

CANNABIS BUSINESS TIMES

2016 ADVERTISING RATES

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

2016 PRINT

Frequency Discounts*

Size	1x	3x	6x	12x
Full Page	\$2,300	\$2,093	\$1,904	\$1,734
2/3 Page	1,932	1,758	1,600	1,457
1/2 Island	1,603	1,459	1,327	1,209
1/2 Standard	1,412	1,285	1,169	1,065
1/3 Page	945	860	783	713
1/4 Page	718	653	594	541
1/6 Page	467	425	387	352

*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*, *Garden Center*.

Mechanical Requirements: Saddle stitched, three columns to a page. Paper stock: Machine coated, 50-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 9" x 10 1/4".

Digital Files and Specifications For Print: High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

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
Full Page (non-bleed)	8"	10"
1/2 Page	5"	10"
1/2 Page Island	5"	7 1/2"
1/2 Page Horizontal	7 3/4"	5"
1/2 Page Vertical	3 3/4"	10"
1/3 Page Vertical	2 1/2"	10"
1/4 Page Square	3 3/4"	5"
1/6 Page Vertical	2 1/2"	5"

2016 INTERACTIVE

Web Advertising	Pixels	Month	Units available
Leaderboard	728x90	\$698.50	6
Prime-Plus Square	300x250	434.50	16
Prime Tower	300x600	850	5
Lightbox	500x500	2,650	Exclusive
Category In-line	300x250	550	Exclusive

See our digital media kit for examples of all digital advertising.

E-Newsletters	Pixels	1x	12x	24x	52x
Prime-Plus Square (Top)	300x250	\$799.25	\$713	\$563.50	\$396.75
Prime-Plus Square (Middle)	300x250	660	583	451	330
Bottom Leaderboard	728x90	5,119.75	456.75	362.25	267.75
Sponsored Feature	360x180				900

WEBSITE ADS

[HOME PAGE]



LEADERBOARD AD

PRIME-PLUS SQUARE ADS



LIGHTBOX

LEADERBOARD AD

PRIME TOWER AD

[INTERNAL PAGE]



Scientists Identify Cuckooch Hunting Drone for Wasp

The drone (shown) is used to identify and track wasps in their nests, which is a key step in the process of identifying and eradicating them.

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CATEGORY IN-LINE AD

NEWSLETTER ADS



PRIME-PLUS SQUARE ADS

BOTTOM LEADERBOARD AD



SPONSORED FEATURE

SMARTPHONE AD



SMARTPHONE STATIC BANNER