



**BRANDS, PROGRAMS,
AND RATES**

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.

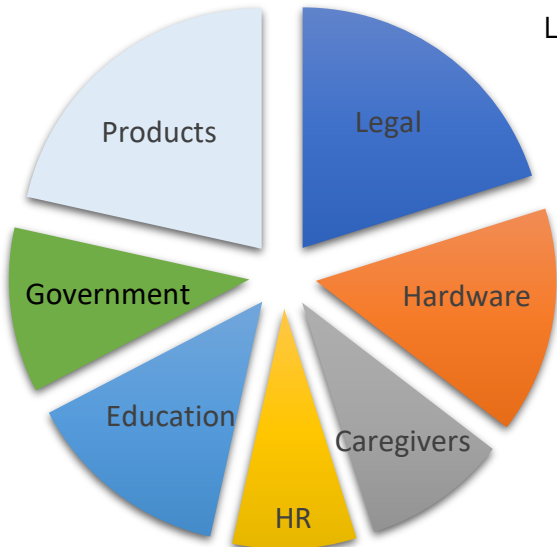
ADVOCACY

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 has grown in email opt-ins, website traffic, video viewership (live and on-demand), and social media engagement.

- Email Database: 3,100
- Email Open Rate Range: 28% - 44%
- 420,000+ readers through social media and content partners such as Sensi Connects, Michigan Marijuana Professionals, iHemp Michigan, and Michigan Cannabis Tourism & Hospitality.
- Average of 5,600 monthly views of Cannabis business videos on FOUR20 Post LIVE streaming video webcast.



Four20 Media Group Brands



Weekly e-mail newsletter; includes custom versions sent to sponsor lists



Weekly live and on-demand show featuring industry experts



Cannabis tourism website, weekly email and monthly digital magazine



Searchable directory of cannabis businesses – worldwide in scope



Weekly in-depth features focused on cannabis industry entrepreneurs



Online training and certification focused on cannabis professionals

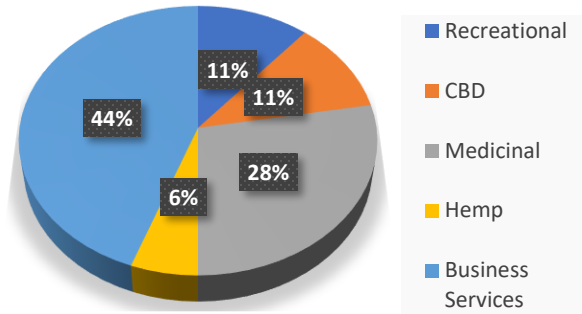


Industry surveys driven by topic and presented in online webinars

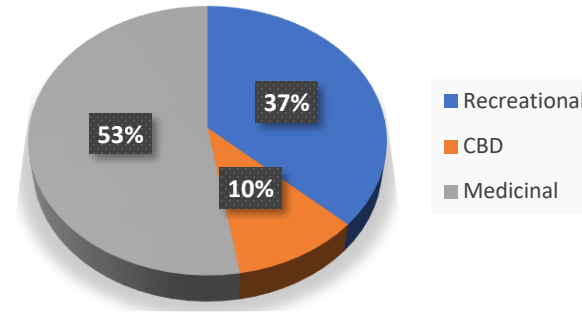


Small Business Association of Michigan group for Cannabis entrepreneurs

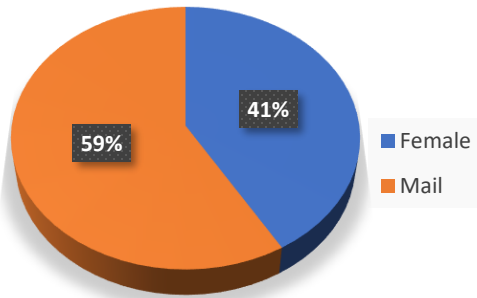
BUSINESS AUDIENCE



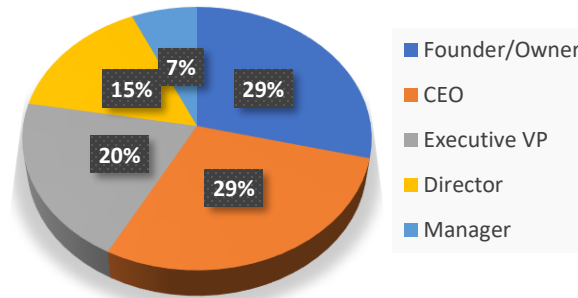
CONSUMER AUDIENCE



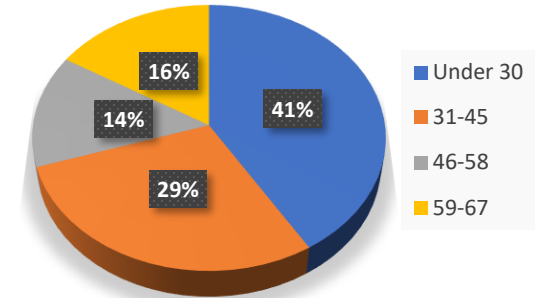
GENDER



MANAGEMENT LEVELS



AGE RANGES



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

Business-to-Business Platform

Are you a company providing services to the Cannabis Industry?

Our b2b Marketplace program is an affordable way to get your message to the businesses that need your expertise.

Your sponsorship options include:

- Website Tile (24/7)
- Newsletter Banner (weekly)
- Listing in the Flora Global Cannabis Directory
- Custom Publication (weekly Spotlight)
- Membership in our Business Network (partnership with SBAM)
- Four20 Post LIVE
- Quarterly Webinar & Survey



SPONSORSHIPS

Community Partner

Website Tile
Newsletter Banner
Flora Cannabis Directory
Four20 Post LIVE
MC Business Network
Monthly Investment: 990

Industry Expert

Website Tile
Newsletter Banner
Flora Cannabis Directory
Four20 Post LIVE
Custom Publication
Four20 Spotlight
MC Business Network
Monthly Investment: 1,300

Enterprise Sponsor*

Website Tile
Newsletter Banner
Flora Cannabis Directory
Four20 Post LIVE
Custom Publication
Four20 Spotlight
MC Business Network
Quarterly Webinar
Quarterly Survey
Monthly Investment: 2,400

* Enterprise Program Requires Minimum 3-Month Investment

c. Four20 Media Group

Tourism, Hospitality, and Cannabis Products Platform

Are you a Cannabis company looking for better marketing?

Our b2c Marketplace program is an affordable way to get your message to consumers who are eager to know more about you.

Your sponsorship options include:

- Website Tile (24/7)
- Newsletter Banner (weekly)
- Listing in the Flora Cannabis Directory
- Custom Publication (weekly Spotlight)
- Membership in our Business Network (partnership with SBAM)
- Tile on Product Reviews Page and in Weekly Product Email
- Quarterly Webinar & Survey



SPONSORSHIPS

Community Partner

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- MC Business Network
- Product Review

Monthly Investment: 990

Industry Expert

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- Spotlight
- Four20 Post LIVE
- MC Business Network
- Product Review

Monthly Investment: 1,200

Enterprise Sponsor

- Website Tile
- Newsletter Banner
- Flora Cannabis Directory
- Spotlight
- Four20 Post LIVE
- Product Review
- MC Business Network
- Survey and Webinar

Monthly Investment: 1,900

* Enterprise Program Requires Minimum 3-Month Investment

c. Four20 Media Group



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 Four20 Post to your list every week

Newsletter includes your logo below the e-newsletter masthead

Includes option for message or article from you with a link to your website/landing page (additional cost, TBD). Articles that you contribute, in addition to appearing in the Four20 Post, will also be added to the Business of Marijuana section of MiTechNews (reaching another 4,000 readers)

Monthly Costs

Number of Contacts	Sponsor Rate	Non-Sponsor Rate
Up to 2,500	95	125
2,501 – 5,000	125	170
5,001 – 10,000	190	235
10,001 – 15,000	375	455
15,001 – 25,000	500	600



[JOIN OUR LINKEDIN GROUP](#)

4 MARCH 2021

The Michigan Marijuana Report
is brought to you by **SCOTT ROBERTS**
LAW

FEATURE

[Michigan Prepares To Harness Free Market To Boost Social Equity Cannabis Business Ownership](#)

The State of Michigan is on the verge of implementing the Solomonic solution for cannabis social equity that leverages the free market. Last month, the state's Marijuana Regulatory Agency proposed creating the Michigan Marijuana Market, "a crowdfunding platform..."

MICHIGAN AND THE GREAT LAKES REGION



[Michigan's Short's Brewing, Skymint Partner To Make Moscow Mule Gummies](#)



O N - D E M A N D M E D I A



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

On-Demand Video and Audio Podcast available on multiple platforms:





W E B I N A R S E R I E S

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 LIVE streaming video show, and access to the list of event attendees.





CONTACT

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