MJBIZDAILY.COM

Across our websites, leaderboard and rectangle ads are offered run of site (ROS) and targeted run of site (TROS), as well as homepage placement. Also available are premium positions: video ads and browser-wide Catfisher ads.

Material Submission
All creative must be sent to ad trafficking: **digitaladvertising@mjbizdaily.com 7 days before the launch of your scheduled campaign.** If you are unable to provide your ad materials by the material deadline, it does not constitute as a cancellation.

WEBSITE

FORMAT	DIMENSIONS	FILE TYPES	MAX SIZE	PLACEMENT
Leaderboard	728x90px	GIF, PNG, JPG, HTML5	150K	Homepage, ROS, TROS (TROS requires both leaderboard and Medium Rectangle)
Medium Rectangle	300x250px	GIF, PNG, JPG, HTML 5	150k	Homepage, ROS, TROS (TROS requires both leaderboard and Medium Rectangle)
Skyscraper	160x600px	PNG, JPG	150K	Digital magazine
Premium: Catfisher	728x90px 320x50px	GIF, PNG, JPG, HTML5	150K	Homepage, ROS, TROS (Catfisher requires both sizes)
Premium: Video	16:9 aspect ratio	MP4	8s-30s	Homepage, ROS, TROS

Accepted file types are GIF, PNG, JPG and HTML5, depending on ad unit.

→ **Your ad includes a click-through link so please provide the URL to link**

White backgrounds must have at least a 1px border to differentiate the ad from editorial content.

Send files attached, not embedded.

Ad content may not contain nudity and only depict responsible consumption.

Cannot use *MJBizDaily* likeness without pre-approval.

Questions? Contact Savannah Brown
720-464-5932 | DigitalAdvertising@MJBizDaily.com

MJBIZDAILY.COM

Sponsored content and press releases are published from our homepage.

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SPONSORED CONTENT

IMAGE OR LOGO	CONTENT DESCRIPTION	FILE TYPE
EPS, AI, JPG	50-100 words	PDF

➔ **Your ad includes a click-through link so please provide the URL to link.**

Send files attached, not embedded.

Content description will appear on home page and lead generation form.

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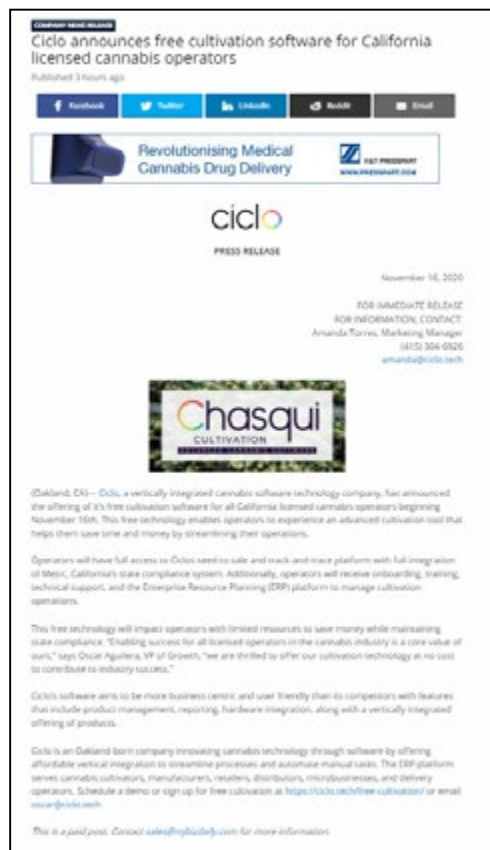
PRESS RELEASE

FORMAT	IMAGES & HYPERLINKS
Word document with title	Embedded within word document

➔ **Your ad includes a click-through link so please provide the URL to link.**

Send files attached, not embedded.

Ad content may not contain nudity and only depict responsible consumption. Content must be a true press release -- news, product announcement or the like.

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MJBIZDAILY.COM

HOMEPAGE

LEADERBOARD

RECT. AD

IN-ARTICLE

LEADERBOARD

RECT. AD

SKYSCRAPER - DIGITAL MAGAZINE

LEFT

RIGHT

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NEWSLETTER

Our email opportunties include our email newsletters and dedicated emails to our audiences.

Material Submission
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NEWSLETTER

FORMAT	DIMENSIONS	FILE TYPES	MAX SIZE
Medium Rectangle	300x250	PNG, JPG, GIF	150K

FORMAT	IMAGE SIZE	COPY	HEADLINE
Native ad *(Hemp Industry Week & MJBizCon Buzz only)*	200x200px	50-75 words of copy	35 characters

Accepted file types for medium rectangles are static GIF, PNG and JPG.

Native ads include 200x200px product image, 50-75 words of copy and 35 character headline (see example to right)

→ **All ads include a click-through hyperlink so please provide the URL to link**

White backgrounds must have at least 1px border to differentiate the ad from editorial content

Send files attached, not embedded

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HempIndustry WEEK
June 9, 2021

Strong demand drives up Oregon's wholesale cannabis prices in 2020

Increased consumer demand for cannabis in Oregon helped push wholesale prices in the state out of a three-year slump caused by overproduction.

MEDIUM RECTANGLE

Biden health nominees have history of supporting legal marijuana

Two of President-elect Joe Biden's top picks to head the U.S. Department of Health and Human Services have track records of defending and supporting state-legal marijuana programs.

NATIVE AD →

SPONSORED ADVERTISER
Get out of the field sooner – with massive yields!

Early harvest and high yields can be yours, with early-finishing GoodHemp™ varieties from Arcadia Biosciences. Choose from Rogue, Umpqua and Santiam, all produced according to strict AOSCA standards. Order early for the best prices!

LEARN MORE

#1 EARLY HARVEST GOOD HEMP

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DEDICATED EMAIL BLAST

Our email opportunties include our email newsletters (5x week for MJBizDaily/1x week for MJBizDaily International) and a dedicated email blast to our audience (1x per week).

Material Submission
All creative must be sent to ad trafficking: **digitaladvertising@mjbizdaily.com** **7 days before the launch of your scheduled campaign.** If you are unable to provide your ad materials by the material deadline, it does not constitute as a cancellation.

Preferred format: HTML must be coded in an email-friendly format. Please note, this often differs from modern website coding due to the heavy usage of tables and inline css. Please view the following sites for help on developing HTML emails:
-**https://templates.mailchimp.com/getting-started/html-email-basics/**
-**https://webdesign.tutsplus.com/articles/build-an-html-email-template-from-scratch--webdesign-12770**

Sponsors will receive up to two proofs (one round of changes included) to review and approve their email.

EMAIL BLAST

DIMENSIONS	FILE TYPE	MAX SIZE	IMAGES	SUBJECT LINE
600px wide *(flexible height)*	HTML	100KB	All images must be self-hosted, using absolute URLs in the HTML code *(e.g., https://company.com /emailphoto1.jpg)*	Maximum 60 characters *(including spaces)*

Zipped HTML file with subject line; all images must be self-hosted with absolute URLs in the HTML code *(e.g., https://company.com /emailphoto1.jpg)*

Email templates should use **responsive design** (50%+ of our audience are using mobile devices) with dark text over light/white backgrounds.

Creative should contain a **call-to-action** and we highly recommend the use of "buttons" for CTAs.

Subject line is 60 characters maximum (including spaces) and the tag **[Sponsored]** will be inserted at the beginning. Subject to editing by MJBizDaily to clarify source of mailing. May not contain all capital letters, only one word, SPAM trigger words or characters that require encoding

You may provide preview text for emails and it should be less than 90 characters. Help with writing preview text:
-**https://litmus.com/blog/the-ultimate-guide-to-preview-text-support**
-**https://sendgrid.com/blog/perfecting-your-email-preview-text/**

If no preview text is provided, we will use "A message from one of our sponsors. Learn more about *xyz*."

Creative may not contain nudity and can only depict responsible consumption

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Not allowed: animation, sound, Flash, JavaScript, or Photoshop files converted to HTML

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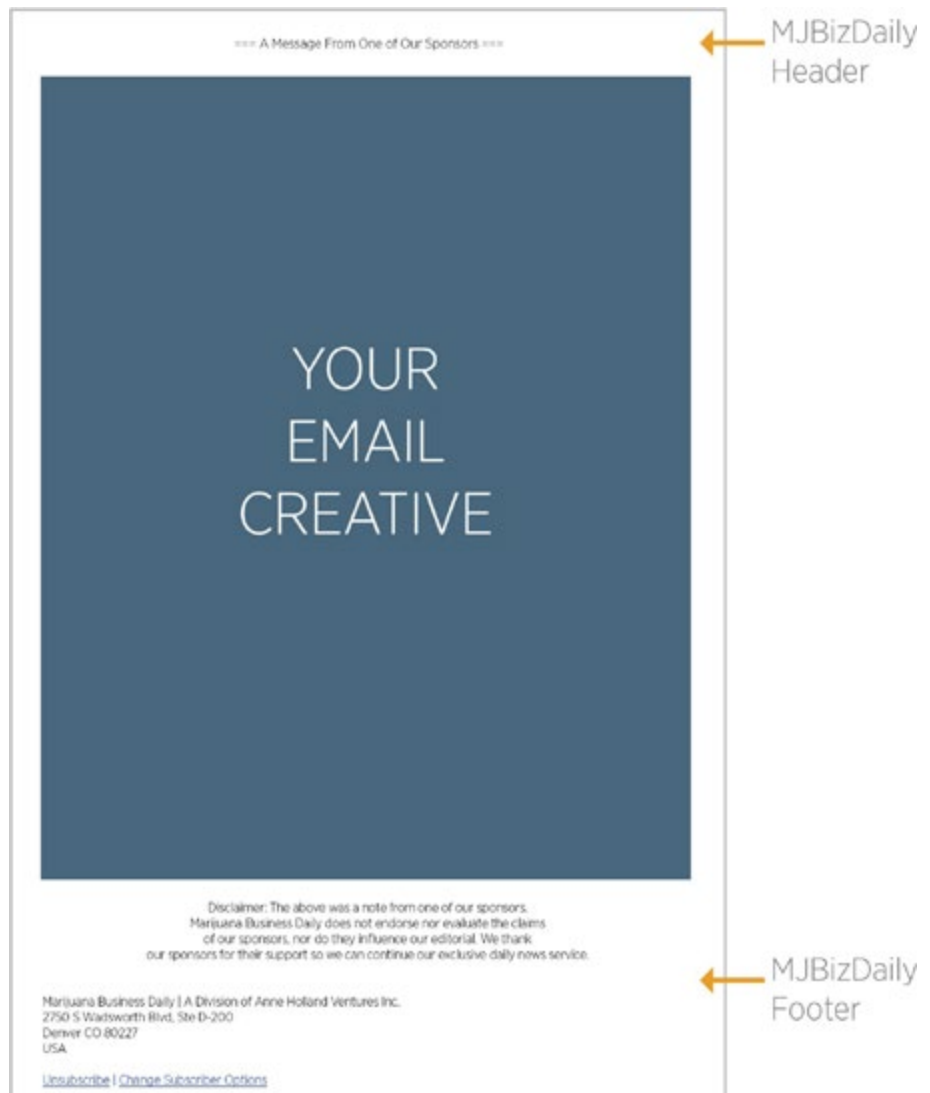
DEDICATED EMAIL BLAST

EMAIL BLAST

MJBizDaily will add standard, lawful 'sponsored message' information in the subject line, header and footer of your email (see sample).

Unsubscribe information will be *MJBizDaily / Hemp Industry Daily* unsubscribe link. We do not support unsubscribes from other companies, but a suppression list can be accepted if you have a list of Do Not Contact emails that you wish to honor. Most people do not choose this option.

Your offer and content must be appropriate for business, entrepreneurs, dispensary managers, suppliers, and/ or lawyers in the industry, not consumers or patients. *MJBizDaily* reserves the right to alter or refuse to send content at their discretion.

Sponsored emails are sent on a weekly basis, every Thursday morning.

=== A Message From One of Our Sponsors ===

YOUR EMAIL CREATIVE

Disclaimer: The above was a note from one of our sponsors. Marijuana Business Daily does not endorse nor evaluate the claims of our sponsors, nor do they influence our editorial. We thank our sponsors for their support so we can continue our exclusive daily news service.

Marijuana Business Daily | A Division of Anne Holland Ventures Inc.
2750 S Wadsworth Blvd, Ste D-200
Denver CO 80227
USA

Unsubscribe | Change Subscriber Options

MJBizDaily Header

MJBizDaily Footer

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MJBIZDAILY DIGITAL SPECS

SOCIAL SLAM

Material Submission

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Note: To adhere with social media paid partnership policies, all posts will include the hashtag #ad. In addition, you will have to accept a request for us to tag you as a partner on Instagram before the scheduled date of the social slam.

SPECS

PLATFORM	DIMENSIONS	COPY	ACCEPTED CREATIVE FILE TYPE	OPTIONAL ADDITIONS
Facebook	1200x628px	100 words	GIF, PNG, JPG	Hashtags, web links
Twitter	1200x628px	280 characters		
LinkedIn	1200x628px	100 words		
Instagram	1080x1080px	100 words		

→ **Be sure to include your social media handles for Facebook, Twitter, LinkedIn and Instagram.**
Copy must be written in the third person (eg. DryGair is...) as MJBiz is posting on your behalf.

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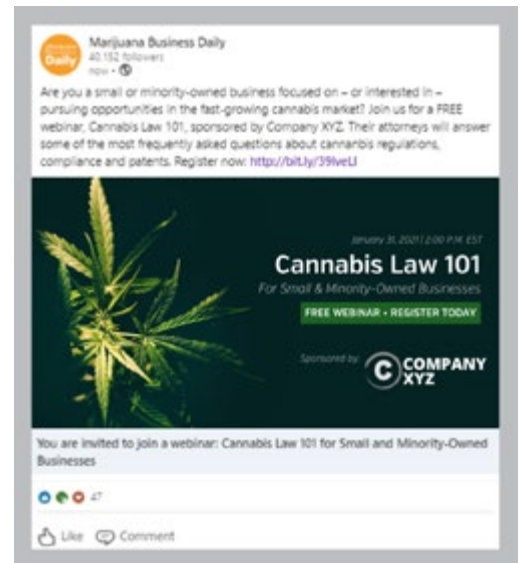
SPONSORED WEBINAR

How it Works:
Prepare a presentation. Build a slide deck, pre-record a video or prepare to chat live; it's up to you. *MJBizDaily* markets the webinar with five mentions in our *MJBizDaily* email newsletter and three social posts. You can promote, too. The webinar will be promoted as Presented by "Your Business". *MJBizDaily* will host the webinar live, using Zoom. You'll share your screen, present, then invite attendees to raise their hand if they have a question. Sessions can be 20-60 minutes long, including Q&A. Afterwards, we'll send you details and contact information for all attendees and a video of the presentation you can re-purpose.

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-A png formatted logo at least 250 pixels in width
-Name and title of speaker(s)
-All speaker(s) and company social handles for Facebook, Twitter, LinkedIn and Instagram
-Headshots
-Title of session
-Description of session
-Requested date and time (ET)

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