

NCIA'S

# 2020 DIGITAL MARKETING SPONSORSHIP:

## Growing *Your* Business and *Our* Industry



- 
- ▶ Elevate your cannabis brand while advancing the industry we are building together.
- 



ADVOCACY.

EDUCATION.

COMMUNITY.

# WEBSITE SPONSORSHIP

NCIA's website was rebuilt in 2018 and has seen significant growth over the last two years, nearly reaching 1 million page views in 2019. Our website is an invaluable resource for our members as well as anyone looking for information on the cannabis industry.

**2019 Pageviews**

**946,089**

**Monthly Pageviews**

**79,000**

## Top Locations

State	City	Metro
1. California	1. Ashburn	1. Los Angeles, CA
2. Virginia	2. Los Angeles	2. Washington D.C. (Hagerstown, MD)
3. New York	3. New York	3. New York, NY
4. Illinois	4. Chicago	4. San Francisco-Oakland-San Jose, CA
5. Texas	5. (not set)	5. Chicago, IL
6. Colorado	6. Denver	6. Denver, CO
7. Florida	7. Washington D.C.	7. Portland, OR
8. Oregon	8. San Francisco	8. (not set)
9. Michigan	9. Boardman	9. Boston MA-Manchester, NH
10. Massachusetts	10. Dallas	10. Dallas-Ft. Worth, TX

## BANNER ADS ON BLOGS


- Popular Pages/Blogs (1k+ Page Views/mo) - \$1,000/month
- Member Blogs
  - <1k PVs/month - \$500/month
  - <500 PVs/month - \$250/month



# Homepage Banner #1 - \$4,000/MONTH



- 728x90
- Displays throughout all website pages

## DESKTOP



### Advocating for the Responsible Cannabis Industry






Representing nearly 2,000 member-businesses and tens-of-thousands of cannabis professionals, NCIA is leading the charge to protect the legal cannabis industry, defend our state laws, and advance federal policy reforms. Successful businesses are joining NCIA every day to become stronger, smarter, and more prosperous by working together to end prohibition and expand opportunities within the legal cannabis industry.



**NEW DATES**  
SEPT 29 - OCT 1, 2020  
SAN FRANCISCO, CA

[REGISTER](#)

**FOLLOW NCIA**

-  Newsletter
-  Facebook
-  Twitter
-  LinkedIn
-  Instagram

## MOBILE



### Advocating for the Responsible Cannabis Industry

Representing nearly 2,000 member-businesses and tens-of-thousands of cannabis professionals, NCIA is leading the charge to protect the legal cannabis industry, defend our state laws, and advance federal policy reforms. Successful businesses are joining NCIA every day to become stronger, smarter, and more prosperous by working together to end prohibition and expand opportunities within the legal cannabis industry.




**NEW DATES**  
SEPT 29 - OCT 1, 2020  
SAN FRANCISCO, CA


[REGISTER](#)


# Homepage Banner #2 - \$2,800/MONTH


- 300x250
- Displays throughout all website pages

## MOBILE

 **Advocacy** →

 **Education** →


 **Community** →




**NEW DATES**  
SEPT 29 - OCT 1, 2020  
SAN FRANCISCO, CA

[REGISTER](#)


## DESKTOP




**ADVOCACY / COMMUNITY**  
**How To Stay Politically Engaged in the Age of COVID-19**







**COMMUNITY / EDUCATION**  
**Committee Blog: Clean Workplace Environments**



**COMMUNITY / EDUCATION**  
**Member Blog: Protecting Your Cannabis Dispensary During The**

 **Education** →

 **Community** →

**NCIA'S EDUCATIONAL WEBINARS**  
In the Weeds: Cannabis Advocacy from the Statehouse to Capitol Hill  
Tuesday, March 31  
1PM MT  
**FEATURED SPEAKERS:**  
    
D. Michael Blum, Jr. | Matthew | Zander Miller  
Hudson Consulting LLP | Policy, Government | Policy, Government | Policy, Government



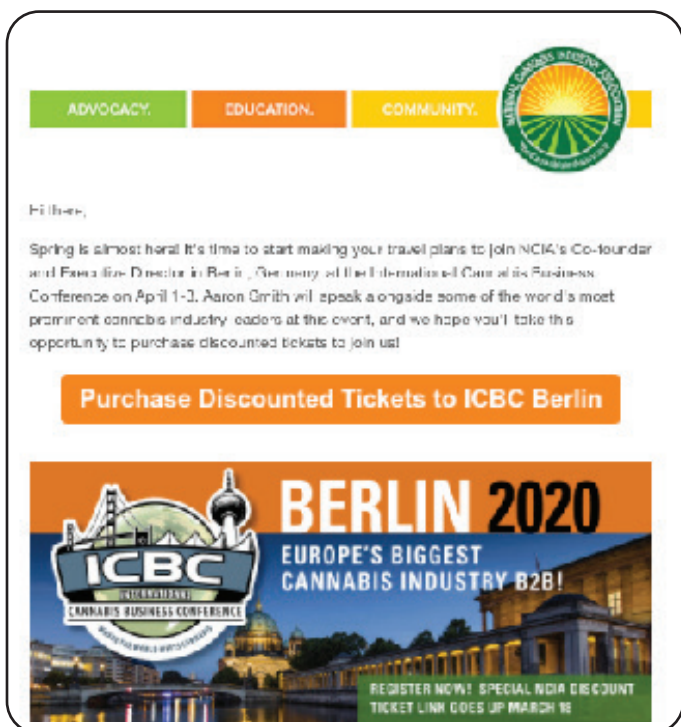
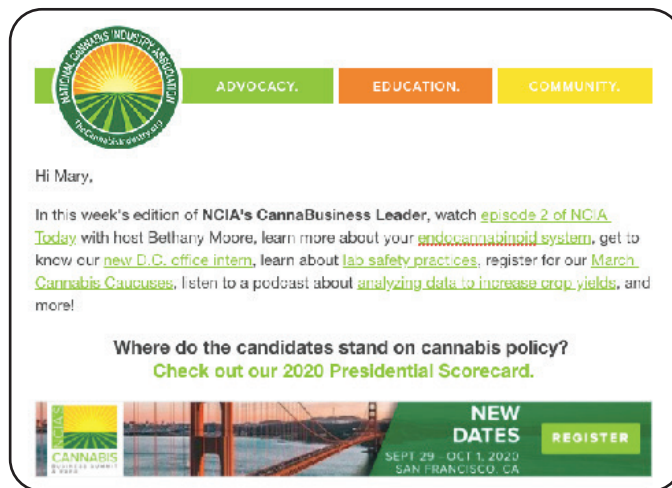
# NEWSLETTER SPONSORSHIP

NCIA's weekly newsletter the CannaBusiness Leader goes out weekly on Wednesdays to 30,000+ subscribers who are interested in getting the most up-to-date news on federal policy, industry trends, and NCIA news.

Weekly Deliveries	Open Rate	Click Through	Clicks Per Email
31,948	22.6%	1.65	468

## CANNABUSINESS LEADER TITLE SPONSOR - \$3,000/MONTH

- Banner included in the intro section of NCIA's weekly newsletter
- Link to sponsor's website
- Weekly Distribution (4 editions)
- Logo + 280 character blurb at footer of each newsletter



## DEDICATED EMAIL - \$8,000/EMAIL

- Sponsor provides content
- NCIA must provide final approval
- Max of 2 available per month

## EMAIL SHOUT OUTS

### Blurb + Image - \$2,500/email

- 280 characters + image
- Can link to your website
- Discounts available for longer commitments

### Image Only - \$1,500/email

- No text, but image linked to website
- Discounts available for longer commitments



# NCIA TODAY SPONSORSHIP

NCIA Today is our monthly video newsletter series published on the last Friday of every month. Each episode recaps the past month inside of NCIA and the industry while keeping our members informed about the impact their membership is having on the ground day-to-day in Washington D.C.

## First Two Episodes

- 5,000 Minutes Consumed (FB, IGTV)
- 57,200 Estimated Reach (FB, IG)
- 100+ Engagement Per Post

## TITLE SPONSOR - \$4,000/EPISODE

- Logo/Image inclusion in episode intro
- On-air thank you from show host
- Company name included in the show description
- Company Name/Profile linked in social posts (where applicable)

# NCIA Today



[Click here for March 2020's NCIA Today episode](#)

## SEGMENT SPONSOR - \$1,000/EPISODE

- Logo/image exposure on segment title card
- Segment title card included in social distribution
- Company name included in show description

## SPONSORED AD - \$1,500/PER 30 SEC SPOT

- 30-second ad placement inside show
- Sponsor must provide high-quality video advertisement\*
  - \*Can be purchase separately as one of our Creative Services products
- Will run inside of episode in perpetuity on NCIA Youtube





# SOCIAL MEDIA SPONSORSHIP

Stats as of  
3/22/2020



**60K+**  
TWITTER  
FOLLOWERS



**43K+**  
FACEBOOK  
FOLLOWERS  
**40K+** LIKES



**52K+**  
INSTAGRAM  
FOLLOWERS



**27K+**  
LINKEDIN  
FOLLOWERS

## 6 Month Growth

NCIA Platform	September 2019	March 2020	Growth
Twitter	55,194	60,276	9.2%
Instagram	38,879	51,696	33%
Facebook	41,968	42,952	2.3%
LinkedIn	13,418	27,211	103%

## Total 6 Month Reach (Sept 2019 - March 2020)

### Group Activity Overview

Impressions

**9,308,125**

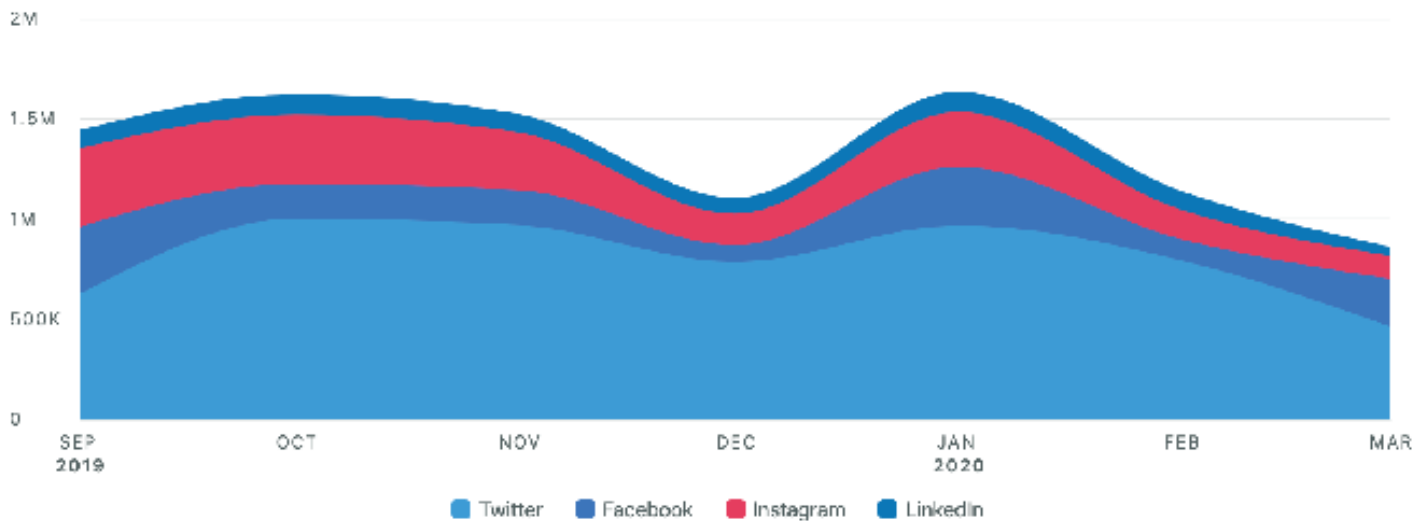
Engagements

**254,485**

Link Clicks

**31,108**

### Impressions Per Month



## INSTAGRAM STORY SHOUT OUT - \$200/POST

- Sponsor provided image + call to action included in NCIA story for 24 hours
- Member company profile can be tagged
- \*Extra company profiles can be tagged for additional \$100
- \*Sponsored Linked “Swipe Up” CTA Available for additional \$150

## IG STORY TAKEOVER - \$1,500 DAY

- Exclusive access to post up to 24 story posts over the course of 12 hrs
  - Posts to last in IG story for full 24 hours
  - Up to 3 posts with “Swipe Up” CTA built-in.
  - Unlimited tagging of other company profiles
  - Sponsor will be responsible for developing copy & images.
- \*All posts will need to be submitted to NCIA Social Media Manager for posting.

## MONTHLY SOCIAL MEDIA CAMPAIGN - \$2,500/MONTH

- Includes Facebook, Instagram, Twitter & LinkedIn
- Six posts total per week (24 per month), across all platforms
- Includes one-hour consultation with NCIA Social Media Manager to establish campaign direction, narrative and needs
- Sponsor will be responsible for developing copy & images.

## SPONSORED SOCIAL POST - \$250 + \$500 AD SPEND (TWITTER)

- Allows for a single post to maintain a presence on NCIA network for 7, 15, or 30-days through boosted advertising spend
- Includes 30-minute consultation with NCIA Social Media Manager to develop customized strategy
- Sponsor will be responsible for developing copy & images.

## SPONSORED SOCIAL POST - \$350 + \$500 AD SPEND (FACEBOOK, INSTAGRAM, LINKEDIN)

- Choose one social platform
- Allows for a single post to maintain a presence on NCIA network for 7, 15, or 30-days through boosted advertising spend
- Includes 30-minute consultation with NCIA Social Media Manager to develop customized strategy
- Sponsor will be responsible for developing copy & images.



# PODCAST SPONSORSHIP

NCIA's Cannabis Industry Voice, hosted by our Communications Manager Bethany Moore was initially launched in November 2016 as a way to highlight the outstanding work our members from across the country are doing to pioneer and innovate in a rapidly evolving and previously unexplored landscape.

**CANNABIS INDUSTRY VOICE** presented by:  

**15K+** DOWNLOADS PER MONTH **93%** COMPLETION RATE

**Top 50 Podcasts for U.S. Business News on Apple Podcasts**

## 30-SECOND ADVERTISEMENT - \$3,000/MONTH

- Professionally produced radio/podcast ad from CannabisRadio
- Ad to air on NCIA's Cannabis Industry Voice
- Ad to air on all CannabisRadio podcasts
- Minimum commitment of 3 months

# SPONSORED WEBINARS

## NCIA'S #IndustryEssentials WEBINARS

NCIA's #IndustryEssential Webinars are brought to you by the insight and expertise of NCIA members from all industry sectors, NCIA staff, as well as regulatory and legal experts, including elected officials. We offer four types of webinar sponsorships that range in value based on who is curating the content and the potential reach. Our Business Development team is standing by to answer any questions you might have and make sure you get set up with the right package.

### PRESENTING SPONSORSHIP - \$1,500

- Sponsor any relevant weekly webinar
- Company name & logo included in pre-event marketing
- Company name/logo included in webinar presentation
- On-air shout out from webinar host
- Includes a customized live poll question during webinar
- Exposure on *Connect powered by NCIA* event conversation
- Logo included in post-event email to attendees
- Receive list of opt-in attendee contact info

### COMMITTEE WEBINAR - \$2,200

- Sponsor any committee produced webinar
- Company name & logo included in pre-event marketing
- Company name/logo included in webinar presentation
- On-air shout out from webinar host
- Includes a customized live poll question during webinar
- Exposure on *Connect powered by NCIA* event conversation
- Logo included in post-event email to attendees
- Receive list of opt-in attendee contact info
- Promotion through committee's network
- Promotion on committee page on website
- Brand exposure to committee panelists
- Dedicated email blast to registered attendee list





## SPONSORED CONTENT WEBINAR - \$3,000

- Present your own 45 min webinar
- Content must be approved by NCIA team
- Company name & logo included in pre-event marketing
- Company name/logo included in webinar presentation
- Pinned top comment w/ sponsor link on FB Live Simulcast
- Access to registered attendee list post-webinar

## POLICY COUNCIL WHITE PAPER ROLL OUT WEBINAR - \$5,000

- Sponsor the roll-out webinar focused on the latest NCIA Policy Council white paper
- Company name & logo included in pre-event marketing
- Company name/logo included in webinar presentation
- On-air shout out from webinar host
- Pinned top comment w/ sponsor link on FB Live Simulcast

## CREATIVE SERVICES



## SOCIAL MEDIA/DIGITAL MARKETING CONSULTING - \$150/HOUR

- Exclusive consulting/strategy session with an NCIA's digital marketing experts
- Talk strategy & tactics
- Ask any social media related questions you might have

## BRANDED MOTION TEXT VIDEO - \$4,000

- 60-second professionally produced "NowThis" style video using sponsor provided imagery with text narration laid over the top.
- Cover up to three unique talking points
- 30-minute strategy session
- Posted on one social platform of your choosing
- Cross-posted and hosted on branded IGTV Channel



## MEMBER SPOTLIGHT VIDEO + BLOG - \$4,000

- 3-5 min professionally produced video
- Shot on-location
- Behind the scenes look at your business and your staff.
- 60-minute strategy session w/ NCIA's marketing team
- Posted on one social platform of your choosing
- Cross-posted and hosted on branded IGTV channel



## 60-SECOND SOCIAL BRAND VIDEO - \$3,200

- 60-second professionally produced video for your brand
- 30-minute strategy session w/ NCIA's marketing team

## 30-SECOND SOCIAL BRAND VIDEO - \$2,800

- 30-second professionally produced video for your brand
- 30-minute strategy session w/ NCIA's marketing team

## SPONSORED BLOG - \$350

- We'll write a blog for your company about a relevant topic of your choosing
- Posted to Industry Insights blog
- Pinned to the "Featured News" section of the homepage for 72 hours
- Boosted social post

