



EMERALD
S C I E N T I F I C

**2021 MEDIA &
MARKETING GUIDE**

STOREFRONT DIGITAL ADVERTISING AND BRAND PROMOTION

Homepage Carousel Banner Ad

\$800 - \$2,925

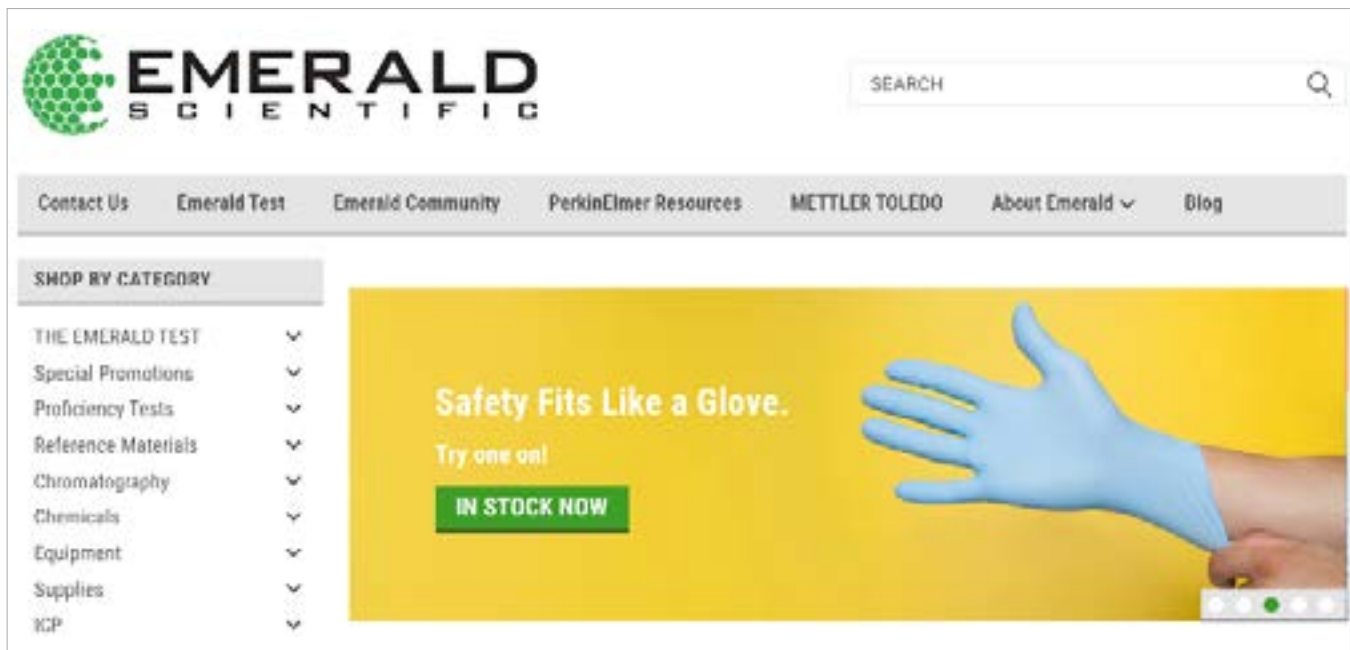
Get immediate brand visibility with front and center ad placement that links directly to your product(s) on the Emerald Scientific store!

1-Month Ad Duration

- Banner ad provided by Vendor and approved by Emerald Scientific. Carousel ad placement in position 2 – 5, based on availability. **\$800**
- Boost your ad's visibility and engagement: Get your ad noticed with prime ad placement in position #1 on the homepage Ad Carousel, based on availability. **Additional \$500**

3-Month Ad Duration

- Banner ad provided by Vendor and approved by Emerald Scientific. The ad can be changed up to 2x during duration. Choice of carousel ad placement in position 2 – 5, based on availability. **\$1,800**
- Boost your ad's visibility and engagement: Get your ad noticed with prime ad placement in position #1 on the homepage Ad Carousel, based on availability. **Additional \$1,125**

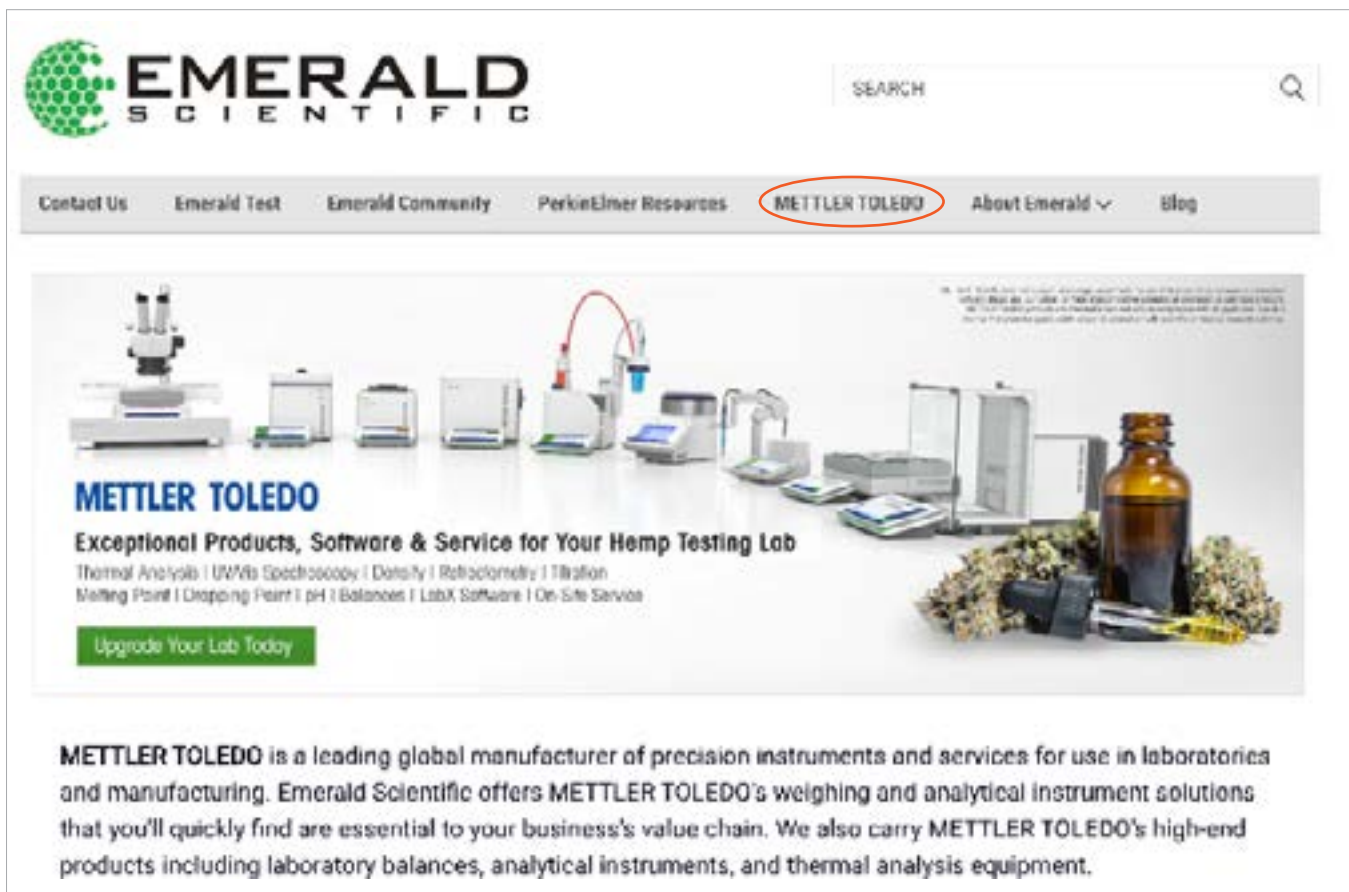


Designated Branded Landing Page

\$8,000

Give your company top visibility and direct shopper access 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, content, and products in the Emerald Scientific store
- A signature URL with your Brand or company name
- One landing page update per quarter
- 12-month duration



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METTLER TOLEDO
Exceptional Products, Software & Service for Your Hemp Testing Lab
Thermal Analysis | UV/Vis Spectroscopy | Density | Refractometry | Titration
Melting Point | Dropping Point | pH | Balances | LabX Software | On-Site Service

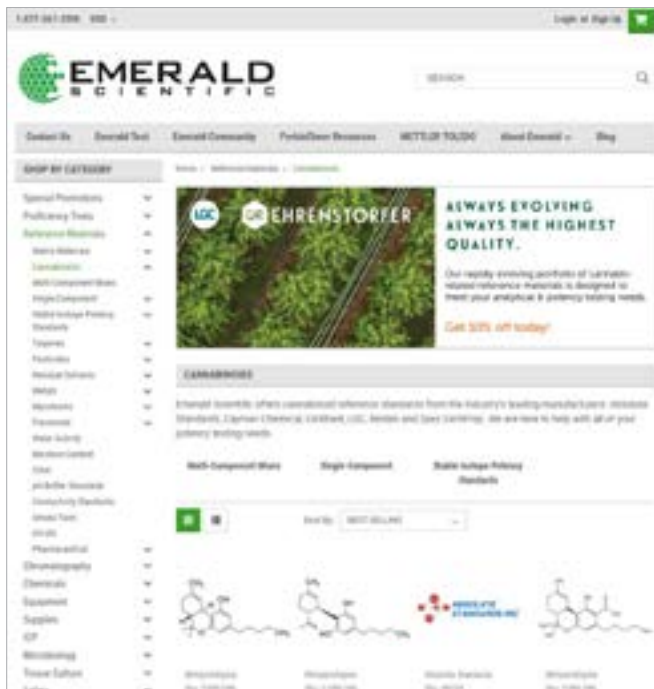
Upgrade Your Lab Today

METTLER TOLEDO is a leading global manufacturer of precision instruments and services for use in laboratories and manufacturing. Emerald Scientific offers **METTLER TOLEDO**'s weighing and analytical instrument solutions that you'll quickly find are essential to your business's value chain. We also carry **METTLER TOLEDO**'s high-end products including laboratory balances, analytical instruments, and thermal analysis equipment.

Homepage Stand Alone Banner Ad

\$1,000/\$2,600

- 1-month (\$1,000) or 3-month (\$2,600) duration
- Three 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
- Banner ad may be changed once per month during duration
- Direct link to your products in the store, your company landing page, or URL of choice



Product Category Ad

\$3,000

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

- 3-month duration
- Category feature in top tier position on page

Option 2: Ad Slider highlighting 4 - 6 products with links to products or your custom landing page on EmeraldScientific.com **Additional \$500**

Emerald Scientific Community Blog

\$600

Take advantage of our scientific community within the cannabis and hemp space to highlight information about your products, case studies, app notes, and more. We'll advise you on content length, recommended links, picture sizes, and an eye-catching title to ensure a top-quality blog post that delivers optimal audience views!

- Promoted on Emerald Scientific's social platforms
- 1+ year duration

DIGITAL ADVERTISING AND BRAND PROMOTION

30-Minute Hosted Webinar \$3,000

- Hosted by a member of the Emerald Scientific Leadership Team with presenters from your team
- Two promotional "Register Now!" emails sent to over 8,000 audience members in the 2-week period prior to the webinar
- Promotional posts on Emerald Scientific's social media platforms
- Recorded webinar displayed on the Emerald Community website with links to product category
- Trial-run webinar with host, presenters, and the Emerald Scientific event planner
- 20 – 23 minute presentation with 7 - 10 minute audience Q&A
- Next day, post-webinar follow-up email to 8,000 audience members plus new registrants with a link to the webinar recording on Emerald Scientific Community website and a link to the product category
- A member of the Emerald Scientific Technical Sales Team reaches out to follow-up with all Registrants



Setting Up a Successful Cannabis Lab - It's All in the Details

NEXT TUESDAY, FROM 10:30 AM - 11:30 AM PDT, we'll go beyond the typical lab-focused discussion and dive into the details of what it's like to build a Cannabis Testing Lab "Business." We'll discuss how to set a proper timeline for the entire process and how to keep the momentum going throughout so your potential future success remains intact. A couple topics we'll cover include:

- What does 20 samples per day mean in revenue opportunity?
- With time being your biggest cost, how do you make decisions on the **TIME** it will save?
- How each state required test is a process in and of itself

Custom Branded Email Blast \$2,000 - \$2,500

Land your content in the inboxes of more than 8,000 industry buyers. This audience is a custom-built and grown list comprised of cannabis and hemp professionals across North America and internationally.

- Email blast customized with your Brand, and your choice of copy and 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
- A second email is sent within 7 business days to those who did not open your email the first time

Option 1: You provide us with the HTML and images for your email. **\$2,000**

Option 2: You choose from two of our HTML templates and provide us with all copy and images, and we create the email for you. **Additional \$500**

Email Blast Feature Ad \$800

Include your Feature Ad within an Emerald Scientific email blast, sent to over 9,000 industry buyers

- Bold header
- 2 - 3 descriptive sentences
- Link to product , product line, our your custom landing page on EmeraldScientific.com
- Maximum of 2 Feature Ads per eblast



THE MOST COMPREHENSIVE CANNABINOID PORTFOLIO IN THE MARKET

With a singular focus on the development, manufacturing, and deployment of advanced cannabinoid ingredients, Purisy's maintains the broadest cannabinoid portfolio on the market. Today, Purisy's produces all major and minor cannabinoids - more than 50 - as well as degradants, metabolites, and analytical standards.

Whether you are preparing **calibration materials**, conducting **clinical research** or developing **product formulations**, Emerald Scientific is proud to carry the **raw materials** you need to get the job done.

[Shop PURISYS](#)

Cannflavin A
Cannflavin A has been studied for its anti-inflammatory capabilities or its ability to inhibit the release of inflammatory prostaglandins. Now available in solution for calibration or "neat" solid form.
[Shop Now](#)




Tetrahydrocannabiphorol (THCP)
This rare phytocannabinoid was first isolated in 2019. Early research has indicated THCP initiates higher activity on CB1 and CB2 receptors than THC. Are you testing for THCP or doing research on this new phytocannabinoid?
[Shop Today](#)

Advertising Package Opportunities

The Basic Emerald Advertising Package **\$2,500**

- Custom Branded Email Blast (*\$2,000 value*)
- 1-Month Homepage Carousel Banner Ad in Position 2 - 5 (*\$800 value*)

The Starter Emerald Advertising Package **\$5,000**

- 30-Minute Hosted Webinar (*\$3,000 value*)
- 3-Month Homepage Carousel Banner Ad in Position 2 - 5 (*\$1,800 value*)
- 1-Month Homepage Stand Alone Banner Ad (*\$1,000 value*)
- 1 Blog Post (*\$600 value*)

The Full Emerald Advertising Package **\$7,500**

- 30-Minute Hosted Webinar (*\$3,000 value*)
- 3-Month Homepage Carousel Banner Ad in Position 2 - 5 (*\$1,800 value*)
- 3-Month Product Category Ad (*\$3,000 value*)
- 1 Blog Post (*\$600 value*)
- Social Media Promotion (content provide by Vendor) (*\$500 value*)

The Complete Emerald Advertising Package **\$10,000**

- Designated Landing Page (*\$8,000 value*)
- 30-Minute Hosted Webinar (*\$3,000 value*)
- 3-Month Homepage Carousel Banner Ad in Position 2 - 5 (*\$1,800 value*)
- 3-Month Product Category Ad (*\$3,000 value*)
- 1 Blog Post (*\$600 value*)
- Social Media Promotion (content provide by Vendor) (*\$500 value*)

Custom Advertising Packages are Available!

Please contact [Jules Sinclair](#) for more information.

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