



EMERALD
S C I E N T I F I C

2024 MEDIA GUIDE



Advertising Terms and Conditions

Ad Content and Deliverables

- Once an Advertising Package is selected a meeting will be scheduled between Emerald Scientific and Advertiser to review all ad product deliverables, specifications, and due dates
- Following the meeting a Summary Document will all details will be provided to Advertiser
- The Advertiser is responsible for providing all ad product deliverables to Emerald Scientific by the Due Date(s) in the Summary Document
- Late ad product deliverables may result in the ad product being rescheduled or canceled
- All documents/files must be hosted by Emerald Scientific
- All links in all advertising must point to products or content on the Emerald Scientific website(s)
- Any contact information must be Emerald Scientific contact information only
- Positioning of advertisements is at the sole discretion of Emerald Scientific, except where a position has been specified in the Summary Document

Invoicing and Payments

- Invoices will be sent following the initial planning meeting and verbal agreement on the Advertising Package selection
- All payments are due within thirty (30) days of the Invoice Date
- If Advertiser fails to make timely payment, all related ad products will be pulled until payment is received and the contracted ad slot may be given to another Advertiser

Additional Terms and Conditions

- Emerald Scientific assumes no liability for any errors or omissions in advertisements
- The Advertiser is responsible for the content of their advertisement
- Emerald Scientific is not liable for any delays in the production or delivery of the product due to any conditions beyond Emerald Scientific's control

Questions?

Please contact:

Jules Sinclair
jules@emeraldscientific.com
877.567.3598 x706 (Office)
805.471.7100 (Mobile)

EmeraldScientific.com



Brand & Product Promotion

Customized Brand Landing Page

\$8950

Give your company top visibility and direct shoppers to your brand and products!

- Dedicated link to your landing page on the EmeraldScientific.com main navigation bar
- Highlight top products, promotions, app notes, and more
- Your choice of hero image, intro paragraph, and up to 6 feature documents*
- A signature URL with your Brand or company name
- One landing page update per quarter
- 12-month duration

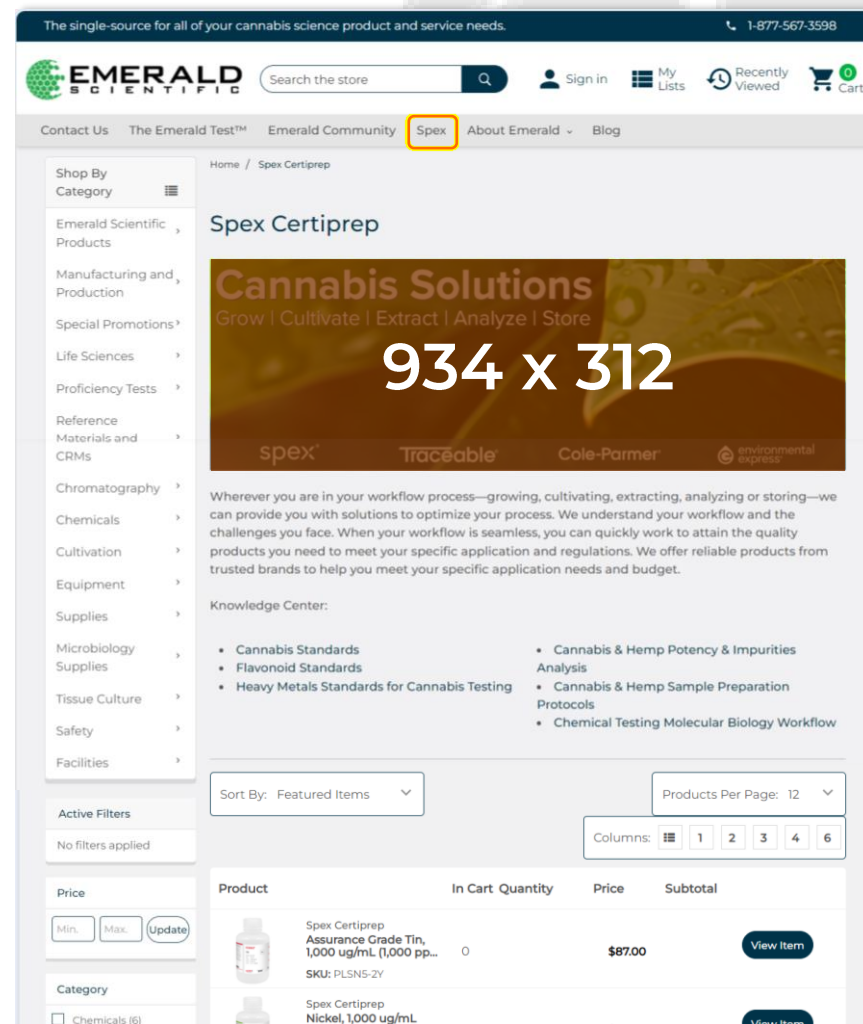
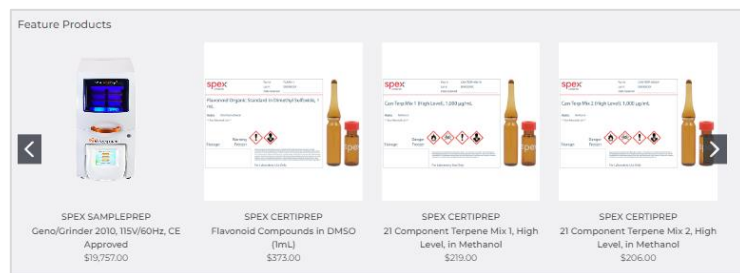
Featured Product Slider

Highlight specific products on your brand page!

Simply provide a list of the product names as they appear on the Emerald Scientific website, and we do the rest!

Options:

- 4 Products
 - 4 Additional Products
- Included
Additional \$600



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Home Page Carousel Ad

Get immediate brand visibility with front and center ad placement that links directly to your product(s) on the Emerald Scientific store!

Ads run from the 1st through the last day of the month. If the 1st or last day of the month falls on a weekend the ad will be posted/removed the next business day.

1- Month Ad Duration

\$1,000

- Carousel image and link provided by Advertiser and approved by Emerald Scientific.
- Carousel ad placement in position 2 – 5, based on availability.

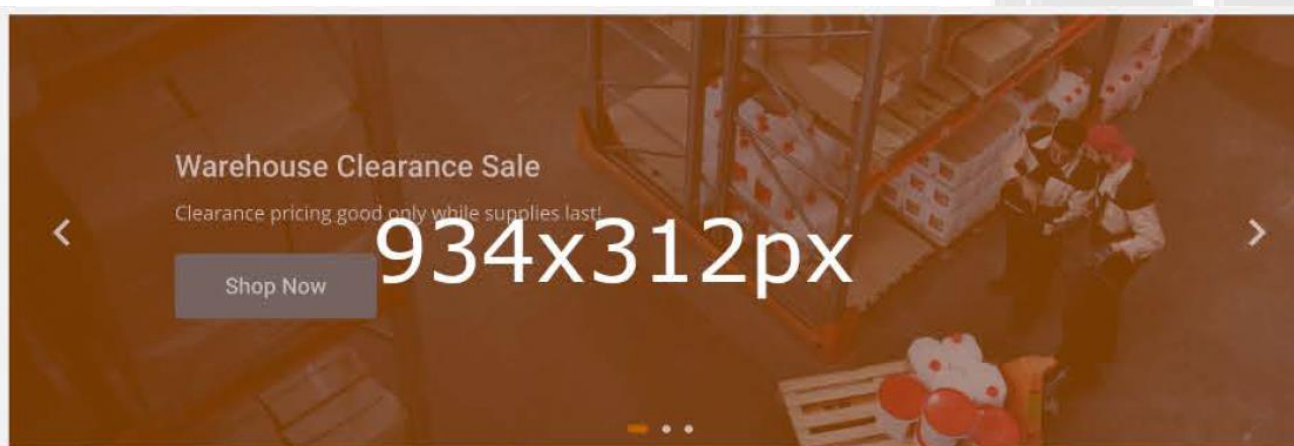
Boost your ad's visibility and engagement: Get your ad noticed with prime ad placement in position #1 on the home page Carousel, based on availability. **Additional \$550**

3-Month Ad Duration

\$2,400

- Carousel images and links provided by Advertiser and approved by Emerald Scientific.
- The ad can be changed for the beginning of months 2 and 3.
- Choice of carousel ad placement in position 2 – 5, based on availability.

Boost your ad's visibility and engagement: Get your ad noticed with prime ad placement in position #1 on the home page Carousel, based on availability. **Additional \$1,320**



Home Page Brand Promotion Banner Ads

Home Highlight Ad

Located directly under the Carousel on the home page.
 Total of 3 slots available per month.

1-Month Duration

- 1 Ad: Choice of Left, Center, or Right based on availability \$850
- 2 Ads: Choice of 2 slots, based on availability \$900
- 3 Ads: All 3 slots! \$950

3-Month Duration

- 1 Ad: Choice of Left, Center, or Right based on availability \$2040
- 2 Ads: Choice of 2 slots, based on availability \$2160
- 3 Ads: All 3 slots! \$2280



Home Sidebar Ad

Located on the left side of the home page, stacked under the navigation.
 Up to 3 available slots available per month.

1-Month Duration

- 1 Ad: choice of Top, Center, or Bottom based on availability \$775
- 2 Ads: Choice of 2 slots, based on availability \$825
- 3 Ads: All 3 slots! \$875

3-Month Duration

- 1 Ad: choice of Top, Center, or Bottom based on availability \$1860
- 2 Ads: Choice of 2 slots, based on availability \$1980
- 3 Ads: All 3 slots! \$2100



Home Page Standalone Banner Ad

Individual Banner ad with your featured product, product line, or brand message.

- Banner ad image and link to be provided by Advertiser and approved by Emerald Scientific.
- Two highly visible placement options to choose from (based on availability):
 - Between “Featured Products” and “Current Top Sellers” sections
 - Above or below the “New Products” section
- Ads run from the 1st through the last day of the month
- Direct link to your products in the Emerald Scientific store, your Brand landing page, or URL of choice*

Options:

- 1-month: \$1,120
- 3-month duration: \$2,690
For 3-month bookings, the banner ad may be changed for the beginning of months 2 and 3



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Product Category Page Banner Ad

\$3,350

Individual Banner ad on the Category page of your choice (*subject to availability*) with your featured product, product line, or brand message.

- 3-month duration
- Ads run from the 1st through the last day of the month
- Ad may be changed for the beginning of months 2 and 3
- Category feature in top tier position on the page
- Banner ad image and a link provided by Advertiser and approved by Emerald Scientific

Choose up to 2 additional Category Pages to post your banner!

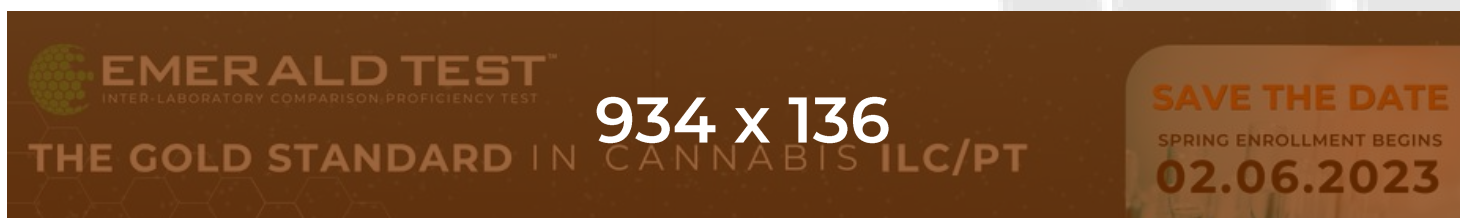
\$1,250

Global Banner Ad

\$1,050

Individual Banner ad displayed above the footer on EVERY page of the Emerald Scientific website!

- 1-month duration
- Feature your choice of product, product line, or brand message
- Ads run from the 1st through the last day of the month
- Banner ad image and link provided by Advertiser and approved by Emerald Scientific



Social Media Post

\$550

We will share your content on our social media pages.

- One-time post
- Social post image and link* provided by Advertiser and approved by Emerald Scientific

Options:

- 2 posts: \$800
- 4 posts: \$1,500

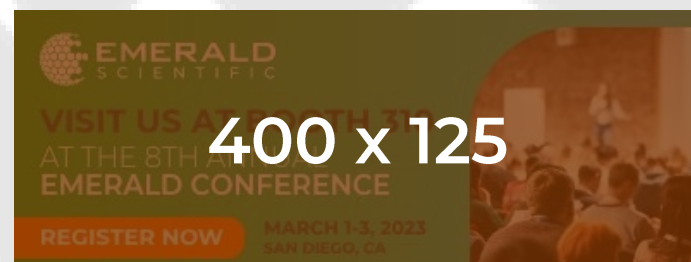


Email Signature Banner Ad

\$1,500

Only ONE email signature banner will be available each month! Included in our Technical Sales Representatives' email signature footer.

- 1-month duration
- Ad runs from the 1st through the last day of the month
- Images and links* to be provided by Advertiser and approved by Emerald Scientific



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Enhanced Product Listing

Contact for Pricing

Take your products from basic to ... with enhancements to your product listing!

Basic Listing:

- Name, SKU, price, shipping details
- 2 images
- Basic description, no links

Enhanced options include:

- Expanded Product Listing
- Additional images (up to 6)
- Link to related products*
- Link to product flyer/additional information *
- Embedded Video *

To discuss details and explore options, please contact:

Jules Sinclair

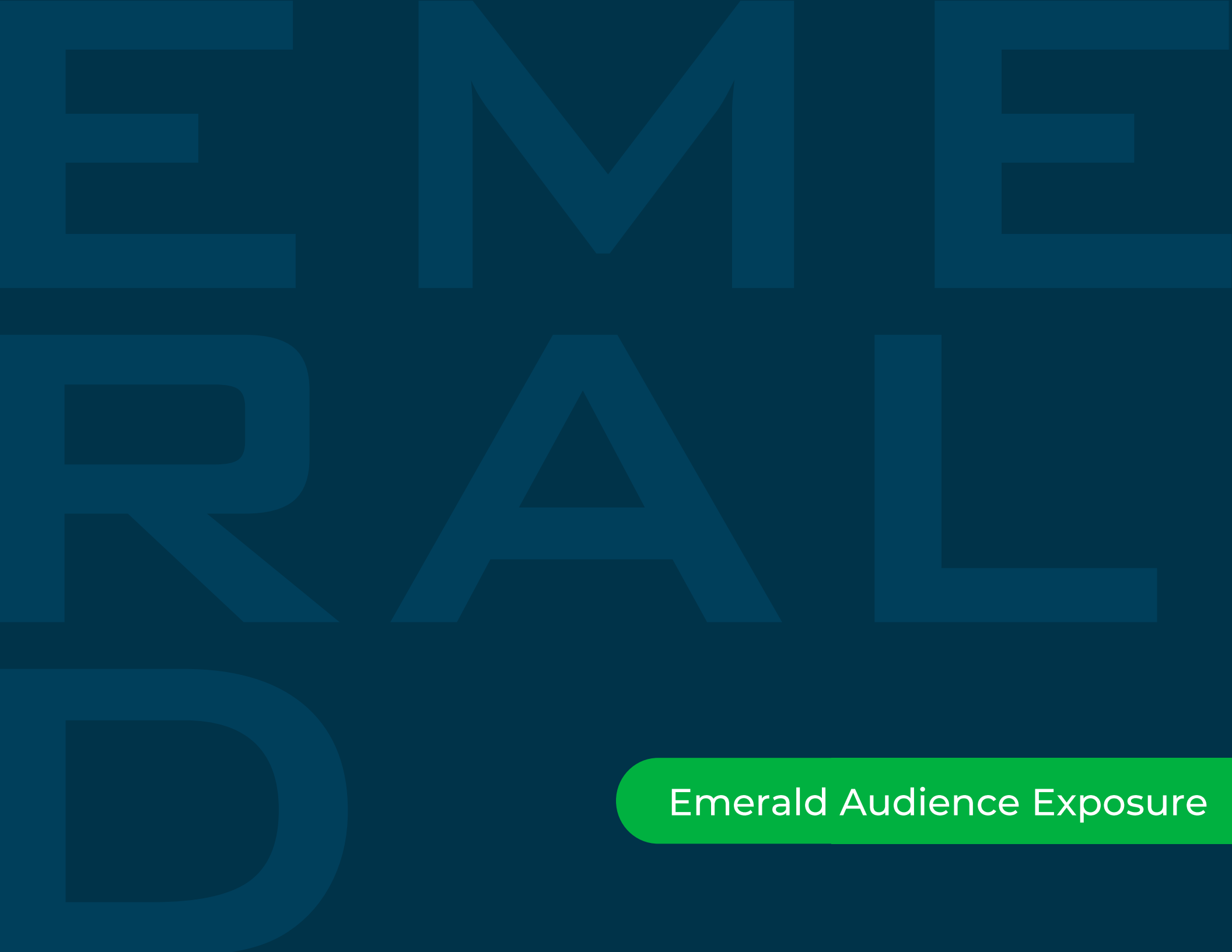
jules@emeraldscientific.com

877.567.3598 x 706 (Office)

805.471.7100 (Mobile)

Product Listing Examples:

- Basic Product Listing
- Expanded product listing with extra images
- Expanded product listing with extra images, link to related product, and link to product brochure
- Expanded product listing with embedded video



Emerald Audience Exposure

30-Minute Hosted Webinar

Demonstrate your team's industry knowledge to the Emerald Scientific audience!

A member of the Emerald Scientific Leadership Team will host the Presenter from Advertiser's team.

- Content must be educational/scientific based, offering benefit to the audience. Please avoid any infomercial-style presentations.
- Two promotional "Register Now!" emails sent to over 7,000 audience members in the 2-week period prior to the webinar
- Homepage Banner Ad with link to registration on Emerald Scientific Home Page and your Brand Page
- Promotional posts on Emerald Scientific's social
- Media platforms
- Recorded webinar posted on the Emerald Community website
- Trial-run webinar with host, presenter, and the Emerald Scientific event planner
- 20 – 23 minute webinar presentation followed by 7 – 10 minute audience Q&A
- Next day, post-webinar follow-up email to 8,000+ audience members, including new registrants, with a link to the webinar recording on the Emerald Community website
- The Emerald Scientific Technical Sales Team reaches out to follow up with all Registrants*
- Email hero image, social post image, and homepage banner ad image to be provided by Advertiser and approved by Emerald Scientific

Options

- | | |
|----------------------|---------|
| ▪ Individual webinar | \$3900 |
| ▪ 3 webinars | \$9,360 |

Add a Featured Product Slider

Add a slider with products relevant to the webinar content on your Brand page for 2 weeks following the webinar.

- | | |
|--------------|---------|
| ▪ 4 Products | \$800 |
| ▪ 8 Products | \$1,600 |

**Due to GDPR and Privacy Policy regulations, Emerald Scientific does not share Registrant information.*

Custom Branded Email Blast

Land your content in the inboxes of key industry decision makers and buyers.

This audience is a custom-built and grown list comprised of cannabis and hemp professionals from across North America and around the world.

- Email blast customized with your Brand, your choice of copy, and your specified product promotions
- Be sure to include promotional content, special offers, and/or customer incentives
- Showcase up to three products, or focus on just one
- Choice of date and send *time (based on availability)*; schedule ahead to get the perfect calendar date for your company
- Content, images, and links to be provided by Advertiser and approved by Emerald Scientific

Options

- | | |
|--------------------|---------|
| ▪ Individual email | \$2,800 |
| ▪ 3 emails | \$6,720 |





Advertising Package Opportunities*

The Basic Emerald Advertising Package

\$2,860 (\$3,575 value)

- Custom Branded Email Blast (\$2,800 value)
- 1-Month Home Side Bar Ad (single ad, choice of position) (\$775 value)

The Emerald e-Advertising Package

\$4,640 (\$5,800 value)

- Custom Branded Email Blast (\$2,800 value)
- Email Signature Banner Ad (\$1,500 value)
- 4 x Social Posts (\$1,500 value)

The Starter Emerald Advertising Package

\$6,375 (\$7,970 value)

- 30-Minute Hosted Webinar (\$3,900 value)
- 3-Month Homepage Carousel Ad (Position 2-5) (\$2,400 value)
- 1-Month Homepage Standalone Banner (\$1,120 value)
- 1 x Social Post (\$550 value)

The Full Emerald Advertising Package

\$8,840 (\$11,050 value)

- 30-Minute Hosted Webinar (\$3,900 value)
- 3-Month Homepage Carousel Ad (Position 2-5) (\$2,400 value)
- 3-Month Product Category Banner Ad (\$3,350 value)
- 1 Home Highlight Ad (\$850 value)
- 1 x Social Post (\$550 value)

The Complete Emerald Advertising Package

\$19,485 (\$24,360 Value)

- Designated Landing Page (\$8,950 value)
- 30-Minute Hosted Webinar with Product Slider (4 products) (\$4,700 value)
- 3-Month Homepage Carousel Ad (Position 2-5) (\$2,400 value)
- 3-Month Product Category Banner Ad (\$3,350 value)
- 3-Month Home Side Bar Ad choice of position (\$1,860 value)
- Email Signature Banner Ad (\$1,500 value)
- Global Banner Ad (\$1,050 value)
- Social Post (\$550 value)

Custom Advertising
Packages are Available!

Please contact:

Jules Sinclair

jules@emeraldscientific.com

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805.471.7100 (Mobile)

EmeraldScientific.com

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Advertising Deliverable Specifications

Asset Name	File types	Width	Height	Resolution
Home Page Carousel Ad	JPG, PNG, GIF	934	312	75
Home Page Standalone Banner	JPG, PNG, GIF	934	136	75
Home Page Highlight Ad <i>(under carousel)</i>	JPG, PNG, GIF	300	162	75
Home Page Sidebar Ad <i>(under navigation)</i>	JPG, PNG, GIF	220	371	75
Custom Brand Page Hero image	JPG, PNG, GIF	934	312	75
Category Page & Global Ad Banners	JPG, PNG, GIF	934	136	75
Email Hero image	JPG, PNG, GIF	800	300	75
Social image	JPG, PNG, GIF	1150	600	75
Email Signature Banner	JPG, PNG	400	125	75
Blog Post image	JPG, PNG	1200	800	75

Questions?

Please contact:
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EmeraldScientific.com