

four 20



— media group —

**BRANDS, PROGRAMS,
AND RATES**

About Four20 Media Group

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.

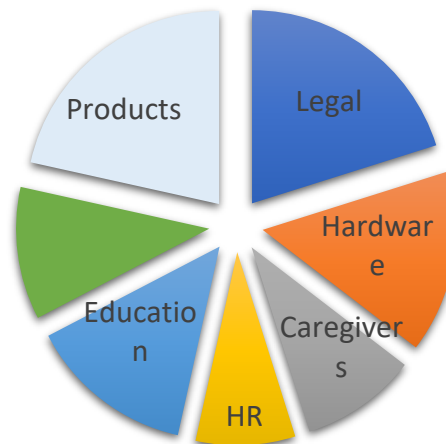
ADVOCACY

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%
- 920,000+ 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.

Four20 Media Group Brands



Industry news via website, weekly email, social media audience, and custom versions for select sponsors



On-demand audio and video podcast featuring interviews with industry leaders, events, and product announcements



Custom, in-depth sponsored feature stories; typically, video segments shared via web, email, and social media



Your Cannabis Tourism Resource

Cannabis tourism, hospitality, products, and events promoted via website, email, social media, and quarterly digital magazine

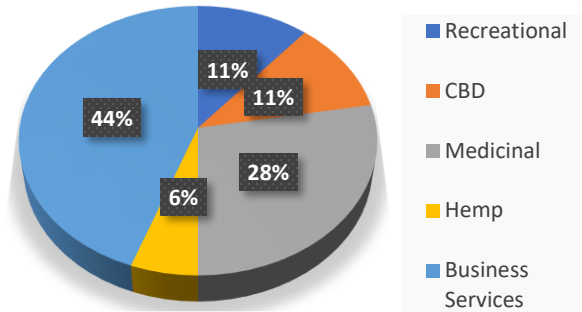


the global cannabis directory

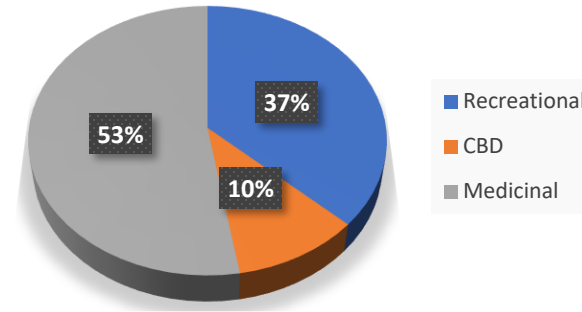
Searchable database of cannabis business, and businesses serving the cannabis industry; organized by industry and geography

Four20 Media Group Audience

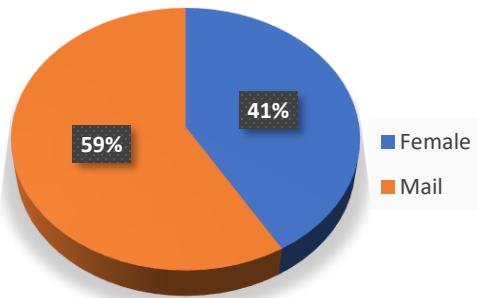
BUSINESS AUDIENCE



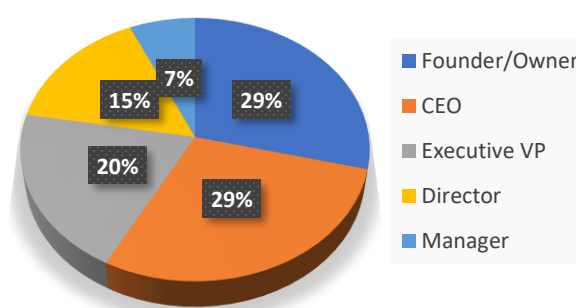
CONSUMER AUDIENCE



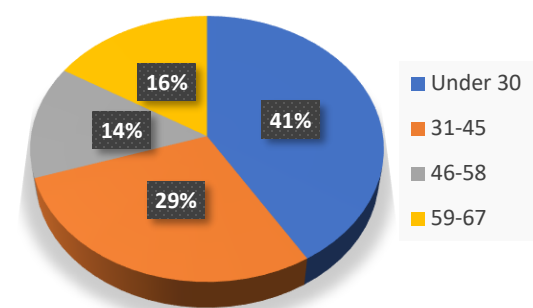
GENDER



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

Sponsorship

Business-to-Business Platform

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)
- Four20 Post LIVE



Community Partner

Website Tile
Newsletter Banner
Flora Cannabis Directory
Four20 Post LIVE
Monthly Investment: 990

Industry Expert

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

Enterprise Sponsor*

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

* Enterprise Program Requires Minimum 3-Month Investment

Sponsorship

Tourism, Hospitality, and Cannabis Products Platform

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): Sparx Guide
- Newsletter Banner (weekly)
- Listing in the Flora Cannabis Directory
- Four20 Post LIVE
- Four20 Spotlight

The logo for SPARXGUIDE, with 'SPARX' in blue and 'GUIDE' in orange.The logo for four20 spotlight, featuring the text 'four20' in black and 'spotlight' in a smaller font below it, with a magnifying glass icon over the '0'.The logo for flora, with the word 'flora' in black and a green cannabis leaf icon to the right, and the tagline 'the global cannabis directory' below.The logo for four20 POST LIVE, featuring the text 'four20' in black, 'POST' in a smaller font below it, and 'LIVE' in green to the right, with a magnifying glass icon over the '0'.

Community Partner

Website Tile
Newsletter Banner
Flora Cannabis Directory
Monthly Investment: 790

Industry Expert

Website Tile
Newsletter Banner
Flora Cannabis Directory
Spotlight
Four20 Post LIVE
Monthly Investment: 990

*Enterprise Sponsor**

Website Tile
Newsletter Banner
Flora Cannabis Directory
Spotlight
Four20 Post LIVE
Survey and Webinar
Monthly Investment: 1,700

** Enterprise Program Requires Minimum 3-Month Investment*

c. Four20 Media Group

Sponsorship

SPARXGUIDE

Sparx Guide connects select brands with a highly defined audience of over a million cannabis enthusiasts. Our readers find fun and safe recreational cannabis consumption opportunities and experiences geared toward travel, recreation, and discovery.

PROGRAM INCLUDES:

- ✓ Your logo and retail or event offer on the retail offers section of Sparx Guide
- ✓ Your product, service, or event, promoted repeatedly to our social media channels (1 Million +)
- ✓ 1/4-page tile ad in Sparx Guide digital magazine
- ✓ Tile Ad on Sparx Guide website home page
- ✓ Sparx Guide offers page shared weekly in Four20 Post email
- ✓ Tile on Four20 Post Website
- ✓ Listing in Flora Global Cannabis Directory (24/7)
- ✓ *NEW: Online Radio Optional Add-On*

SPARXGUIDE

four20
POST

flora

- 1/4-page tile ad in Sparx Guide digital magazine (Fall 2024)
- Tile Ad on Sparx Guide website recognizing you as sponsor
- Sparx Guide offers page – with your product, service, or event, promoted repeatedly to our social media channels (1 Million +)
- Sparx Guide offers page shared weekly in Four20 Post email
- *Value-Add Promotional Media:*
 - Tile on Four20 Post Website
 - Listing in Flora Global Cannabis Directory (24/7)

Cost and Terms:

- \$725 discounted by 42% if approved and paid up front with 6-month commitment
- **Discounted Cost: \$420**

Sponsorship

DIGITAL MAGAZINE

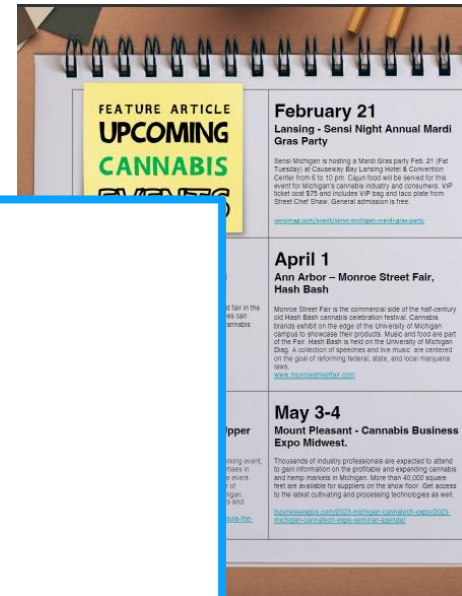
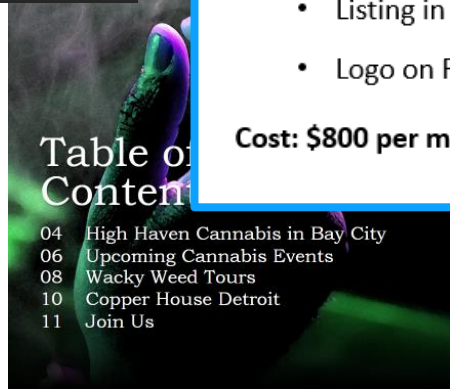
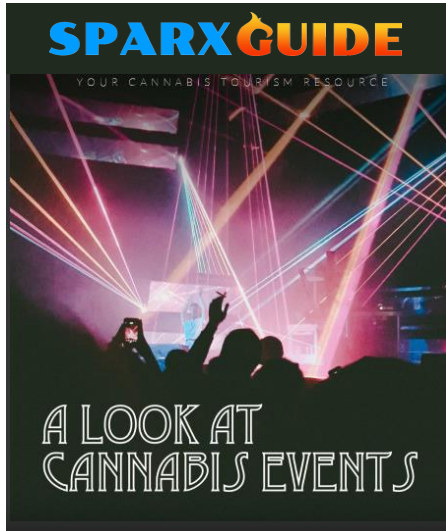
Sparx Magazine and Website

- Full-page ad (one per quarter)
- 1/6-page tile (three per quarter)
- Banner ad in periodic Sparx email messages
- Tile Ad on website recognizing you as sponsor

Value-Add Promotional Media:

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

Cost: \$800 per month



SPARXGUIDE

Sponsorship

Geographically targeted online radio including 12,500 IMPs on streaming audio promoting your brand/products – plus an additional 12,500 IMPs using retargeting ads promoting your brand as a Sparx Guide sponsor.

Effective for product promotions and event announcements.

Can be paired with targeted social media ads.

Programs start at \$800/month



Sponsorship

LEADERSHIP SERIES AND EVENT



sensi

four20
POST

Women in Cannabis Leadership

The Women in Cannabis Leadership program recognizes leaders nominated by their peers and vetted by our Four20 Post expert panel.

Selected leaders will be recognized this summer in a series of video interviews, news articles, custom email announcements, and social media shared with over 1 million

The media program concludes with a recognition event this fall

\$4500 Discounted Sponsorship Includes:

Website Tile and Newsletter Banner (12 weeks)

Ad in Sensi Print Mag

Full page ad in Four20 Post Digital Magazine

Logo on Four20 Post Live Green Screen (12 weeks)

Mention in Four20 Post Live Podcast (12 weeks)

Tiles/Banners on Sensi Magazine Website

Sponsorship of Nominee Spotlight Interviews - Featured on our Live Show
Pandora, iHeart, and Cumulus radio

Additional Sponsor Levels Available as Customized Programs

Sponsorship

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

four20 POST 4 MARCH 2021

[JOIN OUR LINKEDIN GROUP](#)


The Michigan Marijuana Report is brought to you by **SCOTT ROBERTS LAW**

FEATURE

[Michigan Prepares To Harness Free Market To Boost Social Equity Cannabis Business Ownership](#)

The State of Michigan is on the verge of implementing the Solomonic solution for cannabis social equity that leverages the free market. Last month, the state's Marijuana Regulatory Agency proposed creating the Michigan Marijuana Market, "a crowdfunding platform..."

MICHIGAN AND THE GREAT LAKES REGION

 [Michigan's Short's Brewing, Skymint Partner To Make Moscow Mule Gummies](#)

Sponsorship

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

Dan Keelan, Publisher
dan@four20mediagroup.com
313.806.6986