



# PROFESSIONAL MARIJUANA GROWER

## 2018 MEDIA KIT

*Professional Marijuana Grower* is published bi-monthly and offers an affordable way to reach licensed cultivation facilities, processors and dispensaries in states that have legalized cannabis cultivation. Total distribution is 10,000 copies per issue. Over 4,000 copies are mailed direct to licensed cultivation facilities, processors and dispensaries plus over 5,000 additional copies are distributed to dispensaries and marijuana retailers. A digital version of each issue is available for subscribers that prefer to read the magazine with an electronic device.

Editorial content is dedicated to helping professional growers cultivate cannabis more efficiently and profitably within greenhouses, indoor gardens and outdoor growing facilities. We support our advertisers by publishing their product releases & news items and encouraging them to submit potential articles & product features. Editorial based advertising packages are available to advertisers.

6170 Forest Hills Drive Dubuque IA 52002-9349  
**PHONE:** 563.557.7571 • **EMAIL:** [Sales@ProfessionalMarijuanaGrower.com](mailto:Sales@ProfessionalMarijuanaGrower.com)  
[www.ProfessionalMarijuanaGrower.com](http://www.ProfessionalMarijuanaGrower.com)

## COVER STORIES & FEATURE ARTICLES ON YOUR PRODUCTS

### NATIVE ADVERTISING PACKAGES

Native advertising is using well written articles to promote your company and products in a professional manner. One of your products, a product line or your company growing operation can be highlighted in a Professional Marijuana Grower feature article or cover story. The article will be approximately 1,200 words and will be researched and written by a Professional Marijuana Grower editor. The article will include photos (including photos on the front cover when applicable) and your company contact information so interested readers can easily contact you. The article will also be posted on the ProfessionalMarijuanaGrower.com home page.

### COVER STORY PACKAGE

A cover story package includes an article of approximately 1,200 words that includes photos in the article and on the front cover of Professional Marijuana Grower. Your company contact information will be included at the end of the article so readers can easily contact you. Price is \$1,395. Place a full page ad in the same issue for the discounted rate of only \$599.

### FEATURE ARTICLE PACKAGE

A feature story package includes an article of approximately 1,200 words that includes photos in the article along with your company contact information at the end of the article. Price is \$995. Place a full page ad in the same issue for the discounted rate of only \$599.

**For more information call 563.557.7571 or Email [Sales@ProfessionalMarijuanaGrower.com](mailto:Sales@ProfessionalMarijuanaGrower.com)**

### DISPLAY AND ADVERTISING RATES

*All rates are per issue and include 4-color.  
Special Positioning – Add 10% per issue*

|                          | <b>1 ISSUE</b> | <b>3 ISSUES</b> | <b>6 ISSUES</b> |
|--------------------------|----------------|-----------------|-----------------|
| Two Page Spread          | \$1,576        | \$1,340         | \$1,103         |
| Full Page                | \$876          | \$745           | \$614           |
| Half Page                | \$679          | \$577           | \$475           |
| Quarter Page             | \$472          | \$401           | \$330           |
| Eighth Page              | \$302          | \$257           | \$212           |
| Business Card            | \$95           | \$85            | \$75            |
| <b>Premium Positions</b> |                |                 |                 |
| Centerfold Spread        | \$1,665        | \$1,411         | \$1,158         |
| Inside Front Cover       | \$964          | \$819           | \$675           |
| Inside Back Cover        | \$920          | \$782           | \$644           |
| Back Cover               | \$1,095        | \$931           | \$767           |

### PROFESSIONALMARIJUANAGROWER.COM ADVERTISING RATES

Banner Ads and Video rates are per month. Company Profile and Online Buyers Guide Listing rates are annual.

|   | <b>1 MONTH</b> | <b>6 MONTHS</b> | <b>12 MONTHS</b> |
|---|----------------|-----------------|------------------|
| Standard Banner Ads   | \$60           | \$50            | \$40             |
| Enhanced Banner Ads   | \$80           | \$70            | \$60             |
| Videos Posted on  |                |                 |                  |
| Home Page   | \$59           | \$49            | \$39             |
| Videos Posted within  | N/A            | N/A             | \$59             |
| Individual Articles   |                |                 |                  |
| Display Ads within  | N/A            | N/A             | \$99             |
| Online Articles   |                |                 |                  |
| Online Buyers Guide   | N/A            | N/A             | \$99             |
| One category with a 50 word description, image & link to your website. Additional categories are only \$15 each   |                |                 |                  |
| Company Profiles  | N/A            | N/A             | \$99             |
| May be up to 750 words (subject to editing). You may also submit one image to be included with the profile. Each profile contains up to 2 live links to your website. |                |                 |                  |

### PROFESSIONALMARIJUANAGROWER.COM ARTWORK REQUIREMENTS

(All artwork or questions should be emailed to [Rnichols@ProfessionalMarijuanaGrower.com](mailto:Rnichols@ProfessionalMarijuanaGrower.com).)

### BANNER ADS

Should be no larger than 25K and submitted as .jpg or .tif files at 72 dpi. Animated banner ads are accepted. Include the website the banner should be linked to. Standard banners are 160 pixels w x 100 pixels h and Enhanced Banners are 468 pixels w x 60 pixels h.

### VIDEOS

Provide a link to an existing YouTube video.

### ONLINE BUYERS GUIDE

Images should be no larger than 25K and submitted as .jpg files at no more than 225 pixels w x 150 pixels h at 72 dpi. Include the website the listing should be linked to.

### DISPLAY ADS WITHIN ARTICLES

Advertisements placed within articles should be submitted as .jpg files or animated .gif files at no more than 335 pixels w and 400 pixels h at 72 dpi. Include the website the ad should be linked to.





## PROFESSIONAL MARIJUANA GROWER 2017 EDITORIAL CALENDAR & DEADLINES

| ISSUE                 | PRIMARY FEATURE ARTICLES  | EDITORIAL DEADLINE | AD & ARTWORK DEADLINE |
|-----------------------|---|--------------------|-----------------------|
| January/<br>February  | <p><b>Choosing the Correct Auto-Doser</b><br/>Compares auto-dosers capabilities from the recommended size of reservoir to the number of individual fertilizers or pH buffers. Also discusses the frequency in which adjustments are made.</p> <p><b>Cloning Techniques from Basic Methods to Machines</b><br/>Discusses cloning cannabis from simple methods like propagation trays and clone domes to more advanced methods like tissue culture and clone machines.</p>            | 11-14-17           | 12-4-17               |
| March/April           | <p><b>Light Deprivation Greenhouses &amp; Techniques</b><br/>Explains what light deprivation is and how it works and light deprivation techniques used by growers to achieve multiple harvests per outdoor growing season.</p> <p><b>Pathogen Control for Indoor and Outdoor Cannabis Gardens</b><br/>Examines common pathogens, how to identify them and how to treat them for both indoor and outdoor cannabis gardens. Includes both organic and chemical treatment options.</p> | 1-16-18            | 2-5-18                |
| May/June              | <p><b>Organic vs Conventional Nutrients</b><br/>Compares organic and chemical nutrients including the advantages and disadvantages of each.</p> <p><b>Pest Control for Indoor and Outdoor Cannabis Gardens</b><br/>Identifies common pests and how to treat them for both indoor and outdoor cannabis gardens. Discusses both organic and chemical treatment options.</p>   | 3-13-18            | 4-9-18                |
| July/August           | <p><b>Harvesting from Hand Trimmers to Fully Automated</b><br/>Reviews harvesting procedures and techniques and harvesting products from trim trays to hand trimmers to fully automated machinery.</p> <p><b>Identifying Common Nutrient Deficiencies</b><br/>Discusses common nutrient deficiencies, how to identify what deficiency is happening and how to correct each deficiency.</p>  | 5-15-18            | 6-4-18                |
| September/<br>October | <p><b>HID Bulb Comparison and How it Affects Cannabis Growth</b><br/>A closer look at HID bulb types with an emphasis on DE HPS and DE Ceramic MH.</p> <p><b>Marijuana Testing &amp; Analysis Techniques</b><br/>Discusses specific testing methods such as gas chromatography and mass spectrometry for safety (molds, pesticides, herbicides, residual solvents) and potency (THC, CBD, CBN) for cannabis.</p>  | 7-17-18            | 8-6-18                |
| November/<br>December | <p><b>Cannabis Garden Security</b><br/>Examines security products and techniques used by cannabis growers to keep their garden secure.</p> <p><b>Extracts vs Non-Solvent Extracts</b><br/>Compares extraction methods from BHO (butane honey oil) to non-solvent methods such as high pressure heat extractions or ice extractions.</p>   | 9-11-18            | 10-8-18               |





**DISPLAY AD MECHANICALS**

Publication trim size is 7.75" x 10.75"  
 Please include .125" all around for bleed ads

**DIGITAL ADVERTISING SUBMISSIONS**

All artwork should be composed to the specified size with photos sampled at no less than 300 dpi at scale, logos and bitmap artwork sampled at 600 dpi or higher at scale, with final ad artwork provided preferably as a high resolution Adobe Acrobat PDF (v1.3) document, or in InDesign for Macintosh\* on CD-Rom. All supporting files – fonts, scans, logos, etc. – along with a full size printout (color if applicable), must be included so we can be sure your ad prints correctly and the colors are as intended. Without the required artwork and proofs, we cannot guarantee the print quality of an ad. Please contact your account executive for more details.

Artwork files 10 megabytes or smaller can be emailed to Rnichols@ProfessionalMarijuanaGrower.com. Contact us at 563.557.7571 or Sales@ProfessionalMarijuanaGrower.com for instructions on submitting files larger than 10 megabytes to our FTP site.

\*Other formats may be acceptable – please call

**OFFSET PRINTING SPECIFICATIONS**

Including Four Color Process • Binding: Saddle Stitch  
 Trim Size: 7.75" x 10.75"

Electronic Artwork Only should be submitted. Any film submitted will be assessed a fee since it will need to be converted for use in electronic files. The print quality of these files cannot be guaranteed.

**ISSUANCE AND CLOSING DATES**

Issued 3 weeks after closing date of each magazine.

**BLEED ADVERTISEMENTS**

Add 15% to rate and .125" to publication trim size

| Ad Size                 | Width   | X | Height  |
|-------------------------|---------|---|---------|
| Back Cover              | 7"      | X | 10"     |
| Two Page Spread w/Bleed | 16-1/2" | X | 11-1/4" |
| Full Page with Bleed    | 8-1/4"  | X | 11-1/4" |
| Full Page               | 7"      | X | 10"     |
| Half Page Horizontal    | 7"      | X | 4 7/8"  |
| Half Page Vertical      | 3-3/8"  | X | 10"     |
| Quarter Page            | 3-3/8"  | X | 4-7/8"  |
| Eighth Page Horizontal  | 3-3/8"  | X | 2-3/8"  |
| Eighth Page Vertical    | 2-3/8"  | X | 3-3/8"  |
| Business Card           | 3-1/3"  | X | 1-5/8"  |

**MAILING INSTRUCTIONS – ALL ADVERTISERS**

All correspondence, contracts, insertion orders, and special instructions should be sent to:

**NICHOLS PUBLISHING COMPANY**

6170 Forest Hills Drive | Dubuque, IA 52002  
 PHONE: 563.557.7571 | FAX: 563.557.7641  
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