



THE 2022 MEDIA
PLANNING GUIDE

THE **TIMES** IS RIGHT.

BUILD YOUR BUSINESS WITH
THE FRESH NEW MEDIA
BRAND THAT'S SPECIFICALLY
FORMULATED TO APPEAL TO
CANNABIS PROS WORLDWIDE.

MEDIA PRODUCTS

PRINT / ONLINE / CUSTOM / CONTENT / EVENTS / PODCASTS / WEBINARS



GLOBAL CANNABIS TIMES
THE MAGAZINE FOR THE CANNABIS
COMMUNITY WORLDWIDE

JANUARY 2022

TECH SPOTLIGHT
Shipment tracking gets smarter

+

ONE-ON-ONE
Chris Webster's new cannabis incubator

OCT TOP 10
Hardest Colds

COOL STORES
Herbarium

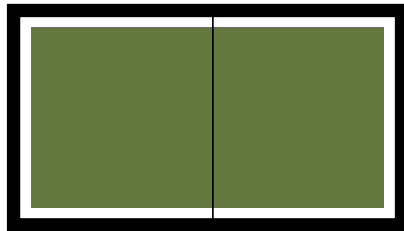
GOING Global
HOW THESE FIVE COMPANIES ARE BUILDING INTERNATIONAL BRANDS

+ RATES

PICK YOUR SIZE	FULL PAGE THE CLASSIC FORMAT	2-PAGE SPREAD GET MAX IMPACT!	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
12x	\$4,780	\$8,530	\$3,930	\$3,160	\$2,650	\$2,200	\$580
6x	\$5,040	\$8,990	\$4,130	\$3,320	\$2,790	\$2,340	\$740
4x	\$5,300	\$9,460	\$4,360	\$3,500	\$2,930	\$2,460	\$860
1x	\$5,580	\$9,960	\$4,580	\$3,680	\$3,090	\$2,590	\$980
TRIM SIZE	9 x 10 7/8	18 x 10 7/8	5 3/4 x 10 7/8 (VERT.) 9 x 7 (HOR.)	4 1/4 x 10 7/8 (VERT.) 9 x 5 1/4 (HOR.)	2 3/4 x 10 7/8 (VERT.) 9 x 3 3/4 (HOR.)	3 7/8 x 4 3/4 (VERT.) 8 x 2 3/8 (HOR.)	2 1/2 x 4 7/8
BLEED	9 1/4 x 11 1/8	18 1/4 x 11 1/8	6 x 11 1/8 (VERT.) 9 1/4 x 7 1/4 (HOR.)	4 1/2 x 11 1/8 (VERT.) 9 1/4 x 5 1/2 (HOR.)	3 x 11 1/8 (VERT.) 9 1/4 x 4 (HOR.)	—	—
NON BLEED	8 x 9 7/8	17 x 9 7/8	5 1/2 x 9 7/8 (VERT.) 8 x 6 5/8 (HOR.)	3 7/8 x 9 7/8 (VERT.) 8 x 4 3/4 (HOR.)	2 1/2 x 9 7/8 (VERT.) 8 x 3 1/8 (HOR.)	—	—

SIZES LISTED IN INCHES

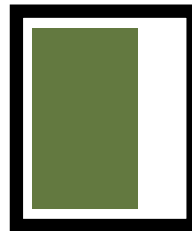
+ FORMATS



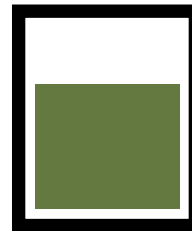
2-PAGE SPREAD



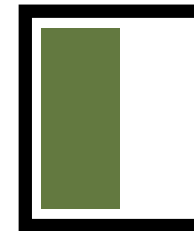
FULL PAGE



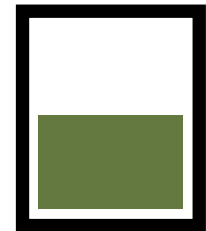
2/3 VERTICAL



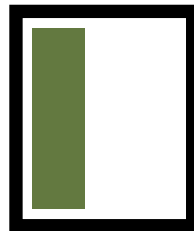
2/3 HORIZONTAL



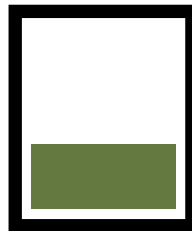
1/2 VERTICAL



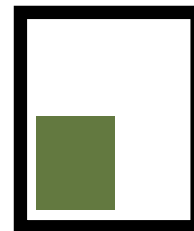
1/2 HORIZONTAL



1/3 VERTICAL



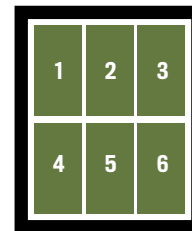
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

**WE DESIGN YOUR
PRODUCT SHOWCASE AD**
Provide us with one product shot
as a digital file (300 dpi, CMYK
color). We also need up to 75
words of ad copy, which includes
your contact information.

WEBSITE BANNERS

Our award-winning website structure provides best-in-class ad visibility and improved exposure on mobile devices.

STANDARD PAGE LAYOUT

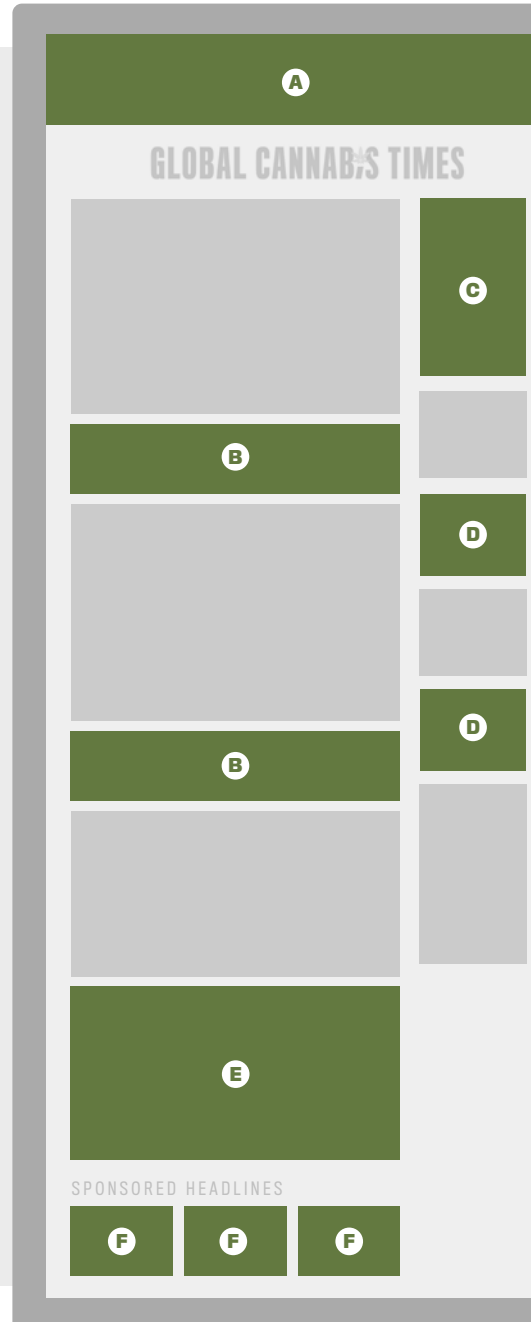
This wireframe represents what an average run-of-site page on GLOBALCANNABISTIMES.COM looks like.

Headline Banners (B) generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.

SPONSOR THE GCT DIGIMAG

Your advertisement will appear opposite the cover of the latest edition of the *Global Cannabis Times* digital flipbook, and is featured in multiple e-blasts to our full email list announcing the release of the latest issue.

\$1,595 PER ISSUE



A BILLBOARD BANNER

This dominating, full-width position makes your brand the star of our website.

CPM RATES

JAN-DEC **\$215**

Desktop: 1800 x 460 pixels*;
Mobile: 400 x 300 pixels

* Maximum resolution to appear at full width on higher-resolution devices.

B HEADLINE BANNERS

In-story (every six paragraphs) banner slots ensure your message will be seen by readers.

CPM RATES

JAN-DEC **\$110**

Desktop: 740 x 190 pixels;
Mobile: 300 x 250 pixels;
Homepage: 1800 x 460 pixels

C SKYSCRAPER SIDE BANNER

Our towering sidebar banner gives you space to show off and makes a serious impression.

CPM RATES

JAN-DEC **\$90**

Desktop: 300 x 600 pixels;
Mobile: 300 x 300 pixels

D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

CPM RATES

JAN-DEC **\$80**

Desktop: 300 x 300 pixels

E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

CPM RATES

JAN-DEC **\$160**

Send 1080P video files in popular video formats via smartworkmedia.com/sendvideo

F SPONSORED HEADLINES

Refer article readers to headlines about your business. (Perfect for driving traffic to articles about your latest company initiatives.)

CPM RATES

JAN-DEC **\$60**

Send 400 x 240 thumbnail image and URL for content

**2X
WEEKLY
FREQUENCY
IN 2022**



EMAIL BANNERS

Reach your customers with GCT newsletters.

A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	\$3,250
WEEKLY	\$940

Size: 600 x 155 pixels

B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$2,880
WEEKLY	\$880

Size: 560 x 145 pixels

C SKYSCRAPER

This vertical banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	\$2,150
WEEKLY	\$680

Size: 250 x 500 pixels

D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	\$1,720
WEEKLY	\$520

Size: 560 x 145 pixels

E HEADLINE BANNER 3

You're the presenter of our daily tips, some of our fans' favorite content.

RATES	
MONTHLY	\$1,580
WEEKLY	\$480

Size: 560 x 145 pixels

F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	\$1,450
WEEKLY	\$435

Size: 560 x 300 pixels

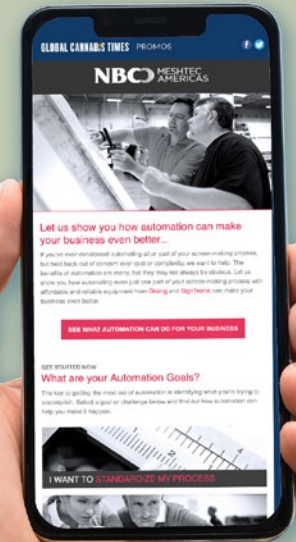
MORE EMAIL OPTIONS

CUSTOM E-BLASTS

Connect to readers with your company's customized message.

Control the message by sending your own sponsored email to the fast-growing *Global Cannabis Times* bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

PRICES START AT **\$350 CPM**





ADVERTISING SPECS

TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

FILE SUBMISSION

Files that are 10MB or smaller should be emailed directly to artwork@gctmag.com. This email address reaches several people in the production department. Larger files can be emailed to the same address using a file-sharing site like Dropbox, Hightail.com or WeTransfer.com.

If sending DVDs or flash drives, include a label with the advertiser's name, issue of insertion, contact name and phone numbers.

PREFERRED FILE FORMAT

Our preferred file format is Press Ready PDF Files (PDF/X-1a). Here are additional guidelines on submitting PDF files for best results.

IMAGES

- ▶ Use high resolution images. 350 DPI is recommended.
- ▶ TIFF or EPS format preferred. If using JPEG, use only at the maximum-quality setting.
- ▶ RGB and LAB color are not allowed.
- ▶ Do not save TIFF or EPS files with embedded color management profiles.
- ▶ Avoid scaling images, if possible. If you must scale images, do not scale below 50% or above 110%.
- ▶ Total Area Coverage should not exceed 300%.

FONTS

- ▶ Always embed all fonts.
- ▶ Do not allow font substitutions.
- ▶ Do not use TrueType fonts.
- ▶ Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. For effects such as bold or italic, select a bold or italic font.

COLORS

- ▶ Only use CMYK colors; convert spot colors to process.

LAYOUT

- ▶ Create documents in Portrait mode without scaling or rotation. If you require scaling or rotation, do so in the original graphics program.
- ▶ When bleed is required, provide 1/8-inch beyond the trim area.
- ▶ All marks (trim, bleed) should be included in all colors and must be located 1/4-inch (4.25 mm) from trim and not invade the live or bleed areas.

TRANSPARENCY

- ▶ All transparent objects must be flattened at a high resolution.
- ▶ Avoid placing transparent objects on top of text or other critical vector objects.

OVERPRINT

- ▶ Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

OTHER ACCEPTED AD FILE FORMATS

We also accept Macintosh Adobe InDesign files, up to the latest version of Creative Cloud. Contact our ad production manager for other accepted ad file formats.

PROOFS

For four-color ads, provide a color proof with standard AAA/PMS process colors. Note any special instructions directly on the proofs. SmartWork Media cannot guarantee reproduction quality of ads supplied without a proof or those in non-preferred file formats. Ads submitted in non-preferred formats may be subject to additional production fees.

QUESTIONS ABOUT YOUR AD? CONTACT THE AD PRODUCTION MANAGER

EMAIL: artwork@gctmag.com / PHONE: (212) 981-9625



CONTACT YOUR AD REP

advertising@gctmag.com

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