.com](mailto:zach@winningmark.com)

## Social Promotion Solution

Mobilize The Weed Blog's massive social audience through our social promotion solution. Every post on Facebook will be sent to our 1.2 million fans, and every tweet to our 46k followers. You can visit our social pages here: [Facebook](#) and [Twitter](#)

A breakdown of our social solutions below:

| Social Network | Social Audience | Package Price | # of Posts |
|----------------|-----------------|---------------|------------|
| Facebook       | 1,200,000       | \$500         | 1          |
| Twitter        | 47,600          | \$250         | 3          |

## All Other Opportunities

We are excited about partnering with cannabis organizations, projects, and people. Please contact [zach@winningmark.com](mailto:zach@winningmark.com) to talk about how we can partner with you.