



The  
**Cannabis**  
ALLIANCE



# Marketing & Media Kit

The Cannabis Alliance has several channels to advertise to the widest audience in Washington state. We offer advertising opportunities in our email newsletter, webpage and event sponsorships. With over 250 members in all aspects of the cannabis industry, plus a widely-read email newsletter, wide-ranging social media accounts and a popular website, we are the influencers in this space.

For more information or to place an ad, please contact Jill Walker at [jill.walker@thecannabisalliance.us](mailto:jill.walker@thecannabisalliance.us)

# Email Newsletter

5900+

**Subscribers**

**Click Rate of**

**8%**

*All content must be submitted to [Jill.Walker@thecannabisalliance.us](mailto:Jill.Walker@thecannabisalliance.us) 30 days prior to publication. Newsletter goes out 2nd tuesday every month.*



## The Cannabis ALLIANCE

Ad - \$250 for members, \$500 for non-members

\$250 for members,  
\$500 for non-members  
(free for platinum members)

### Alliance at Work

#### We thought March was going to be quiet....

The legislature was quickly moving to its yearly conclusion and we thought we would have time to tackle our to-do lists that we put off during the frenzied legislative session...and nature has its own agenda....

At the end of February, the COVID-19 crisis was starting to heat up, but no-one had any idea how quickly this was going to move.

- March 3 - Seattle announced a state of emergency and **we contacted the Governor's office** to discuss the importance of cannabis as an industry to the economy and being able to stay open during any shutdowns.
- March 3 - Kristin Baldwin attended the **Washington State Bar Association's Cannabis section** to discuss the industry, legislation and regulation.

\$250 for members,  
\$500 for non-members  
(free for platinum members)



Ad Here - \$250 for members, \$500 for non-members (includes content next to it)

This content could be created by the advertiser and should have educational value to drive the reader to want to know more about the advertiser and the product

Ad - 150 for members, \$250 for non-members

\$150 for members,  
\$250 for non-members  
(free for platinum members)

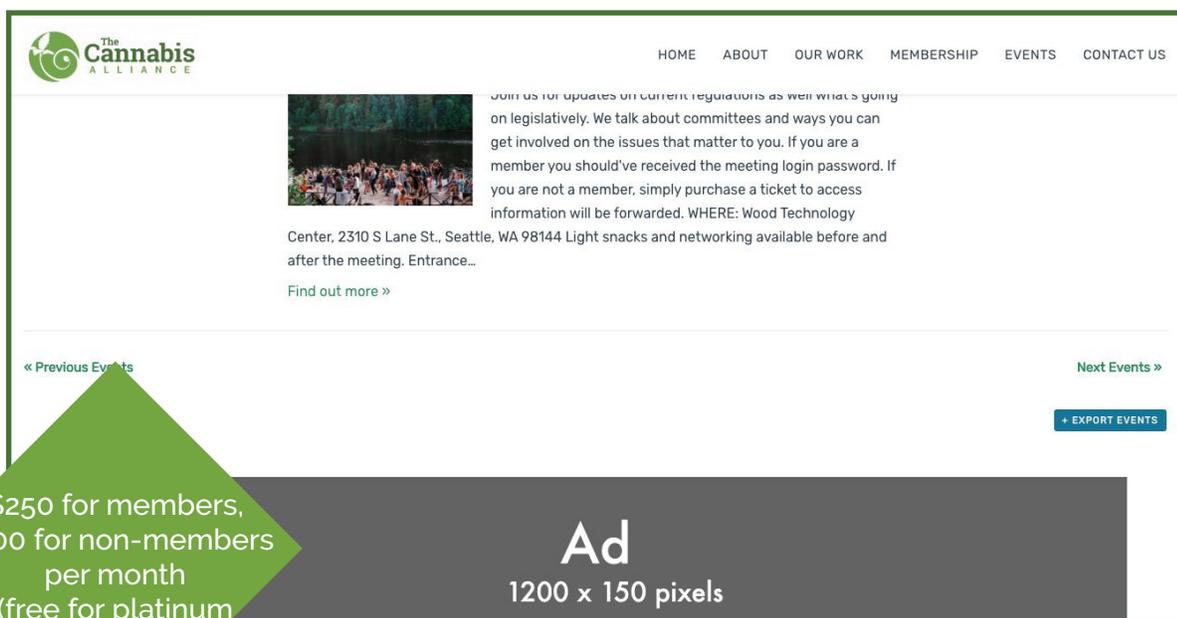


# Website Advertising

Over **700** unique visitors a month.

Ads are in rotation on every page but the front page.

## Ad Rates



The screenshot shows the website for The Cannabis Alliance. The header includes the logo and navigation links: HOME, ABOUT, OUR WORK, MEMBERSHIP, EVENTS, CONTACT US. The main content area features an event listing with a photo of a group of people, a description, and a 'Find out more' link. Below the event listing are navigation links for '« Previous Events' and 'Next Events »', and a '+ EXPORT EVENTS' button.

\$250 for members,  
\$500 for non-members  
per month  
(free for platinum  
members)

**Ad**  
1200 x 150 pixels

All website advertising will be updated the first monday of every month.



# Sponsor an Event

## Washington Cannabis Summit

Our 6th annual Washington Cannabis Summit is moving to two days! We will be hosting this virtual event on September 24th and 25th! With an attendance of 350 in 2018, and keynote speakers like Governor Inslee, this is an essential event for your brand to be a part of!! Sponsorship packages range from \$300 - \$3500. No matter what your level of commitment, there is a package for you!

## Sponsor our Virtual Happy Hour

Every Tuesday we host a Virtual Happy Hour for our members and players within the cannabis industry. We will continue hosting these happy hours even when the quarantine is lifted. You can sponsor individual events or full month packages. Sponsorship for these events are \$300/per event or \$1,000 for the entire month.

## Represent your brand at our monthly meetings

You can sponsor our monthly meetings and help us provide space and snacks for our members! Every month on the second Thursday we host an in-person meeting for our members to update them on happenings within the industry and what we've been up to. During the time of Covid-19 we have been hosting virtual meetings for our membership. By sponsoring our general meeting, you can have your banner on our snack table for everyone to see! There is only one sponsor per month so this is an excellent way to get your name in front of our membership. Each month's sponsorship is only \$500 with discounts when you purchase multiple months.

*If you are interested in any of these events, or other social networking and industry gatherings the Alliance is hosting please reach out to Jill. Walker@thecannabisalliance.us*