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**BRANDS, PROGRAMS,  
AND RATES**

## EDITORIAL FOCUS

Our editorial focus is on news, in-depth stories, surveys and analysis that educate, inspire, and advocate for emerging cannabis businesses and micro businesses in Michigan and the Great Lakes states, while keeping tabs on national and international trends in business, technology, and government. Those stories are told in text and videos

Our goal is to raise awareness of that impact on the economies of Michigan, the Midwest, and beyond, where recreational cannabis is legal also where it soon will be legal, as well as the huge business opportunities in areas such as Hemp farming and CBD extraction for medicinal purposes.

## ADVOCACY

Promote local, regional, national, and global industry insights through news, feature reporting, educational videos, industry events and conferences.

Provide a communications channel for organizations, businesses, non-profits and individuals who innovate and create in Cannabis.

Highlight the success stories of leaders in the Cannabis and CBD industries.

***Readers represent an important list of job titles, with 35% holding CEO titles and over half in senior management positions in these critical areas:***



## AUDIENCE

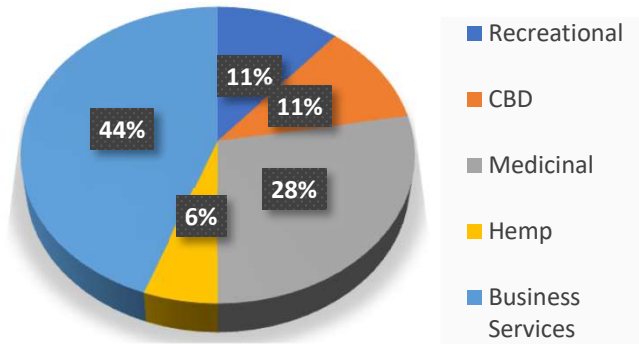
Through web, newsletter, and social media, and videos our audience in has grown in email opt-ins, website traffic, video viewership (live and on-demand), and social media engagement.

- Email Database: 3,100
- Email Open Rate Range: 28% - 44%
- 420,000+ readers through social media and content partners such as Sensi Connects, Michigan Marijuana Professionals, iHemp Michigan, and Michigan Cannabis Tourism & Hospitality.
- Average of 5,600 monthly views of Cannabis business videos on FOUR20 Post LIVE streaming video webcast.

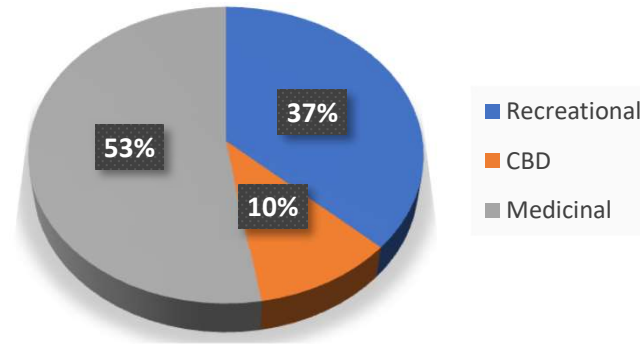
**News & Information**  
about the Business of Cannabis

**Live & On-Demand Video**  
News | Advocacy | Community

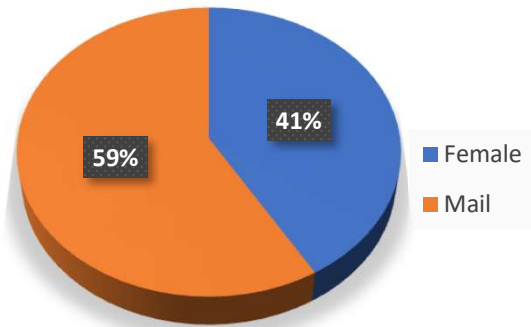
**BUSINESS AUDIENCE**



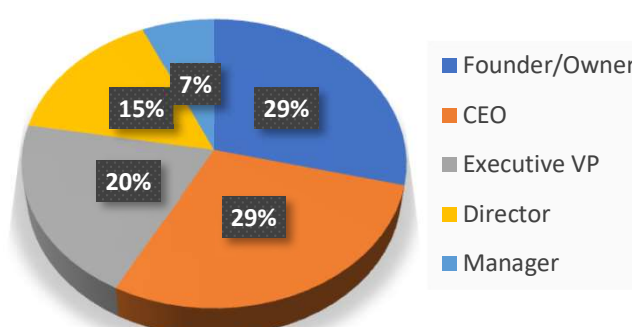
**CONSUMER AUDIENCE**



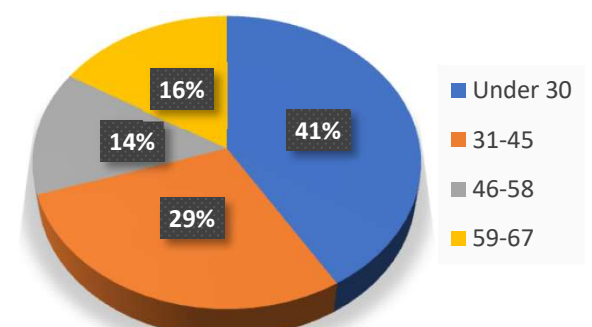
**GENDER**



**MANAGEMENT LEVELS**



**AGE RANGES**



**91.7% of survey respondents read the report regularly, visit the website, or follow us on social media**

**81.2% of survey respondents ask for more online learning options and educational content**

**54.5% of survey respondents want streaming video and audio options**

## B2B ASSETS

### Are you a company providing services to the Cannabis Industry?

Our b2b Marketplace program is an affordable way to get your message to the businesses that need your expertise.

Your sponsorship options include:

- Website Tile (24/7)
- Newsletter Banner (weekly)
- Listing in the Flora Global Cannabis Directory
- Custom Publication (weekly Spotlight)
- Membership in our Business Network (partnership with SBAM)
- Four20 Post LIVE
- Quarterly Webinar & Survey



## SPONSORSHIPS

### Community Partner

Website Tile  
 Newsletter Banner  
 Flora Cannabis Directory  
 Four20 Post LIVE  
 MC Business Network  
**Monthly Investment: 990**

### Industry Expert

Website Tile  
 Newsletter Banner  
 Flora Cannabis Directory  
 Four20 Post LIVE  
 Custom Publication  
 Four20 Spotlight  
 MC Business Network  
**Monthly Investment: 1,300**

### Enterprise Sponsor\*

Website Tile  
 Newsletter Banner  
 Flora Cannabis Directory  
 Four20 Post LIVE  
 Custom Publication  
 Four20 Spotlight  
 MC Business Network  
 Quarterly Webinar  
 Quarterly Survey  
**Monthly Investment: 2,400**

\* Enterprise Program Requires Minimum 3-Month Investment

**B 2 C ASSETS**

**Are you a Cannabis company looking for better marketing?**

Our b2c Marketplace program is an affordable way to get your message to consumers who are eager to know more about you.

Your sponsorship options include:

- Website Tile (24/7)
- Newsletter Banner (weekly)
- Listing in the Flora Cannabis Directory
- Custom Publication (weekly Spotlight)
- Membership in our Business Network (partnership with SBAM)
- Tile on Product Reviews Page and in Weekly Product Email
- Quarterly Webinar & Survey



**SPONSORSHIPS**

*Community Partner*

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- MC Business Network
- Product Review

**Monthly Investment: 990**

*Industry Expert*

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- Spotlight
- Four20 Post LIVE
- MC Business Network
- Product Review

**Monthly Investment: 1,200**

*Enterprise Sponsor*

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- Spotlight
- Four20 Post LIVE
- Product Review
- MC Business Network
- Survey and Webinar

**Monthly Investment: 1,900**

\* Enterprise Program Requires Minimum 3-Month Investment

c. Four20 Media Group



*Sparx & Recreation connects select brands with a highly defined audience of over 120,000 cannabis fans. Our readers find fun, and safe recreational cannabis consumption opportunities and experiences geared toward travel, recreation, and discovery.*

### **Founding Sponsor:**

- Full-page insider cover message (one per quarter)
- Full-page back cover message with video (one per quarter)
- Full-page interior message with video (one per quarter)
- 1/6-page tile (three per quarter)
- Banner ad in periodic Sparx email messages
- Tile Ad on website recognizing you as Founding Partner

#### *Value-Add Promotional Media:*

- Banner in the Four20 Post (13 per quarter)
- Spotlight email with custom content (three per quarter)
- Listing in Flora Global Cannabis Directory (24/7)
- Banner in MITech News Cannabis section (13 per quarter)
- Logo on Four20 Post LIVE streaming video show

**Cost: \$2,500 per month**

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### **Community Sponsor:**

- E-Business card links to your landing page (monthly)
- Tile Ad on Sparx & Rec website (ongoing)

#### *Value-Add Promotional Media:*

- Listing in Flora Global Cannabis Directory (24/7)

**Cost: 250 per month**

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### **Sustaining Sponsor:**

- Full-page inside cover message (one per quarter)
- E-Business card links to your landing page (monthly)
- Tile Ad on Sparx & Rec website (ongoing)

#### *Value-Add Promotional Media:*

- Banner in the Four20 Post (13 per quarter)
- Spotlight email with your custom content (one per quarter)
- Listing in Flora Global Cannabis Directory (24/7)
- Logo on Four20 Post LIVE streaming video show

**Cost: 1,250 per month**

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### **Professional Sponsor:**

- Quarter-page tile linking to your website (monthly)
- E-Business card links to your landing page (monthly)
- Tile Ad on Sparx & Rec website (ongoing)

#### *Value-Add Promotional Media:*

- Banner in the Michigan Marijuana Report (13 per quarter)
- Listing in Flora Global Cannabis Directory (24/7)

**Cost: 750 per month**



## CUSTOM PUBLISHING OPPORTUNITIES

### Set-Up and Deliverables

(3-Month Minimum Commitment)

You provide a list of email addresses; we keep that list separate from our general distribution list

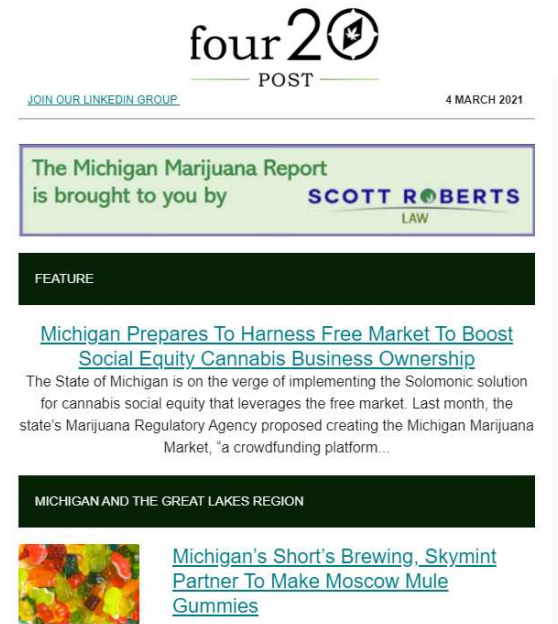
We send a branded version of the weekly Four20 Post to your list every week

Newsletter includes your logo below the e-newsletter masthead

Includes option for message or article from you with a link to your website/landing page (additional cost, TBD). Articles that you contribute, in addition to appearing in the Four20 Post, will also be added to the Business of Marijuana section of MiTechNews (reaching another 4,000 readers)

### Monthly Costs

Number of Contacts	Sponsor Rate	Non-Sponsor Rate
Up to 2,500	95	125
2,501 – 5,000	125	170
5,001 – 10,000	190	235
10,001 – 15,000	375	455
15,001 – 25,000	500	600







## STREAMING AND ON-DEMAND MEDIA



**a live and on-demand videocast that is focused on:**

- Cannabis Industry News: education and events
- Advocacy and Leadership: focusing on the industry as it becomes legal in more places, creating new business opportunities
- Community Support: promoting growth and success among cannabis businesses ranging from startups to established companies

### **Four20 Post LIVE Features Recognized Industry Leaders and Expert**



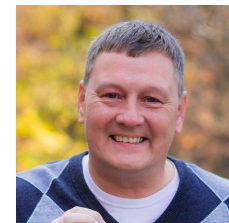
**Jamie Cooper**  
Sensi Media Group



**Mike Brennan**  
Four20 Media Group



**Rick Thompson**  
Jazz Cabbage Cafe



**Dan Sparrow**  
Sparrow Consulting





## W E B I N A R S E R I E S

**We are offering a series of sponsorable Business-to-Business Webinars focused on topics of high interest to our readers. Examples include:**

- Legal: setting up your LLC and protecting your brand
- Educational: training and certification for cannabis workers
- Security: ranging from cyber to facility security
- Logistics: including secure transport services

Companies with expertise in business services (including but not limited to the topics listed above) are encouraged to contact us and claim a spot in this series.

Participation in this expert series includes banner ads and tiles, social media promotion, assistance in promoting the event to your contact list, a related interview on the Four 20 Post LIVE streaming video show, and access to the list of event attendees.





## CONTACT

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