GROW STRONG

BOOST YOUR BRAND IN THE AWARD-WINNING MEDIA THAT’S CREATING A NEW TRADITION FOR CANNABIS INDUSTRY PROFESSIONALS.

6x PRINT FREQUENCY IN 2023

MEDIA PRODUCTS / PRINT • DIGITAL • CUSTOM CONTENT • EVENTS • PODCASTS • WEBINARS
THE MAGAZINE FOR CANNABIS OWNERS, INVESTORS & PROS

In 2022, Global Cannabis Times launched a new tradition for cannabis professionals worldwide, as more than 10,000 industry pros got their first taste of their new favorite industry publication.

After overwhelming positive reaction, we’re expanding frequency from four to six issues in 2023. And you’re invited on the ride with us.

See what happens to your sales when you advertise in a publication readers truly love. See how your brand image benefits when you support a publication that actually inspires readers. And see how your brand recognition improves when you appear in a magazine that contains so many business-building ideas that every issue is referred to over and over again.

That’s Global Cannabis Times, beginning bi-monthly publication in January 2023.

DOZENS OF READER RAVES ONLINE AT:
smartworkmedia.com/gct-raves

THE GLOBAL CANNABIS TIMES FORMULA

USEFUL, COMPELLING CONTENT + CONSUMER-QUALITY PACKAGING = PASSIONATELY ENGAGED READERS

6x FREQUENCY IN 2023
CANNABIS PROS ARE FALLING IN LOVE WITH GCT CONTENT

Readers love Global Cannabis Times. With award-winning can-do journalism and eye-catching graphics, GCT is the industry publication pros prefer. Each issue has timely interviews, market analysis, practical ideas and more — all designed to help cannabis operators do business better.

“SO FAR, GCT IS HEAD AND SHOULDERS ABOVE THE OTHER CANNABIS TRADE MAGAZINES I READ.”
– BRENDAN HALLINAN, SUNSET PIPELINE, SAN FRANCISCO, CA

“WE LOVE IT! IT’S A GREAT SPACE FOR BUSINESSPEOPLE TO LAUGH AND FEEL HEARD AND SEEN AND VALIDATED.”
– DEVIN ARACENA, CANVAST SUPPLY CO., NASHVILLE, TN

“THE MAGAZINE IS LOOKING GREAT FROM A LAYOUT PERSPECTIVE AND IT DELIVERS SOLID CONTENT.”
– MATT STOREY, CHARLOTTE’S WEB, PFLUGERVILLE, TX

“THE FALL ISSUE AND COVER STORY GO LIVE AND JUST WOW — SO GOOD! CAN’T THANK YOU ALL ENOUGH FOR THE AWESOME SPREAD ON BERNER, WE’RE ALL SUPER HAPPY WITH HOW THIS TURNED OUT.”
– RICARDO BACA, GRASSLANDS, DENVER, CO

– MICHAEL SMITH, ADVANCED BIOMEDICS, LAFAYETTE, LA

“SO FAR, IT’S ONE OF THE BEST CANNABIS MAGAZINES. IT HAS A BETTER OVERALL EDUCATIONAL SLANT THAN MOST AND THE CONTENT RELATES MORE TO ALL EMPLOYEES, AT ALL LEVELS IN THE BUSINESS.”
– KAYLA BROWN, MISSOURI HEALTH AND WELLNESS, SEDALIA, MO

“READERS LOVE GLOBAL CANNABIS TIMES! WITH AWARD-WINNING CAN-DO JOURNALISM AND EYE-CATCHING GRAPHICS, GCT IS THE INDUSTRY PUBLICATION PROS PREFER. EACH ISSUE HAS TIMELY INTERVIEWS, MARKET ANALYSIS, PRACTICAL IDEAS AND MORE — ALL DESIGNED TO HELP CANNABIS OPERATORS DO BUSINESS BETTER.”
– ALI JAMALIAN, SUNSET CONNECT, SAN FRANCISCO, CA

“WE SAW THE FALL ISSUE AND COVER STORY GO LIVE AND JUST WOW — SO GOOD! CAN’T THANK YOU ALL ENOUGH FOR THE AWESOME SPREAD ON BERNER, WE’RE ALL SUPER HAPPY WITH HOW THIS TURNED OUT.”
– RICARDO BACA, GRASSLANDS, DENVER, CO

“AFTER SEEING GLOBAL CANNABIS TIMES FOR THE FIRST TIME … WOW! I TAKE MY HAT OFF TO YOU AND YOUR TEAM!”
– DOUGLAS GORDON, CANEX JAMAICA, MONTEGO BAY, JAMAICA

“We love it! It’s a great space for businesspeople to laugh and feel heard and seen and validated.”
– DEVIN ARACENA, CANVAST SUPPLY CO., NASHVILLE, TN
UNMATCHED DESIGN AND CONTENT THAT GRABS READER ATTENTION

SmartWork Media, the parent company of Global Cannabis Times, has won a total of 170 international honors — more than any other comparably-sized company in B2B publishing. Global Cannabis Times has now joined that tradition of excellence — winning gold for “Best B2B Launch” at the prestigious FOLIO Awards in September 2022. We think it’s the first of many as we strive to provide the cannabis with a new best-in-class publication.

SEE OUR FULL LIST OF AWARDS AT:
smartworkmedia.com/awards

“I REALLY LIKE HOW GCTMAG.COM KEEPS ME UPDATED ON GEOGRAPHIC TRENDS THAT I DON’T REALLY GET FROM ALL MY OTHER SOURCES.”

READER RAVES

Jamie Campbell of Greeno Cannabis in Wilmington, DE, says:
Global Cannabis Times uses an integrated approach to maximize your marketing efforts and budget. Whether it’s an ad campaign for print or online, sponsored content, a podcast shout-out or email campaign, our Sales & Marketing experts will work with you to design a program unique to your needs.

SEE MORE DETAILS AT:
smartworkmedia.com/gcthome
<table>
<thead>
<tr>
<th>TRIM SIZE</th>
<th>BLEED</th>
<th>NON BLEED</th>
</tr>
</thead>
<tbody>
<tr>
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<td>FULL PAGE</td>
<td>2/3 PAGE</td>
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<tr>
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<td>$9,080</td>
<td>$5,140</td>
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<tr>
<td>$9,740</td>
<td>$5,470</td>
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<td>$4,690</td>
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<td>9 x 7 ⅛ (HOR.)</td>
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<td>$3,290</td>
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<tr>
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<td>$3,290</td>
<td>$3,150</td>
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<tr>
<td>1x</td>
<td>5 ⅞ x 10 ⅞ (VERT.)</td>
<td>9 x 7 ⅛ (HOR.)</td>
</tr>
<tr>
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<td>$3,290</td>
<td>$3,150</td>
</tr>
<tr>
<td>3½ x 4 ⅞ (VERT.)</td>
<td>8 x 2 ⅛ (HOR.)</td>
<td>2⅛ x 3 ⅞</td>
</tr>
<tr>
<td>1½ x 3 ⅞ (VERT.)</td>
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<td>2⅛ x 3 ⅞</td>
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<tr>
<td>$3,450</td>
<td>$3,290</td>
<td>$3,150</td>
</tr>
</tbody>
</table>

**PICK YOUR SIZE**

**GET MAX IMPACT!**

**THE CLASSIC FORMAT**

**A NEARLY FULL FEELING**

**STAND TALL! (OR GO WIDE!)**

**SMART VALUES**

**SHOW YOUR STUFF!**

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**PRODUCT SHOWCASE**

Show your stuff!

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 provides your advertisements with best-in-class 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.

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**BILLBOARD**

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

**STANDARD SIDE BANNER**

Square but not square. This classic value format is a banner advertising workhorse.

- **CPM RATES**
  - JAN-DEC: $80
- Desktop: 300 x 300 pixels

**HEADLINE BANNER**

Both in-story and end-of-story banner positions 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

**VIDEO THEATER**

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

- **CPM RATES**
  - JAN-DEC: $160
- Send 1080P video files in popular video formats via

**SKYSCRAPER SIDE BANNER**

A towering sidebar banner that 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

**SPONSORED HEADLINE SLOTS**

Point readers to key news about your business with a click-worthy headline and thumbnail below our content.

- **CPM RATES**
  - JAN-DEC: $60
- Send 400 x 240 thumbnail image and URL for content
EMAIL BANNERS
Get your message in 21,500+ readers’ inboxes.

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

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$3,250</td>
<td>$940</td>
</tr>
</tbody>
</table>

Size: 600 x 155 pixels

**HEADLINE BANNER 1**
This banner puts your message atop the day’s top headlines.

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,880</td>
<td>$800</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

**HEADLINE BANNER 2**
This banner catches reader attention as they move through our daily roundup.

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$1,720</td>
<td>$520</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

**HEADLINE BANNER 3**
You’re the presenter of our daily tips, some of our fans’ favorite content.

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$1,580</td>
<td>$480</td>
</tr>
</tbody>
</table>

Size: 560 x 145 pixels

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

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$2,150</td>
<td>$680</td>
</tr>
</tbody>
</table>

Size: 250 x 500 pixels

**BIG FOOT BANNER**
Yes, it’s at the bottom, but it’s the biggest banner on the page – 2x deeper than our standard banners.

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td>$1,450</td>
<td>$435</td>
</tr>
</tbody>
</table>

Size: 560 x 300 pixels

**CUSTOM E-BLASTS**
Reach readers with your company’s customized message.

Control the message by sending your own sponsored email. We send your email to a targeted list curated from our first-party subscriber data. Selections include “type of business,” “job function,” and more!

**PRICES START AT $465 CPM**
For some products or services, there’s no better way to communicate features and benefits than with the spoken word. If you’re promoting such a product, *Global Cannabis Times* podcasts offer an exciting new marketing option to connect with cannabis professionals worldwide. Our growing lineup of podcasts continue to build a devoted audience with the cannabis pros you want to reach most. Ready to connect in a more intimate way with new customers? Sponsor a podcast today!

**WHAT PODCAST SPONSORS GET:**
- 15-second sponsor mention in pre-roll
- 30-second sponsor advertisement in mid-roll
- Sponsor thank-you in outro
- Banner ad in promotional e-blast
- Sponsor logo on podcast episode page
- “Brought to you by ...” sponsor messaging on all social media posts

**STARTING AT $1,495 PER EPISODE**

**CURRENT PODCAST OPTIONS INCLUDE:**

- **CANNABIS LAST WEEK**
  [globalcannabistimes.com/cannabis-last-week](http://globalcannabistimes.com/cannabis-last-week)

- **GOING GLOBAL**
  [globalcannabistimes.com-going-global](http://globalcannabistimes.com-going-global)

- **GLOBAL CANNABIS TIMES INTERVIEWS**
  [globalcannabistimes.com-gct-interviews](http://globalcannabistimes.com-gct-interviews)

- **CUSTOM SPONSORED PODCASTS**
  Or ask your ad rep about creating your own podcast or webinar.
MAKE YOURSELF A COVER STAR WITH A GCT DIGIMAG SPONSORSHIP

Want a high-profile online placement that puts your business in the starring role opposite the cover of Global Cannabis Times magazine? It’s easy with a sponsorship of our digital flipbook. With a can’t-miss full-page ad adjacent to our cover (plus online and email banners), it’s a powerful and cost-effective way to associate your brand with cannabis pros’ soon-to-be favorite business publication.

AD OPPOSITE FRONT COVER

PACKAGE INCLUDES
- Full page ad opposite front cover of digital edition
- Skyscraper ad (250 x 500 pixels) on 2x monthly bulletin
- Your company logo on all Global Cannabis Times digital edition promotions for that issue (including banners, rotators)

$1,595 PER EDITION

BOTTOM BANNER

PACKAGE INCLUDES
- Bottom banner visible on every page of digital edition
- Headline banner (560 x 145 pixels) at bottom of 2x monthly e-bulletin

$925 PER EDITION

FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section inside our digital edition.

$350 PER EDITION

AVAILABLE AD ENHANCEMENTS
- Video or audio integration: $500 per ad
- Ad animation: $500 per ad

SEE LATEST EDITION AT: gctmag.com/digimag
As if you didn’t know, content is king. That’s why SmartWork Media’s Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brand’s strengths and delivers your story to our network of over 21,500+ cannabis industry professionals.

The SWM Content Studio takes a tailored approach to each client’s needs and will work with you to identify the best strategy for your brand.
ESSENTIAL INFORMATION BEFORE BEGINNING YOUR GLOBAL CANNABIS TIMES AD CAMPAIGN

BILLING, COMMISSION AND TERMS

► New advertisers will be asked to prepay the amount due for the first ad. A 1.5 percent finance charge will be added each month to all outstanding invoices not paid within 30 days.

► Agency commission is 15 percent on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher’s stated policies must be in writing and signed by the publisher.

► No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher’s stated policies.

► The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.

► The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.

FREQUENCY DISCOUNTS

► Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

CANCELLATION POLICY

► Cancellation of ad space must be received in writing before the published closing date.
TECHNICAL GUIDELINES FOR PRINT ADVERTISEMENTS

FILE SUBMISSION
Files that are 10MB or smaller should be emailed directly to artwork@petsplusmag.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