

DIGITAL AD SPEC SHEET

SEND MATERIALS TO:
Savannah Brown
SavannahB@MJBizDaily.com

Overview

- Weekly or monthly basis depending on your contracted product
- Weekly ads run Monday 12:00am - Sunday 11:59pm
Monthly ads run from 12:00am on the 1st - 11:59pm on the last day of the month
Animated .gif ads will not be accepted for email campaigns
If you are unable to provide your creative by the material deadline, it does not constitute as a cancellation

Files Accepted

- Static .jpeg, .png and .gif accepted. Animated .gif files accepted for web placement only.

Material Submission

- Creative units must be submitted to Savannah Brown at savannahb@mjbizdaily.com **7 days prior to scheduled campaign launch**
When sending creative units
 - Send creative files attached, not embedded
 - Please provide the URL to link to

Ad Creative Guidelines

- Creative with a white background must have at least a 1px border to differentiate your ad from editorial content
Creative should contain a call-to-action
No obscene or offensive images
No images of product consumption such as smoking or vaping
- Creative cannot use MJBizDaily likeness without pre-approval
- Provide a URL for your ad to click through to
 - Skyscraper ads do not include a URL

Ad Units

Website – MJBizDaily / Hemp Industry Daily / Digital Magazine			
Unit	Dimensions	Accepted Creative File Type	Max File Size
Leaderboard	728x90px	.gif, .png, .jpg	150K
Rectangle	300x250px	.gif, .png, .jpg	150K
Skyscraper	160x600px	.png, .jpg	150K

eNewsletter – Daily/INTL/Hemp			
Unit	Dimensions	Accepted Creative File Type	Max File Size
Leaderboard	728x90px	.png, .jpg	150K

MBIZDAILY HOMEPAGE AD PLACEMENTS

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7 hours ago | By Bill Mervin

Chart: More consumers boost Colorado's recreational marijuana market in 2019

FEATURED NEWS

Published January 26, 2020

Temporary uptick in Washington state wholesale cannabis flower prices on Thursday business, ahead of temporary closure

LATEST HEADLINES

Published January 21, 2020

Massachusetts urges revamp of outdated medical marijuana laws

California finds legal cannabis vape turned with additives

Tennessee ends \$3.5M acquisition of Nevada marijuana properties

Tribes in two states considering cannabis opportunities

HOMEPAGE LEADERBOARD AD PLACEMENT - 728x90px
\$3,000/month
Up to 80,000 guaranteed impressions
Measuring impressions to homepage

MORE EXCLUSIVE FEATURES

How cannabis growers can brace themselves for a product recall
Published January 26, 2020 | By Adrian D. Garcia
If you're in the business of cultivating marijuana, it's more than likely a product recall is in your future. [READ MORE >](#)

Week in Review: US House members reach out to Senate on marijuana banking, Cresco gets \$200M in debt financing, Denver MJ store burglaries...
Published January 25, 2020 | By MJBizDaily Staff
Sponsors of the cannabis banking bill that passed the U.S. House appeal to the chair of a key U.S. Senate panel, lenders provide Cresco Labs \$200 million in debt financing... [READ MORE >](#)

Cannabis firms cautiously optimistic New York could legalize adult-use sales this year
Published January 24, 2020 | By MJBizDaily Staff
New York Gov. Andrew Cuomo has revived the prospects for legalizing recreational marijuana sales in 2020 through the state's Legislature, but cannabis businesses are taking... [READ MORE >](#)

Two years in, California's legal marijuana businesses struggle with financial woes as they battle illicit market
Published January 26, 2020 | By Adrian D. Garcia
Licensed California cannabis companies face a business climate that's arguably more dire than ever before... [READ MORE >](#)

US federal cannabis reform outlook: Progress expected in 2020, but distractions, high hurdles persist
Published January 26, 2020 | By Adrian D. Garcia
President Trump's impeachment trial, the upcoming elections, Iran and trade wars. That's a lot of distractions... [READ MORE >](#)

Illinois social equity cannabis applicants laud licensing help from consultants, technology
Published January 26, 2020 | By Adrian D. Garcia
Many marijuana industry watchers tout the social equity program in Illinois as one of the most far-reaching and... [READ MORE >](#)

Chart: Florida sales of smokable marijuana topped 22,000 pounds in less than six months
Published January 26, 2020 | By Adrian D. Garcia
Medical cannabis patients in Florida have embraced the addition of smokable products to their purchasing options... [READ MORE >](#)

How cannabis growers can brace themselves for a product recall
Published January 26, 2020 | By Adrian D. Garcia
Supply of midgrade cannabis flower is on the increase in Nevada's adult-use market, though demand remains robust and... [READ MORE >](#)

Shopping for new extraction equipment? Here's what to look for
Published January 26, 2020 | By Adrian D. Garcia
Hundreds of thousands of dollars typically are at stake when buying extraction equipment, so cannabis... [READ MORE >](#)

Week in Review: US lawmakers call for more marijuana research, some Cresco Lab...
Published January 26, 2020 | By Adrian D. Garcia
U.S. lawmakers and experts tell a congressional panel that the federal government needs more cannabis... [READ MORE >](#)

Follow Up

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Cannabis trade group's report targets illicit market in response to vaping health crisis

Published 1 hour ago | By Bart Schaneman

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The marijuana industry's largest trade association released a report Tuesday on the vaping health scare that calls on cannabis business owners, regulators and law enforcement to do more to combat the illicit market.

The National Cannabis Industry Association (NCIA) report targets several areas for improvement in order for licensed cannabis companies to succeed against illegal operators, which many experts have blamed for producing the products that caused the health crisis.

Specific areas include:

- Lowering financial burdens for licensed companies - in particular, reducing taxes on legal marijuana products.
- Implementing methods for identifying counterfeit products.
- Making it easier for unlicensed companies to enter the legal market.

"The root of this problem is that the illicit market has yet to be replaced by the legal market," Aaron Smith, executive director of NCIA, told Marijuana Business Daily. According to the report, in California, illegal retailers outnumber licensed and regulated marijuana businesses by a ratio of approximately 3-to-1. In Massachusetts, 75% of all cannabis sales in 2019 are expected to come from unlicensed sources.

"In addition to unregulated additives like vitamin E acetate, pesticides and heavy metals have been found in dangerously high amounts in illicit market products," the report notes.

According to the most recent data from the Centers for Disease Control and Prevention, vape-related lung illnesses have led to at least 60 deaths nationwide and roughly 2,700 hospitalizations since last summer.

Smith said cannabis business owners could work harder to educate regulators about the difficulties of doing business in states such as California with heavy regulatory burdens and high taxes, which leads to inflated prices and drives consumers to seek out cheaper products on the illicit market.

Executives from marijuana companies and their staffs also might help to educate consumers about the safety of licensed products as well as the benefits of shopping at legal stores - such as product safety.

In addition, the report states that "it is important for manufacturers to do their due diligence, invest in research and source suitable materials for their products."

To elaborate, Smith said that a lot of marijuana products are not regulated or minimally regulated at the federal level.

"In the absence of (U.S. Food and Drug Administration) regulation, it's incumbent upon industry actors to ensure they're utilizing material that's considered safe for consumption," he added.

The report received recommendations from a broad swath of more than 30 industry professionals as part of NCIA's Policy Council and Safe Vaping Task Force.

Bart Schaneman can be reached at barts@mbizdaily.com

For more of Marijuana Business Daily's ongoing coverage of the vaping crisis, click here.

IN-ARTICLE MEDIUM RECTANGLE AD POSITION #1 - 300x250px
\$2,000/week
Up to 60,000 guaranteed impressions, rotating ads, includes mobile traffic.
Measuring impressions to homepage

IN-ARTICLE LEADERBOARD AD - POSITION #2 - 728x90px
\$1,500/week
Up to 60,000 guaranteed impressions, rotating ads, includes mobile traffic.
Measuring impressions to homepage

Follow Up

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24K FOLLOWERS

January Issue

Business can expect new markets, fresh opportunities - and more pitfalls. [Read the Issue >](#)

2019

2019's top US cannabis business stories: Vape crisis, California MJ industry challenges, landmark legalization moves & more

How cannabis vape companies are using technology to ensure consumer confidence and bolster sales

As vaping crisis continues to affect legal marijuana vape sales, MJ firms use education to allay consumers' concerns

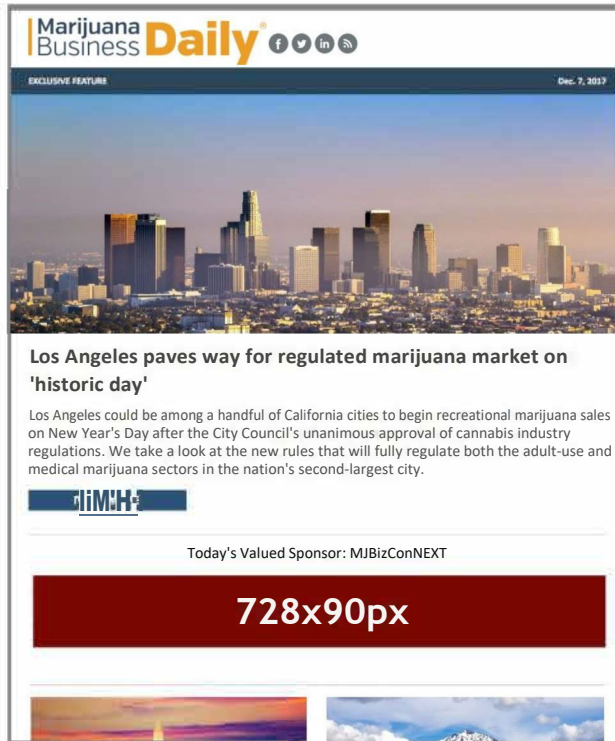
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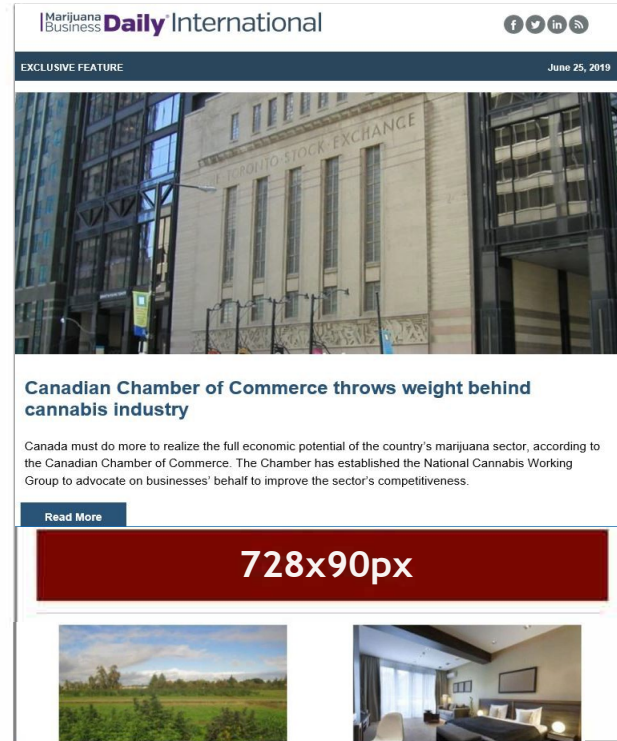
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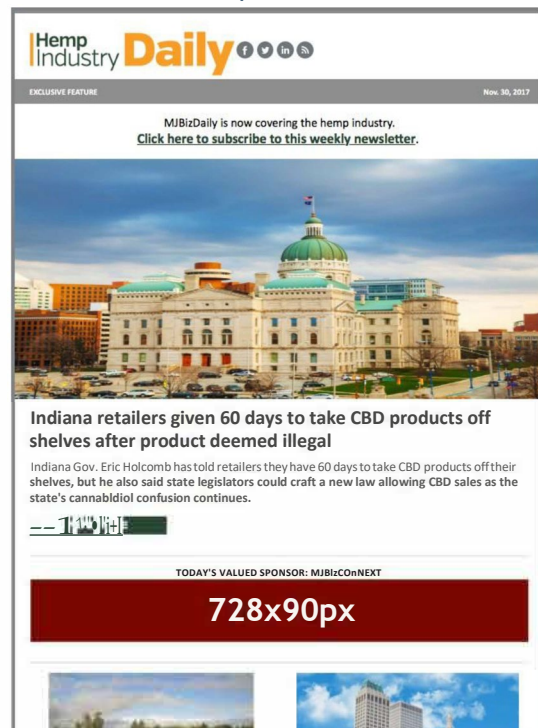
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