EDITORIAL FOCUS

Our editorial focus is on news, in-depth stories, surveys and analysis that educate, inspire, and advocate for emerging cannabis businesses and micro businesses in Michigan and the Great Lakes states, while keeping tabs on national and international trends in business, technology, and government. Those stories are told in text and videos.

Our goal is to raise awareness of that impact on the economies of Michigan, the Midwest, and beyond, where recreational cannabis is legal also where it soon will be legal, as well as the huge business opportunities in areas such as Hemp farming and CBD extraction for medicinal purposes.

ADVOCACY

Promote local, regional, national, and global industry insights through news, feature reporting, educational videos, industry events and conferences.

Provide a communications channel for organizations, businesses, non-profits and individuals who innovate and create in Cannabis.

Highlight the success stories of leaders in the Cannabis and CBD industries.

Readers represent an important list of job titles, with 35% holding CEO titles and over half in senior management positions in these critical areas:

AUDIENCE

Through web, newsletter, and social media, and videos our audience in 2020 has grown in email opt-ins, website traffic, and social media engagement.

- Email Database: 3,100
- 40,000+ readers through social media and content partners such as Sensi Connects, Michigan Marijuana Professionals, iHemp Michigan, and Michigan Cannabis Tourism & Hospitality.
- Average of 2,900 monthly view of Cannabis business videos.

mimarijuanareport.com
91.7% of survey respondents read the report regularly, visit the website, or follow us on social media

81.2% of survey respondents ask for more online learning options and educational content

54.5% of survey respondents want streaming video and audio options
2021 SPONSORSHIP LEVELS

**Business-to-Business**

- **Community Partner**
  - Website Tile
  - Newsletter Banner
  - Marketplace Listing
  - Quarterly Investment: $4,300

- **Industry Expert**
  - Website Tile
  - Newsletter Banner
  - Marketplace Listing
  - Quarterly Webinar
  - Custom Publication
  - Quarterly Investment: $5,800

- **Enterprise Sponsor**
  - Website Tile
  - Newsletter Banner
  - Marketplace Listing
  - Quarterly Webinar
  - Custom Publication
  - Four20 Post Sponsorship
  - Interactive Map Sponsorship
  - Quarterly Survey Sponsorship
  - Quarterly Investment: $10,900

**Business-to-Consumer**

- **Community Partner**
  - Website Tile
  - Newsletter Banner
  - Quarterly Investment: $3,800

- **Industry Expert**
  - Website Tile
  - Newsletter Banner
  - Marketplace Listing
  - Quarterly Webinar
  - Custom Publication
  - Quarterly Investment: $4,300

- **Enterprise Sponsor**
  - Website Tile
  - Newsletter Banner
  - Marketplace Listing
  - Weekly Special
  - Quarterly Investment: $5,800

Winter 2020-21
four2Opost is a live and on-demand videocast that is focused on:

- Cannabis Industry News: education and events
- Advocacy and Leadership: focusing on the industry as it becomes legal in more places, creating new business opportunities
- Community Support: promoting growth and success among cannabis businesses ranging from startups to established companies

FOUR2Opost Features Recognized Industry Leaders and Expert

Jamie Cooper  
Sensi Connects

Mike Brennan  
Michigan Marijuana Report

Rick Thompson  
Jazz Cabbage Cafe

SPONSORSHIP

- $995/month
- 3-month minimum
- 15% discount when sponsoring the Michigan Marijuana Report
We are offering a series of sponsorable Business-to-Business Webinars focused on topics of high interest to our readers. Examples include:

- Legal: setting up your LLC and protecting your brand
- Educational: training and certification for cannabis workers
- Security: ranging from cyber to facility security
- Logistics: including secure transport services

Companies with expertise in business services (including but not limited to the topics listed above) are encouraged to contact us and claim a spot in this series.

Participation in this expert series includes banner ads and tiles, social media promotion, assistance in promoting the event to your contact list, a related interview on the Four 20 Post streaming video show, and access to the list of event attendees.

**SPONSORSHIP**

- $995/event
- 15% discount when sponsoring the Michigan Marijuana Report
CUSTOM PUBLISHING OPPORTUNITIES

Set-Up and Deliverables
(3-Month Minimum Commitment)

You provide a list of email addresses; we keep that list separate from our general distribution list
We send a branded version of the weekly Marijuana Report to your list every week
Newsletter includes your logo below the MMR masthead
Includes option for message or article from you with a link to your website/landing page. Articles that you contribute, in addition to appearing in the Michigan Marijuana Report, will also be added to the Business of Marijuana section of MiTechNews (reaching another 4,000 readers)

Monthly Costs

<table>
<thead>
<tr>
<th>Number of Contacts</th>
<th>Sponsor Rate</th>
<th>Non-Sponsor Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 2,500</td>
<td>95</td>
<td>125</td>
</tr>
<tr>
<td>2,501 – 5,000</td>
<td>25</td>
<td>170</td>
</tr>
<tr>
<td>5,001 – 10,000</td>
<td>190</td>
<td>235</td>
</tr>
<tr>
<td>10,001 – 15,000</td>
<td>375</td>
<td>455</td>
</tr>
<tr>
<td>15,001 – 25,000</td>
<td>500</td>
<td>600</td>
</tr>
</tbody>
</table>
In addition to our free listing (your name with link to your website), we offer the following featured and premium levels:

**Featured company tile**

95 / month
In addition to our free listing (your name with link to your website), we offer the following featured and premium levels:

**Featured company tile**

95 / month

[Image of featured company tile]
In addition to our free listing (your name with link to your website), we offer the following featured and premium levels:

**Featured company tile with profile page**

495 / month
(includes logo rotation inclusion in website and one newsletter banner per month)

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**We take our role in the community seriously. We view ourselves as a wellness center, as well as a medical provisioning center. Our goal is to support our customers in their search for quality, affordable medication in a safe, serene atmosphere.**

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*Winter 2020-21*
CONTACT

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