

2023 Media Kit

THE LEADING TECHNICAL AND PRODUCT RESOURCE FOR CANNABIS PROCESSORS

Cannabis Market Outlook

The U.S. legal cannabis market, medical and adult-use, is forecasted to reach \$38.8 billion by 2025. The global legal market is on track to hit \$41 Billion by 2026.

About 67% of U.S. citizens support full federal legalization and 230 million Americans live in states with access to legalized medical or adult-use cannabis, which represents 70% of the U.S. population.

With new states coming online after the election (Arizona, Mississippi, Montana, New Jersey and South Dakota), more states hope to follow in 2022. It is also possible that federal legalization could occur in the next four years.

However, it is a new industry with a lot to learn when it comes to good manufacturing processes and equipment.

Sources: The U.S. Cannabis Report:2020-2021 Industry Outlook, New Frontier Data Cannabis Packaging Market Analysis By Type, By Material, By Applications, By Regions And Segment Forecasts, 2017-2026; Research and Markets Grand View Research

Marketing Opportunities

- Content Creation (Whitepapers, eBooks, Infographics, Video)
- Content Syndication
- Custom Newsletter
- Custom Research
- Daily Newsletter
- Lead Generation (MQL or CPC)
- Native Advertising
- Sponsorships
- Video (whiteboard, 360, sales brochure, Unboxing)
- Video Ads
- Video Podcasts (New Webinar Format)
- Website Display

Who We Are

Forbes has recently reported that global spending on legal cannabis is expected to hit \$41 billion by 2026, the vast majority of which will take place in North America.

An industry anticipating such rapid scale must rely on the expertise of the professionals who can facilitate this expansion, including the cultivators, processors, packagers and distributors who are tasked with bringing these products to an eager customer base.

Cannabis Equipment News (CEN) has launched in an effort to bring more insights to these industry professionals, whose focus is just as much on the end product as it is on the high quality production methods required to bring it to market.

As policy changes reduce barriers to entry, many existing cultivators, processors, packagers and distributors are identifying opportunities in cannabis but may be learning as they go. By providing fresh, daily digital content, CEN will serve as the leading technical resource to help these producers identify the right solutions they need to succeed in this new market.

Not only will CEN focus on providing the latest news to the stakeholders in this regulatory-dense industry, but our digital content will also feature a vast array of new products and technical information for those businesses responsible for cultivating, processing, packaging and distributing legal cannabis-related products.

Audience

Job Title:

Plant Engineering and Maintenance – 21%
Operations/General Management – 29%
Founder/C-Level/Upper Management – 24%
Business Development – 15%
Supply Chain – 6%
IT – 5%

Sector (some duplication):

Grower/Producer - 68%
Contract Packaging - 12%
Edible Production - 36%
Pharmaceutical Products - 17%
Other - 17%

Company Size:

Less than 50 employees - 23%
50-100 employees – 48%
100-200 employees – 11%
Over 200 employees – 18%

Product Lines Stocked By CEN Readership



Cultivation:

- Aero- and hydroponics
- Building operations, maintenance
- Dehumidifiers, climate control
- Heating, ventilation, and air conditioning (HVAC)
- Lighting
- Material handling
- Modular buildings
- Remote material tracking
- Security
- Storage
- Water management/irrigation/filtration
- Safety equipment
- Software
- Trimming equipment



Processing/Extraction:

- Drying equipment
- Extractors
- Evaporators
- Filtration
- Heat exchangers
- Kettles
- Laboratory equipment
- Measurement and sensing
- Mixing/forming systems
- Reactors
- Separation and distillation
- Traceability, tagging
- Valves and fittings
- Vibration equipment, screens



Packaging Equipment:

- Automation equipment
- Cappers
- Conveyors
- Feeders
- Fillers
- Form/fill/seal machinery
- Labelers
- Robotics
- Sealers
- Weighing equipment

2023 Editorial Calendar

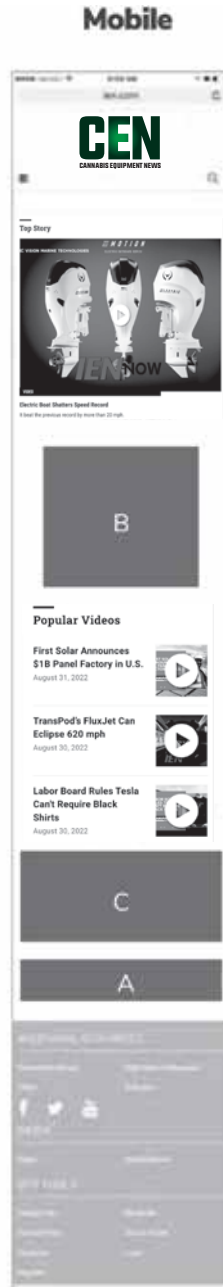
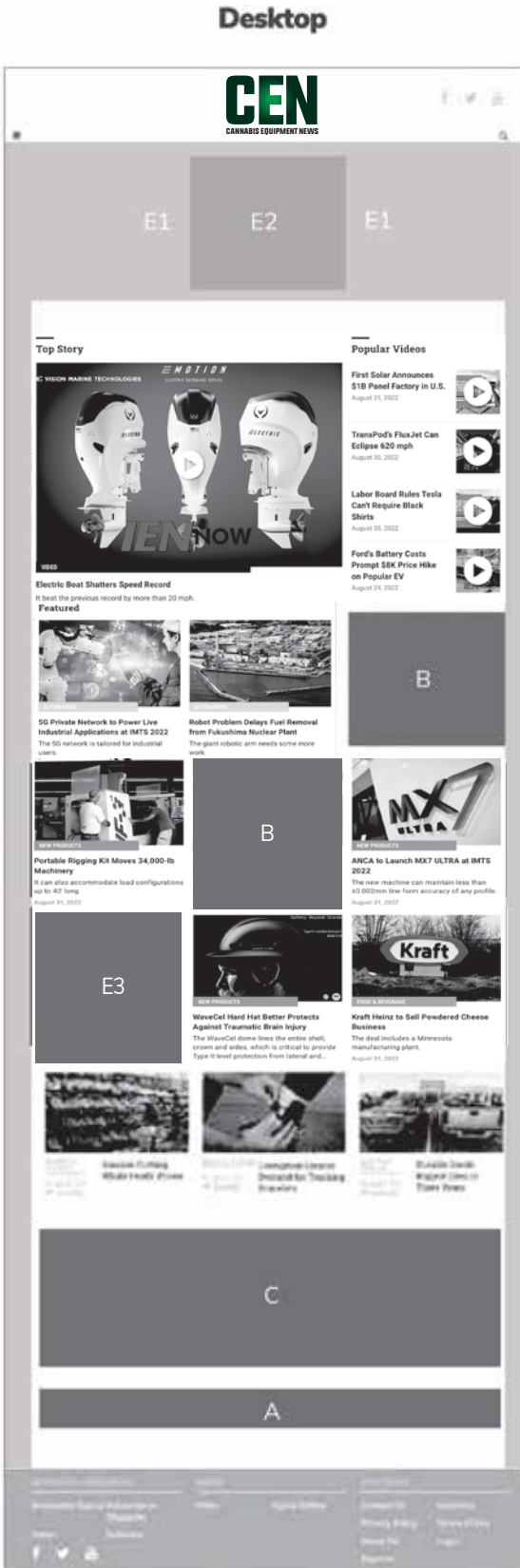
Monthly Topics:

- Supply chain management: establishing partnerships
- Processing machinery spotlight
- Cannabis industry health & safety
- Making sense of federal regulations and standards
- Cybersecurity
- New packaging materials for cannabis products
- Safeguarding your product against employee theft
- Building and inventory security
- Operational exposure within cannabis manufacturing
- Jan/san requirements for cannabis
- Establishing quality standards
- Recruiting/developing a training program
- Best practices on product safety/quality
- Understanding the distribution model
- Transportation & logistics
- Dosing & testing
- Creating a recognizable brand
- The cash conundrum: federal versus state tax laws
- Energy efficiency improvement
- Preparing for the FDA
- Medical versus recreational market analysis
- Labeling regulations
- Upcoming state ballot initiatives
- Business requirements: Canada versus USA
- Spotlight on industry mergers & acquisitions
- Understanding the best cannabis extraction methods
- U.S. Farm bill and the industrial hemp business
- New trends in infused food products
- Measurement and instrumentation technology
- Working with a machine builder

Quarterly Reports:

- CEN's Guide to Cannabis Product Branding
- New Trends in Cannabis Product
- Packaging/Labeling
- 2023 Energy Efficiency Report for Cannabis Product Producers
- 2023 Medical Marijuana Market Wrapup

Web Specs and Rates



A **Leaderboard:**
\$85 CPM
970x90 Desktop
728x90 Tablet
300x50 Mobile

B **Boombbox:**
\$85 CPM
300x250

C **Billboard:**
\$85 CPM
970x250 Desktop
300x250 Mobile

E **Reveal Ad:**
\$225 CPM
Requires three independent creatives

E1 2500x1450 background image

E2 300x250 transparent PNG
(messaging/call-to-action should go here)

E3 300x250

Native Ads \$90 CPM - Use high quality content coupled with relevant placement to drive engagement with your brand. Native campaigns provide a seamless environment with editorial to increase meaningful engagement.

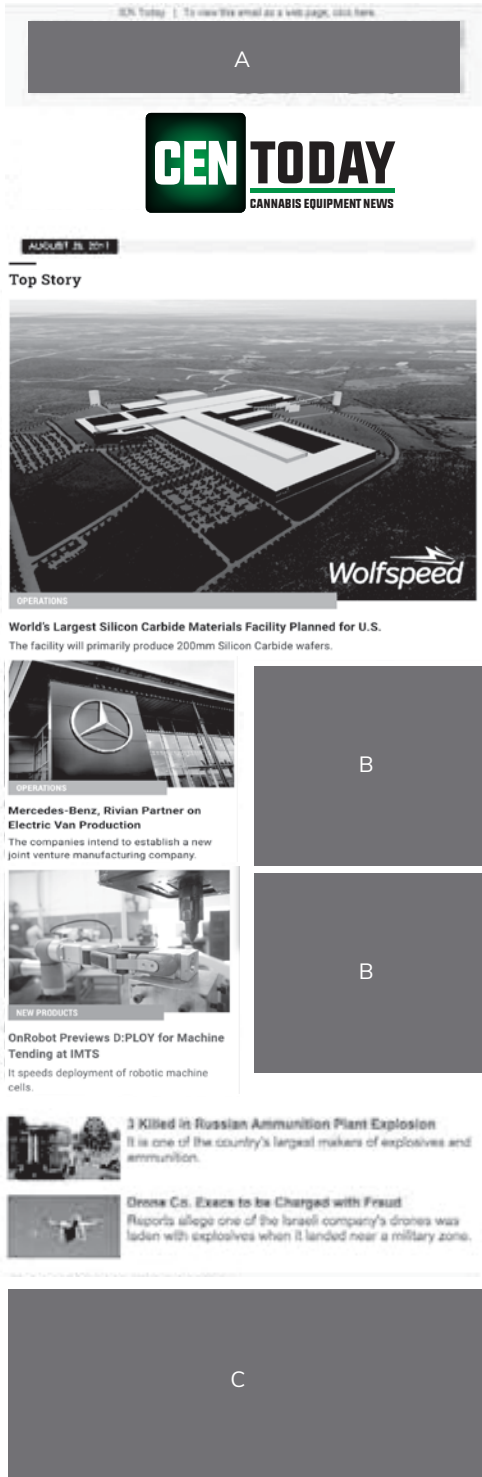
Native Advertising Assets: Articles, infographics, videos, case studies, whitepapers, podcasts and ebooks are some of the assets used in native ad campaigns.

Integration: Seamless self managing campaigns using our Native Advertising Dashboards

AD SPECS

- *Maximum file size: 90KB
- *Rich Media: looping animation and Flash included
- *Flash, include .fla file (for lead tracking), .swf, and alternate .gif or .jpg
- *.gif, .jpg, .swf, or redirect tags (.gif can be animated)
- *include linking URL for ad units

Daily Newsletter Specs & Rates



A Leaderboard: \$2,995 (per week)
600x100 pixels Desktop
Link

B T.O.C. Text and Image: \$2,995 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link

C Inline Text and Image Ad: \$2,495 (per week)
50 character headline including spaces
250 characters of text including spaces
150x125 pixel image
Link

Industrial media leads the market with the highest open rate and CTR in the industry*

Open Rate Average 35.64% vs. Industry Average of 22.42%
13.22% Higher than industry average

CTR Average 20.82% vs. Industry Average of 8.72%
12.10% Higher than industry average

*Omeda Benchmark Study



AD SPECS

- Maximum file size: 1 MB
- File type: .jpg and .png
- Include linking URL for ad units

Marketing Qualified Lead Programs | Content Syndication

Generate quality sales leads for your organization by reaching CEN's entire network of manufacturing professionals using our content syndication campaigns.

STEP 1

Choose your brands.

STEP 2

Supply three or more of the following assets or work with CEN to develop custom content:

- Whitepapers
- eBooks
- Video
- Video Podcast
- Webinars
- Custom Research

STEP 3

CEN to provide a custom registration page that includes First name, Last name, Company and email address.

STEP 4

CEN begins promoting your assets across our network. Promotions include daily newsletters, ads and text based eblasts.

STEP 5

Weekly lead delivery begins. Leads are sent via .xlsx file

Send materials to digitalmaterials@ien.com

Video Podcast

A new webinar format that uses video to engage your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.

Traditional webinars are time consuming and require company resources at a time where marketers are stretched thin and don't have several hours to create powerpoint presentations. Video Podcasts require a fraction of the time while the end result is a better quality product that can be used to generate qualified leads across all marketing channels.

Video Podcasts are pre- recorded, edited and approved by sponsors before the canned video podcast is presented "live".

STEP 1

Work with our content sales representative to identify your topic

STEP 2

Schedule a 30 minute call with our sales representative, video director and editor to discuss video podcast talking points.

STEP 3

Live video recording (60 minutes).

STEP 4

In 7 business days or less, sponsor receives the first draft of the video podcast for review and modifications. New drafts will be returned within 2 days for approval.

STEP 5

Custom registration page that includes First name, Last name, Company and email address will be provided.

STEP 6

Video Podcast live date is set and promotion begins in our daily newsletters, and dedicated text based eblasts.

STEP 7

Weekly lead delivery begins two weeks after the live date. Leads are sent via .xlsx file.

Video Ads by Unit202 Video Productions

Unit202 Video Productions a Div. of Industrial Media, LLC provides professional video services specializing in the US manufacturing sector.

Product Videos are an incredibly powerful medium that makes it easier to connect with customers and prospects. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.

All videos can be combined with a marketing campaign including daily newsletters, pre-rolls for our daily editorial video, display ads, video showcases, targeted eblasts and social media. Video production and campaigns are completely turnkey can be used to generate brand awareness, generate leads or digitize your entire library of product releases.



VIDEOS

- Product Release Video 20-30 seconds
- Video Ads up to 1 min
- Product Video 1 to 1.5 mins
- Social Media up to 20 seconds
- 360 videos up to 2 mins
- Sales Brochure Video up to 1 min
- Unboxing video Up to 3 mins
- Educational Videos: 5 Mins with Industrial Media is a new short format that uses video to engage with your target audience
- Video Podcasts (New webinar format) up to 50 mins
- Video Whitepapers
- Whiteboard Videos up to 3 mins
- Marketing Research Videos
- Made In America/Corporate Videos: Made in America series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with the IEN Editorial staff up to 15 mins.

Digital Rate Card

PRODUCT	TYPE/SPECS/LEADS	LEADS	RATE	MINUTES
VIDEOS/WEBINARS				
Video Podcast (New Webinar Format)	100 MQL	MQL	\$16,995	45
Video Podcasts Multi-Sponsored	50 MQL + 300 CPC	CPC/MQL	\$10,995	45
Video Podcasts Multi-Sponsored	100 MQL	MQL	\$11,995	45
Video Whitepaper	100 MQL	MQL	\$14,995	15
Video Podcast Brief (<5min)	100 MQL	MQL	\$12,995	5
Traditional Webinar	100 MQL	MQL	\$22,995	45
Market Research Video	100 MQL	MQL	\$14,995	5
Today In Manufacturing Weekly Podcast	Monthly Sponsorship	Sponsorship	\$9,595	
Security Breach Podcast	Monthly Sponsorship	Sponsorship	\$9,595	
PRODUCT VIDEOS				
Video Ads	Includes one week in daily newsletter		\$3,495	1
Unboxing Video Ad	Includes one week in daily newsletter		\$4,495	3
360 Video Ad	Includes one week in daily newsletter		\$4,495	2
Social Media Video Ad	Includes one week in daily newsletter		\$3,495	30 sec
Whiteboard Video Ad	Includes one week in daily newsletter		\$4,495	3
Sales Brochure Video Ad	Includes one week in daily newsletter		\$3,495	1
CORPORATE VIDEOS				
Corporate Video	Custom		-	
Made In America Video	Custom		-	
EDITORIAL PRE-ROLL VIDEOS				
Pre-Roll	Runs on daily editorial videos	Sponsorship	\$260/m	
Pop-Out Video Player	Video runs on website home page/Select Secondary Pages	Sponsorship	\$260/m	
CONTENT				
Content Creation	Custom		\$1.90 Per Word	
Custom Research	Custom		\$29,995	
Content Syndication	100 MQL	MQL	\$14,995	
Whitepaper	100 MQL	MQL	\$11,995	
eBook	100 MQL	MQL	\$14,995	
eBook Multi-Sponsoed	100 MQL	MQL	\$11,995	
eBlasts				
eBlast Rates	See eBlast Specs Page		\$350/m	
eBlast Rates	Includes a second send to opens		\$450/m	
WEBSITE				
Leaderboard	970x90 Desktop, 728x90 Tablet, 300x50 Mobile		\$85/m	
Billboard	970x250 & 300x250 (Mobile)		\$85/m	
Boombox	300x250		\$85/m	
Reveal Ad	BIG IMPACT POSITION		\$225/m	
Native Ads			\$90/m	
DAILY NEWSLETTERS				
Campaign Optimization	Optimized campiaign with guaranteed leads 240 CPC		\$10,000	
Newsletter Sponsorship	One month sponsorship, sponsors logo at top of newsletters + inline ad		\$15,995	
Leadboard	Deploys Monday-Friday 600x100		\$2,995	
TOC Inline Text & Image	Deploys Monday-Friday 50 Character headline including		\$2,995	
Inline Text & Image	spaces, 250 Character Text, 150x125 Pixel + Link		\$2,495	
WEEKLY NEWSLETTERS				
Leadboard	Deploys 5 consecutive weeks 600x100		\$2,995	
TOC Inline Text & Image	Deploys 5 consecutive weeks 50 Character headline including		\$2,995	
Inline Text & Image	spaces, 250 Character Text, 150x125 Pixel + Link		\$2,495	
Video Showcase	Specs: Image 640x360 pixels, Headline 80 charactors max, Body 250 charactors, link		\$1,050	

Custom eBlasts



CUSTOM EBLAST SPECS

- HTML file formatted for Email
- Subject Line (255 character max including spaces)
- Teaser*(100 characters max including spaces)
- From Name (company or client affiliate name)
- Test Recipient/s
- Final Approver
- Seed List*

*Optional

EMAIL DEPLOYMENT CRITERIA

- Materials Due: Minimum of seven (7) business days prior to email deployment date
- A preformatted HTML file (we do not accept Single Image Webpages, PDFs, or Word documents)
- 600 pixels maximum width and up to 100K maximum file size (includes all images and HTML file)
- Flash, Rich Media, Image Maps and Javascript are not available in e-mail products
- Supported image file types include: JPG, PNG and GIF
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>)
- Image file (only if images are not pathed)

BEST PRACTICE INSTRUCTIONS FOR IOS

- An enticing Subject Line, more than one word, do not use all caps
- Links to PDF, Word Documents or other non-traditional "webpage" links within an e-mail should be clearly identified
- Clear Call-to-Action (above the scroll, 400-pixel height)
- HTML for email should be a combination of text and images with a call-to-action within the text component
- CSS coded inline
- Subject Line character/word SPAM traps include: !, \$, %, Adv., Apply Now, Consolidate Debt, Fast Cash, Free, Mortgage Rate, New, Offer, Gift, Please Read, Save, Urgent, Win

Contacts and Sales Territories

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