

	BUSINESS & MANAGEMENT	EQUIPMENT & TECHNOLOGY	CULTIVATION & PRODUCTION	CLOSE DATE	MATERIALS DUE
JANUARY	<ul style="list-style-type: none"> • Off-Season Prep & Planning • Taxes 	Sanitation	<ul style="list-style-type: none"> • Extraction • Distillation 	12/1/20	12/8/20
FEBRUARY	Best Cannabis Companies: Cultivation	Humidification/ Dehumidification	<ul style="list-style-type: none"> • Data Tracking and Usage • Hydroponic Growing 	1/4/21	1/11/21
MARCH	Facility Maintenance	Lighting	<ul style="list-style-type: none"> • Greenhouse Cultivation • Odor Mitigation 	2/1/21	2/8/21
APRIL	Logistics/Distribution	Light Dep and Greenhouse Shades/Cooling Systems	Terpenes and Other Secondary Metabolites	3/1/21	3/8/21
MAY	Compliance	Inventory Tracking	<ul style="list-style-type: none"> • Disease Management • Air Purification 	4/1/21	4/8/21
JUNE	Finance	Environmental Control	<ul style="list-style-type: none"> • Outdoor Cultivation • Vertical Growing • Nutrients/Fertilization 	5/3/21	5/10/21
JULY	<ul style="list-style-type: none"> • Insurance • cGMP and Quality Assurance 	Water Filtration/ Reclamation	<ul style="list-style-type: none"> • Pest Management • Drying/Curing 	6/1/21	6/8/21
AUGUST	Supply Chain	Automation Technologies	<ul style="list-style-type: none"> • Biocontrols • Trimming 	7/1/21	7/9/21
SEPTEMBER	Preparing a Winning License Application	Trays/Benches	<ul style="list-style-type: none"> • Indoor Cultivation • Sustainable Cultivation 	8/2/21	8/9/21
OCTOBER	Waste Management	<ul style="list-style-type: none"> • CO₂ • Filling and Packing Equipment 	Heating, Ventilation and Air Conditioning (HVAC)	9/1/21	9/8/21
NOVEMBER	<ul style="list-style-type: none"> • International Expansion • Real Estate/Zoning 	<ul style="list-style-type: none"> • Hydroponic Solutions • Security 	Minor Cannabinoids	10/1/21	10/8/21
DECEMBER	<ul style="list-style-type: none"> Annual Tips Issue! • Creating SOPs • Interstate Expansion • Maximizing Efficiencies • Tax Tips • Maximizing Canopy Space 	Pots and Containers	Breeding/Cultivar Selection	11/1/21	11/8/21

CANNABIS BUSINESS TIMES

2021 RATES & SPECIFICATIONS

5811 Canal Road, Valley View, Ohio 44125 • Phone 800-456-0707 • Fax 216-525-0517
www.cannabisbusinesstimes.com

2021 PRINT

FREQUENCY DISCOUNTS*

Size	1x	3x	6x	12x
Full Page	\$4,620	\$3,729	\$3,391	3,089
2/3 Page	3,443	3,161	2,854	2,596
1/2 Island	2,854	2,605	2,363	2,155
1/2 Standard	2,518	2,293	2,086	1,903
1/3 Page	1,679	1,532	1,394	1,273
1/4 Page	1,280	1,168	1,056	961
1/6 Page	830	761	692	632

*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Cannabis Business Times*, *Produce Grower*, *Garden Center*, *Cannabis Dispensary* and *Hemp Grower*.

MARKETPLACE (PRINT AND ONLINE):

\$107 per column inch
Two-color \$35.00
Four-color \$65.00
Word only: \$8.15 per line, \$35.75 minimum, 1/6 Page Display \$275

MECHANICAL REQUIREMENTS:

Saddle stitched, three columns to a page.
Paper stock: Machine coated, 50-lb. body with 100-lb. cover.
Colors available: matched, four-color process (AAAA-MPA).
Trim size: 9" x 10^{7/8}".

DIGITAL FILES AND SPECIFICATIONS FOR PRINT:

High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. For details, please contact Cara Kirkland at 216-393-0255 or ckirkland@gie.net.

SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES:

Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

AD SIZES (NON-BLEED)

Specifications	Width	Depth
2 Page Spread (trim)	18"	10 ^{7/8} "
Full Page (bleed)	9 ^{1/4} "	11 ^{1/8} "
2/3 Page	5"	9 ^{7/8} "
1/2 Page Island	5"	7 ^{1/2} "
1/2 Page Horizontal	7 ^{3/4} "	4 ^{7/8} "
1/2 Page Vertical	3 ^{7/8} "	9 ^{7/8} "
1/3 Page Square	5"	4 ^{7/8} "
1/3 Page Vertical	2 ^{1/2} "	9 ^{7/8} "
1/4 Page Square	3 ^{3/4} "	4 ^{7/8} "
1/6 Page Vertical	2 ^{1/2} "	4 ^{7/8} "

2021 INTERACTIVE

WEBSITE ADS (HOME PAGE)



LEADERBOARD

728x90
\$2,353
8 units available

MEDIUM RECTANGLE

300x250
\$1,765
8 units available

HALF PAGE

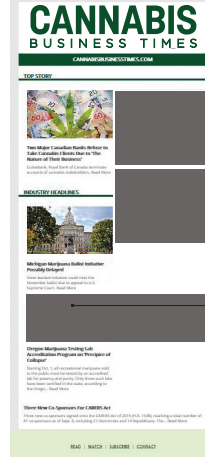
300x600
\$10,000/mo.
Exclusive



LIGHTBOX

500x500
\$8,596/mo.
Exclusive

E-NEWSLETTER ADS



MEDIUM RECTANGLE (TOP)

300x250
\$1,177

MEDIUM RECTANGLE (MIDDLE)

300x250
\$883

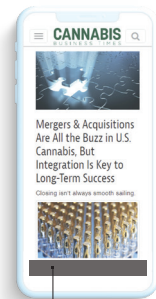
TEXT AD

Image Here

Bold Headline
Herdit, le velit qui volutatem
neque ut ut ut ut ut ut ut ut
rem quis et quisquam in hinc qui
con portibus modi et velignisum
aut litem eum, qui in nocenti diti
recta con, suscipit idem debent
modicimos sillis dui ma.

TEXT AD

360x180
\$2,353



MOBILE BANNER

360x120
\$6,000/mo.
Exclusive