

## Are your customers looking for Releaf?

Give them access to the information they need, while increasing traffic to your business!

Every month Releaf Magazine reaches over 50,000 readers, while our daily news blog receives over 750,000 web hits! Here is your chance to deliver the fastest growing natural health magazine in the country to your customers!

## **Our Mission**

Releaf Magazine is composed of selection of ideas collected by cannabis advocates to inform and educate the community. Our monthly publications will inform those that seek an honest, credible, and reliable source of information on alternatives to contemporary pharmacology. Releaf magazine and its website will provide experiences and perspective on cannabis, while delivering other holistic options to support a healthy lifestyle.

### Who We Are:

We are the most credible source for cannabis news. Every one of our staff members are medical cannabis advocates with passion for the movement. You can trust that your advertisement will be carefully handled and placed to maximize your investment.

### Reasons to advertise with us:

- Our media imprint on the medical cannabis community
- Over 50,000 people view Releaf magazine monthy.
- Digitally we experience 750,000 page views and 100,000 unique visitors at Releaf.co per month.

## What we can do for you!

- Your advertising budget will stretch further. Our magazine is published monthly and our website is updated daily, readers will see your message.
- Everyday our readers are buying equipment and supplies to facilitate every aspect of cannabis culture. We wont just advertise anything we are demographic specific which yields the highest return rate for you and your business.
- Releaf Magazine is your community's natural guide to healing. Let Releaf show them what you have to offer.

## **Client Distribution**

### Platinum Distributor / \$100 Monthly Package

18 print copies of Releaf magazine per month.

Store logo (75x300 pixels), name, address and web address in our distributor directory, published each month in Releaf Magazine.

### Gold Distributor / \$75 Monthly Package

12 print copies of Releaf magazine per month.

Store name, address and website in our distributor directory, published each month in Releaf Magazine.

\$799 YEAR







# **Print Advertising Rates**

**Full Color Monthly Rates** 

	4 Issues	6 Issues	12 Issues
Business Card/ 1/8 Page	$$175$ $^{per}_{month}$	$$163$ $^{per}_{month}$	\$145 per month
1/4 Page	\$250 ""	\$235 ""	\$220
1/2 Page	\$500 ""	\$450 ""	\$425
2/3 Page	\$700 ""	\$656 ""	\$600
Full Page	\$900 ""	\$800 ""	\$700

### **Premium Placements Monthly Rates**

	4 Issues	6 Issues	12 Issues
Pages 5-20	$+15\% \frac{per}{month}$	+15% per month	+15% per
Jump Spread	\$1350 ""	\$1310 ""	\$1275
Inside Back Cover	\$1169 ""	\$1100 ""	\$1050 ""
<b>Inside Front Cover</b>	\$1500 ""	\$1400 ""	\$1300 ""
Back Cover	\$2000 ""	\$1850 ""	\$1750 ""

# **Client Supplied Catalogs**

Weight Price
Under 0.3-1.2 oz. \$2000
1.2 oz. + inquire

# Page Sizes

DOUBLE PAGE SPREAD

GREEN LINE Live Area 16.25 x 10.125 RED LINE Trim 16.75 x 10.625 BLUE LINE Bleed 17.25 x 11.125

No Copy or Product should go outside the GREEN LINE Background pictures or color must go past RED line

#### JUMP SPREAD

GREEN LINE Live Area 8.125 x 10.625

Trim 8.375 x 10.875

**BLUE LINE**Bleed 8.625 x 11.125

2.5" x 10.125" 1/3 page vertical

#### FULL PAGE BLEED 1/2 PAGEVERTICAL

GREEN LINE
Live Area
8.125 x 10.625

RED LINE
Trim 8.375 x 10.875

Bleed 8.625 x 11.125

3.81" x 10.125" 1/2 page vertical All Live Area

2/3 PAGE

#### FULL PAGE

7.75″ x 10.125″ All Live Area 5.174" x 10.125" 2/3 page VERTICAL ONLY All Live Area

### 1/2 PAGE HORIZONTAL 1/4 & 1/8 PAGE

7.75" x 5" 1/2 page horizontal All Live Area All Live Area

1/8 page

3.812" x 5"

1/4 page

All Live Area

Releaf.co 1.877.420.6676



# **Online Advertising**

**Electronic Publication Monthly Rates** 

	4 Issues	6 Issues	12 Issues
Digital Half Page	$\$400 \begin{array}{c} per \\ month \end{array}$	\$350 per month	$$300 \frac{per}{month}$
Digital Full Page	\$600 ""	\$550 ""	\$500 ""
Digital 2 Page Spread	\$1000 ""	\$800 ""	\$700 ""
Digital 4 Page Spread	\$1800 ""	\$1700 ""	\$1600 " "
Banners (250x200 pixels)	\$1000 ""	\$900 ""	\$800 ""
Towers (160x600 pixels)	\$1500 ""	\$1400 ""	\$1300 " "

Get your ad seen immediately at Releaf.co! Internet advertising is an easy and simple way to directly reach to your buyers. Perfect for introducing new product brand & awareness at a great price!

# **Web Advertising**

**Blog Space Monthly Rates** 

	4 Months	6 Months	12 Months
Top Banner (185x504 pixels)	$\$1000_{month}^{per}$	\$950 per month	$$900_{month}^{per}$
Blog Post Banner (185x504 pixels)	\$800 ""	\$700 ""	\$600 ""
Sidebar Large (185x504 pixels)	\$525 ""	\$500 ""	\$475 ""
Sidebar Small (185x75 pixels)	\$300 ""	\$280 ""	\$265 ""

## **Inserts**

<b>Insert Rates</b>		per month
Cardstock Insert Sm	4 (w) x 6 (h)	\$1200
Cardstock Insert Lg	2.625 (w) x 8.375 (h)	\$1800
Poster (Center Spread)	11.25(w) x 17.25(h)	\$2750

## FILE REQUIREMENTS

Print: 300 DPI, CMYK. Digital: 72 DPI, RGB

Accepted file formats: Jpeg or PDF

Email: Thomas@Releaf.co for all questions.

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### MERCHANT VENDOR

Want to expand your business? Releaf is a fully registered merchant vender!

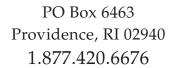
Contact: Drew@Releaf.co for details & information.



# PUBLICATION SCHEDULE

Ad Due	<b>Print Date</b>
Dec 10	January
Jan 10	February
Feb 10	March
Mar 10	April
April 10	May
May 10	June
June 10	July
July 10	August
Aug 10	September
Sept 10	October
Oct 10	November
Nov 10	December

All advertisment placements subject to availablity. Rates, based on USD, effective with Jaunary 2012 Releaf volume. All rates are gross, before agency commission. Reflected rates and advertising transactions are subject to the Releaf Magazine LLC Copy & Contract regulations.





## ADVERTISING CONTRACT

Client:	Billing:		
Contact:	C		
Address:			
City/State/Zip:			
Phone:	Phone:		
Fax:	Fax:		
Email:	Email:		
Bill: Advertiser:	Agency:		
Fill in information for each issue in which	you wish to reserve space.		
Issue(s) Ad Size	Special Position/Notes	Rate	Net
Agreed: All terms & conditions as this contract are of this contract must be on file with Releaf Magazin cancelled after the ad close date.			
Print Name:			
Signature:			
Date:			ACCOUNT#
Sales Person:	Date:		