



2022 MEDIA PLANNER

PRINT, DIGITAL, AND CONTENT MARKETING SOLUTIONS



cannabissciencetech.com

AN **MH** life sciences™ BRAND



Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the healthcare and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

Partner with us to stay connected with your audience, no matter the circumstances.

3.5M+

Active Reach

7.6M+

Unique Visitors per month

20.9M+

Page views per month

1.9M+

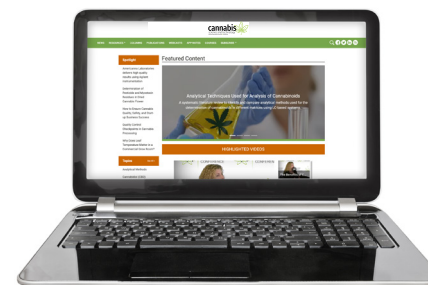
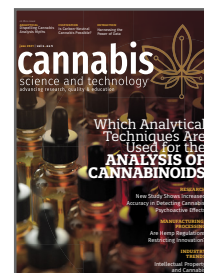
Print Circulation

1000s

Active KOL's on
Editorial Board

OUR BRAND

Cannabis Science and Technology[®] focuses on educating the legal cannabis industry about the science and technology of analytical testing, quality control/assurance, extraction, cultivation, and processing/manufacturing. Our world-renowned editorial advisory board and staff are proud to present high-quality technical, research-driven content to the exciting and fast-growing legal cannabis industry. The editors have created a professional journal reaching 30,000 subscribers who read to be educated.



Why partner with *Cannabis Science and Technology*[®]?

Analytical

As a publication and media platform, *Cannabis Science and Technology*[®] delivers evidence-based content to help cannabis professionals manage their processes and businesses more efficiently.

Cultivation

Extraction

Manufacturing & Processing

Cannabis Science and Technology[®] remains true to its mission to educate the legal cannabis industry on cultivating, processing, and analytical testing.

Research

As readers work to stay abreast of the fast-changing cannabis landscape, they are eager to learn how your products, technology, or services benefit their operations.

Industry Trends

*Readership Survey, August 2021

What do you consider to be *Cannabis Science and Technology*[®]'s most unique attribute or feature?*

"Taking a science-based approach to covering the industry"

Lab Manager, Cultivation and Manufacturing/Processing

"That it's not just an infomercial, there are actually good articles"

Lab Manager, Analytical Testing/Contract Testing

"Honest easy to understand content"

Corporate Management, Analytical Testing/Contract Testing Lab

"Insight on testing and the behind-the-scenes work"

Operations, Manufacturing/Processing

"It's a source I trust"

Regulatory Affairs, Medical/Clinical Lab

COLUMNISTS

“Cannabis Analysis”

– Brian C. Smith

Brian C. Smith, PhD, is Founder, CEO, and Chief Technical Officer of Big Sur Scientific in Capitola, California. The “Cannabis Analysis” column will introduce the cannabis industry to the basic concepts of analytical chemistry. Seasoned scientists will also benefit from reading this column because it will provide a refresher on important basic topics, introduce instrumental techniques they might not be familiar with, and become a place to discover new applications.



“Cannabis Crossroads”

– Josh Crossney

Columnist Josh Crossney is a contributing editor to *Cannabis Science and Technology*® magazine and the president and CEO of CSC Events. In the “Cannabis Crossroads” column, Crossney interviews leading experts in the cannabis industry, offering special insight into the different areas of cannabis research and development.



“Navigating the Labyrinth: Challenges of Cannabis in the Laboratory”

– Patricia Atkins

Columnist Patricia Atkins is a senior applications scientist with SPEX CertiPrep and a member of both the AOAC and ASTM committees for cannabis. Her column will focus on the nuts and bolts of laboratory best practices, tips and tricks, and the latest changes in regulations.



“The Cultivation Classroom”

– Gretchen Schimelpfenig

Learn about the various aspects of cultivation in this column, featuring interviews with experts from different sides of the cultivation process as well as thoughtful commentary from columnist Gretchen Schimelpfenig. Gretchen Schimelpfenig, PE, is the Technical Director at Resource Innovation Institute.



“Extraction Science”

– Lo Friesen

Lo Friesen is the founder, CEO, and Chief Extractor of Heylo. With a background in chemistry and clinical research, Lo was inspired to explore cannabis as medicine and to enter the emerging industry. Throughout the year, this column will highlight the important aspects of extraction and the science behind the different techniques.



“Tech Innovations”

–David Hodes

Columnist David Hodes has written for many cannabis publications, and organized or moderated sessions at national and international cannabis trade shows. He was voted the 2018 Journalist of the Year by Americans for Safe Access, the world's largest medical cannabis advocacy organization. In the “Tech Innovations” columns, Hodes will present the latest technology developments in processing/manufacturing, extraction, and cultivation.



EDITORIAL ADVISORY BOARD

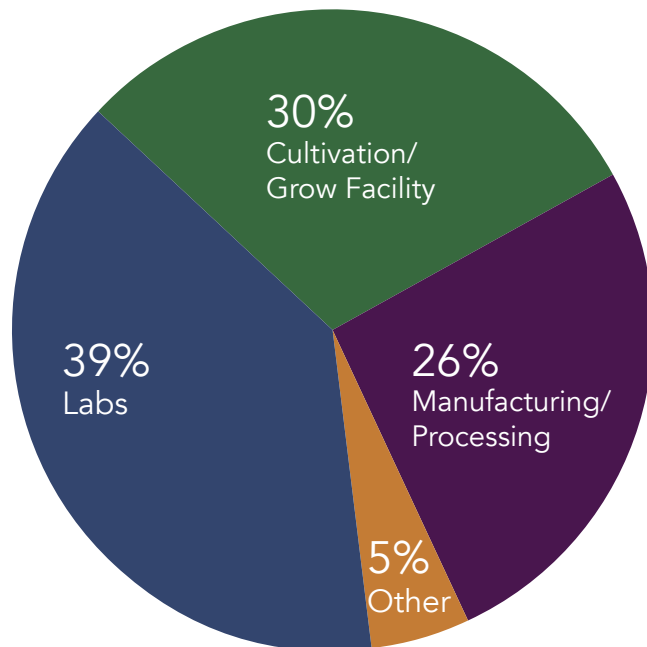
- Susan Audino, S.A. Audino & Associates, LLC
- Douglas Duncan, PuEr Laboratory
- Ashlee Gerardi, Restek Corporation
- Jacklyn Green, Agate Biosciences
- Jack Henion, Henion Enterprises
- Zac Hildenbrand, Inform Environmental, LLC
- Karan Kapoor, KapoorAg Consulting Inc.
- Autumn Karcey, Cultivo, Inc.
- Benjamin A. Katchman, PathogenDx Inc.
- Julie Kowalski, JA Kowalski Science Support LLC
- Eberhardt R. Kuhn, PhD, Shimadzu Scientific Instruments
- Allegra Leghissa, Shimadzu France
- William Levine, CannRx Technology Inc.
- Anthony Macherone, Agilent Technologies, Johns Hopkins University School of Medicine
- David L. Nathan, MD, DFAPA, Princeton Psychiatry & Consulting, LLC
- Richard Sams, KCA Laboratories
- Kevin Schug, Department of Chemistry & Biochemistry, The University of Texas at Arlington
- Brian Smith, Big Sur Scientific
- Katherine Stenerson, MilliporeSigma

AUDIENCE - PUBLICATION

32,303 Print/Digital Circulation

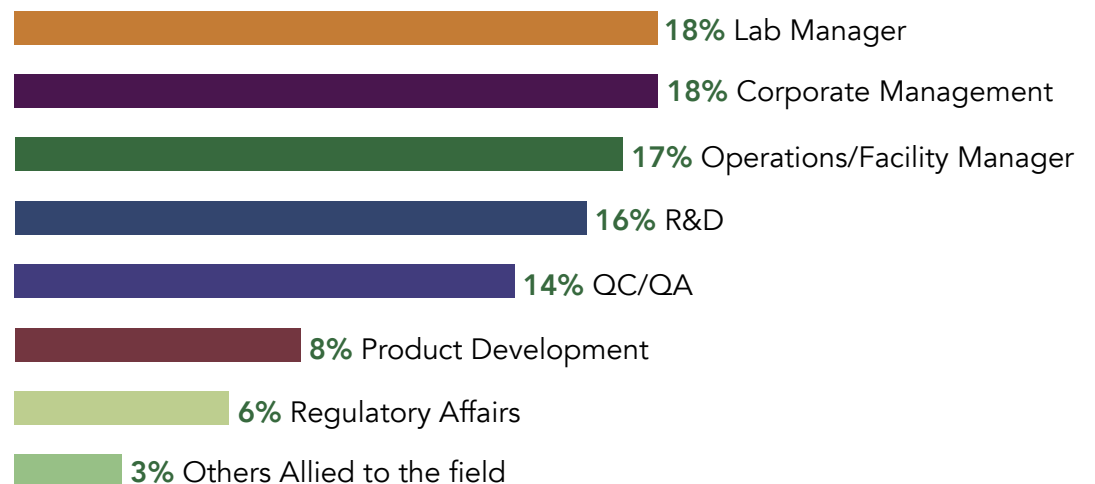
20,000 e-Newsletter Circulation

BUSINESS*



*Publisher's own data

JOB FUNCTION*



AUDIENCE - DIGITAL

WEBSITE*

cannabissciencetech.com

Monthly Unique Visitors

17,422

Monthly Page Impressions

56,778

E-NEWSLETTERS**

Cannabis Science and Technology

eNewsletter

Monthly Distribution

20,000

E-APPLICATION NOTE ALERT

Monthly Distribution

20,000



AVAILABLE OPPORTUNITIES

Website

cannabissciencetech.com

- Banner ads
- Expandable video banner ads
- Pre-roll ad
- Videos
- Sponsored content
- Sponsored link
- Ad retargeting
- Geotargeting
- Native advertising

Cannabis Science and Technology® eNewsletter

- Banner ads
- Text ads
- Featured products
- Featured videos
- Featured poster

Issue Alerts

- Banner ads
- Text ads
- Featured products
- Featured videos

e-Application Note Alert

- Banner ads
- Application notes

e-Poster or Video Alert

- Banner ads
- Posters or videos



*August 2021 Google Analytics

**Publisher's own data

MULTIMEDIA MARKETING SOLUTIONS



Reach the entire market using *Cannabis Science and Technology*®'s integrated marketing approach.

PRINT ISSUES & SUPPLEMENTS

- Published 9X
- Display ads
- Application notes
- White papers
- Custom content

WEBSITE

cannabissciencetech.com

- Banner ads
- Rich media
- Geotargeting
- Native advertising
- Application notes
- White papers
- Custom content

CONTENT MARKETING

- Dedicated dialogue
- White papers
- Podcasts
- e-Books
- Infographics
- Webcast summaries

LEAD NURTURING

- Using contextual content to attract, nurture & convert prospects into customers via strategic, sequential communications

WEBCASTS

- Sponsored & educational cutting-edge content from industry leaders
- enhanced webcast program

LIVE/VIRTUAL EVENTS

- Thought leadership roundtables
- Presentation showcase
- Conferences/symposium

VIDEOS/PODCASTS

- Thought leader interviews
- Exhibitor interviews
- Custom videos/podcasts

E-NEWSLETTERS

- *Cannabis Science and Technology*® e-News
- e-Application note alert
- Issue alert
- Custom e-Newsletters

EMAIL SOLUTIONS

- Content targeting to the right audience
- Custom segmented lists
- HTML email blasts

Special integrated marketing packages available. Contact your sales rep for more information.

2022 EDITORIAL CALENDAR

January/February

Editorial:

Cannabis Science Conference West Issue, Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Cultivation Classroom
- Navigating the Lab

Special Section:

Application Notes/White Papers

Supplement:

CSC West Final Program & Exhibitor Guide

Bonus Distribution:

- Pittcon
- Cannabis Industrial Marketplace Oklahoma Summit and Expo
- Cannabis Science Conference West

March

Editorial:

5th Anniversary Issue

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Cultivation Classroom
- Extraction Science
- Tech Innovations: Manufacturing & Processing

Special Section

Vendor Perspectives

Editorial Webcast: Analytical

Bonus Distribution: Cannabis Industrial Marketplace Michigan Summit and Expo

April

Editorial:

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Extraction Science
- Navigating the Lab

May

Editorial:

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Ad Performance Study

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Cultivation Classroom
- Tech Innovations: Extraction

Supplement:

Psychedelics: New Frontiers in Alternative Medicine

Bonus Distribution:

- Florida Industrial Hemp Conference & Exhibition
- Florida Medical Cannabis Conference & Exhibition

June

Editorial:

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Extraction Science
- Navigating the Lab

Special Section:

Application Notes/
White Papers

Special Section:

Application Notes/ White Papers

Virtual Event:

Cultivation 2.0 Virtual Symposium

July/August

Editorial:

Cannabis Science Conference West Issue, Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Extraction Science
- Cultivation Classroom

Supplement:

- CSC West Final Program & Exhibitor Guide (August)

Bonus Distribution:

- NCIA
- AOAC

2022 EDITORIAL CALENDAR

September

Editorial:

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Extraction Science
- Navigating the Lab

Special Section:

- Application Notes/ White Papers

October

Editorial:

Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Cultivation Classroom
- Tech Innovations: Cultivation

Editorial Webcast:

Extraction

Bonus Distribution:

MJBizCon

November/December

Editorial:

Resource Issue & Inaugural Directory

Supplier Profiles, Cultivation, Analytical, Extraction, Manufacturing & Processing, Research, Industry Trends

Columns:

- Cannabis Analysis
- Cannabis Crossroads
- Cultivation Classroom
- Extraction Science
- Navigating the Lab

Special Sections:

- Supplier Profiles
- Vendor Tips & Tricks

Virtual Event:

3rd Annual Hemp Science & Technology Virtual Symposium (November)

Bonus Distribution:

All Conference in 2022

DIGITAL OFFERINGS

WEBSITE

cannabissciencetech.com

- Sponsored Content Block
- Banner Ads
- Expandable Video Banner Ads
- Geotargeting
- Application Notes
- Native Advertising



VISIT WEBSITE »

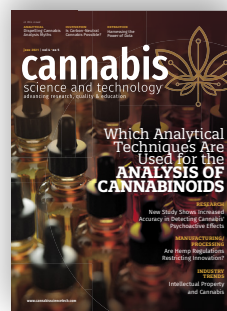
NATIVE ADVERTISING

This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *Cannabis Science and Technology*®'s trusted, editorial communities. You will receive a choice of topics, and in-article links to your gated content are served within relevant editorial content.



GLOBAL DIGITAL EDITION:

Digital distribution of *Cannabis Science and Technology*® delivered to subscribers that will benefit from information, viewpoints, news, research, and trends associated with the legal cannabis industry.



CLICK FOR SAMPLE »

EMAIL SOLUTIONS

Our highly targeted, data-driven database contains decision makers in the cannabis industry that you can utilize to reach your potential buyers.

CLICK FOR SAMPLE »



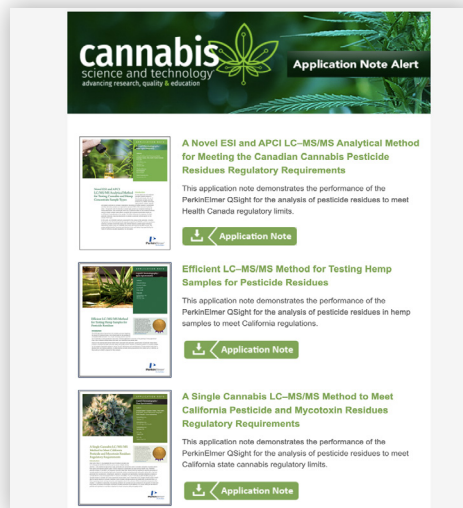
SPONSORED SURVEY PACKAGE

Cannabis Science and Technology®'s sponsored web-based surveys can be used to better understand your client's business issues. These survey projects include a written report of findings, and can provide individual data on each survey respondent's habits and preferences.

E-APPLICATION NOTE ALERT

Cannabis Science and Technology®'s e-Application Note Alert is a compilation of application notes deployed on a monthly basis to thousands of opt-in subscribers. Interested readers register to download each application note, facilitating quality leads.

[CLICK FOR SAMPLE »](#)



ISSUE ALERT

Cannabis Science and Technology®'s Issue Alert is a preview of the latest print/digital edition. Included in the Issue Alert are current feature articles and columns.

[CLICK FOR SAMPLE »](#)



E-NEWSLETTER

Cannabis Science and Technology®'s e-Newsletter includes featured interviews, videos, news, articles, and products.

[CLICK FOR SAMPLE »](#)



VIRTUAL EVENTS

As an alternative to trade shows, conferences and face-to-face events you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state of the art in-house Studios, the transition from in-person to online is seamless and timely.

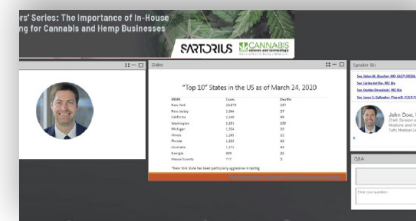
VIRTUAL CONFERENCES AND SYMPOSIUMS

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.



VIRTUAL PRESENTATION SHOWCASE

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.



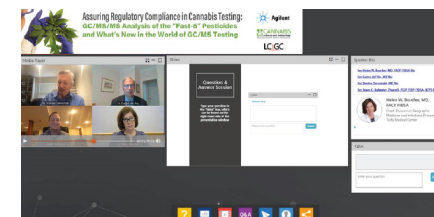
VIRTUAL THOUGHT LEADERSHIP INTERVIEWS/ROUNDTABLE

Using advanced video conference technology, our internal Studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



VIRTUAL PRESS CONFERENCE

Cannabis Science and Technology® will give your company the opportunity to deliver the press conferences your company planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring, or market trends. Each program includes promotion to our audience.



VIDEO PROGRAMS AND LIVE EVENTS

VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Cannabis Science and Technology*® and audience engagement with the *Cannabis Science and Technology*® community.

Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal Studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

Exhibit Booth Interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3-5 minute video with promotions to the *Cannabis Science and Technology*® community.



LIVE EVENTS

Partner with *Cannabis Science and Technology*® to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Cannabis Science and Technology*® your partner of choice?

Content Development:

The *Cannabis Science and Technology*® team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as post event.

Attendee Recruitment:

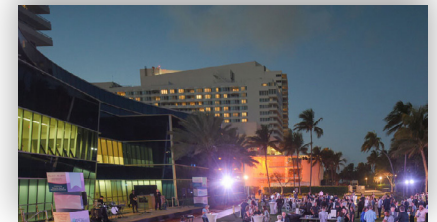
Using our extensive databases and relationships with our audiences, *Cannabis Science and Technology*® will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non attendees.

Turnkey Logistics:

Besides the expertise of *Cannabis Science and Technology*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



CONTENT MARKETING

CUSTOM CONTENT CREATION DEMONSTRATE THOUGHT LEADERSHIP

Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- White papers
- Webcast summaries
- Conference presentation overviews
- Case studies
- Technical articles
- Roundtable discussions
- Infographics
- Thought leadership interviews
- Digital primers
- Product profiles
- Market research reports
- Company profiles



SAMPLE 1 »

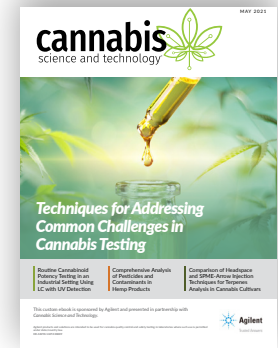


SAMPLE 2 »



SPONSORED E-BOOKS

A sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with Cannabis Science and Technology®'s editorial team. This program is designed to deliver high-quality leads.



CLICK FOR SAMPLE »

LEAD NURTURING

Topic-driven programs that capture prospects and nurtures them by deploying high-quality content via strategically timed communications. These programs are designed to deliver sales-ready leads.



DEDICATED DIALOGUE

Cannabis Science and Technology® will conduct an interview with an expert from your company (scientist, corporate manager, etc). This interview will be marketed through a multimedia program that includes a podcast and a two page article in an issue of Cannabis Science and Technology®.



CLICK FOR SAMPLE »

WEBCASTS

Position your company as a thought leader with interactive web technology.

MJH Life Sciences™ educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by MJH Life Sciences™ each year

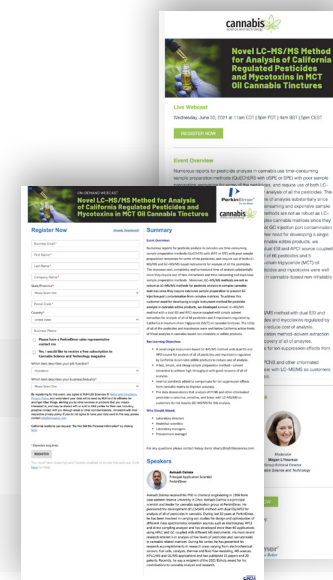
Talent — Respected speakers, moderators, and *Cannabis Science and Technology*®'s editor-in-chief, Megan L'Heureux

Audience/Reach — Select from 20,000+ cannabis professionals

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture, lead nurturing, and data reporting for every event

Turnkey — Full service management, marketing, training, production, and hosting



Breakout Sessions

Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the *Cannabis Science & Technology*® community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration, and brand visibility
- Increases access and engagement

NOID KNOWLEDGE PODCAST



Join hosts Meg L'Heureux (Group Editorial Director of *Cannabis Science & Technology*® and *Cannabis Patient Care*™ magazines) and Evan Friedmann (Vice President of Scientific

Cell Company) as they discuss all things cannabinoid-related—from the latest trends and research to analytical testing methods, cultivation, and extraction techniques. Each month Meg and Evan will interview industry thought leaders on a key topic and expand your Noid Knowledge!

January 2022	Hemp
February 2022	Analytical testing
March 2022	Extraction
April 2022	Research
May 2022	Processing/Manufacturing
June 2022	Analytical testing
July 2022	Cultivation
August 2022	Extraction
September 2022	Medical
October 2022	Analytical testing
November	Industry Trends
December	Top Trending Cannabis Science & Technology Articles

These editorial podcasts are delivered to professionals via our brand's website and online audio channel.

INDUSTRY INSIGHTS

YOUR OPPORTUNITY TO SHARE A POINT OF VIEW

Industry Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best with articles by your subject experts, integrated alongside valued content in *Cannabis Science and Technology*®.

A native, branded content opportunity

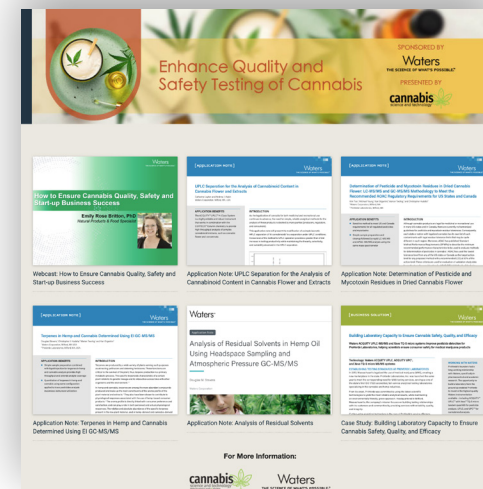
- Articles, press releases, videos, etc. are included within the digital content feed and/or the print edition of *Cannabis Science and Technology*®
- An expandable offering from one article to a complete content center with your branding
- Featured on the cannabissciencetech.com home page as well as in appropriate topic areas
- An integrated promotional program provides significant exposure to our audience

CONTENT ENGAGEMENT HUB

SHOWCASE A KEY TOPIC AND PROMOTE YOUR BRAND

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Driven by a multi-touch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion and reporting
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research and web links
- Hosted and promoted for three months
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing



Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience

PRINT SPECIFICATIONS

Print Ad Specifications

Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	14.5"	9.5"	15.75"	10.75"	15.5"	10.5"	15"	10"
Full page	6.75"	9.5"	8.00"	10.75"	7.75"	10.5"	7.25"	10"
2/3 pg Vertical	4.5"	9.5"	5.25"	10.75"	5.125"	10.5"	4.625"	10"
1/2 pg Spread	14.5"	4.625"	15.75"	5.375"	15.5"	5.25"	15"	4.75"
1/2 pg Horizontal	6.75"	4.625"	8.00"	5.375"	7.75"	5.25"	7.25"	4.75"
1/2 pg Vertical	3.375"	9.50"	4.125"	10.75"	4.00"	10.5"	3.5"	10"
1/2 pg Island	4.5"	7.00"	5.25"	7.75"	5.125"	7.625"	4.625"	7.125"
1/3 pg Horizontal	6.75"	3.00"	8.00"	3.875"	7.75"	3.75"	7.25"	3.25"
1/3 pg Vertical	2.125"	9.5"	2.875"	10.75"	2.75"	10.5"	2.25"	10"
1/3 pg Square	4.5"	4.625"	MAGAZINE SIZE					
1/4 pg Square	3.375"	4.625"	Bleed : 8" x 10.75"		Bleed (-) Trim = 0.125" each side			
1/9 show case ad	2.125"	3.00"	Trim : 7.75" x 10.5"		Trim (-) Live = 0.25" each side			
1/6 pg	2.125"	4.625"	Live Area : 7.25" x 10"		* All measurements in inches			

Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
3. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make goods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-Initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

DIGITAL SPECIFICATIONS

Cannabis Science and Technology E-Newsletter - Email Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL
Featured Video	3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL
Featured App Note	<p>Technical or Case Study Whitepapers in PDF format - up to 20mb</p> <p>Company Name</p> <p>Application Note Title: 3-6 words</p> <p>Abstract for body of newsletter: 168 characters with spaces</p> <p>Image for body of newsletter and registration page: Please provide an image of your app note. Size: 150 px x203px. If no image is provided, we will use the first page of the PDF. Note that company logos will not be accepted for this space.</p> <p>Text for registration page: 2-3 bullet points, each 78 characters with spaces (or less)</p> <p>This will give readers a brief synopsis of the key learning points provided in the application note. It's a good place to include additional information that did not fit in the short sentence in the body of the newsletter. However, these bullet points should be short and to the point.</p> <p>Application Notes Categories, please choose:</p> <p>One technique category from this list: GC; GC-MS; LC; LC-MS; SFC, Chiral chromatography; Ion chromatography; Size-exclusion chromatography (SEC); Sample Prep</p> <p>Plus one application area category (if desired) from this list: Biological, Medical, and Clinical; Biopharmaceuticals; Cannabis; Chiral; Environmental; Food and Beverage; General; Industrial; Pharmaceuticals; Polymers</p> <p>Other Information:</p> <ul style="list-style-type: none"> • 1-3 keywords to be included in your lead email subject line as an identifier for the note • Email Address where leads should be sent • Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form

DIGITAL SPECIFICATIONS

Issue Alert - Email Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL

eShow Daily - Email Newsletter Creative Units

Creative Unit Name	Initial Dimensions (WxH in pixels)
Medium Rectangle	300x250
Leaderboard	728x90
Banner	468x60
Text Ad	65 Word Max 1 Click Thru URL
Featured Product	3-4 word title 30 word description. If the word count is exceeded, the summary will be subject to revision by our editor. One product image (120x120 pixels, format is jpg, gif, or png, Max file size of 30kb) 1 Live Click URL
Application Note	<p>Technical or Case Study Whitepapers in PDF format - up to 20mb</p> <p>Company Name</p> <p>Application Note Title: 3-6 words</p> <p>Abstract for body of newsletter: 168 characters with spaces</p> <p>Image for body of newsletter and registration page: Please provide an image of your app note. Size: 150 px x203px. If no image is provided, we will use the first page of the PDF. Note that company logos will not be accepted for this space.</p> <p>Text for registration page: 2-3 bullet points, each 78 characters with spaces (or less)</p> <p>This will give readers a brief synopsis of the key learning points provided in the application note. It's a good place to include additional information that did not fit in the short sentence in the body of the newsletter. However, these bullet points should be short and to the point.</p> <p>Application Notes Categories, please choose:</p> <p>One technique category from this list: GC; GC-MS; LC; LC-MS; SFC, Chiral chromatography; Ion chromatography; Size-exclusion chromatography (SEC); Sample Prep</p> <p>Plus one application area category (if desired) from this list: Biological, Medical, and Clinical; Biopharmaceuticals; Cannabis; Chiral; Environmental; Food and Beverage; General; Industrial; Pharmaceuticals; Polymers</p> <p>Other Information:</p> <ul style="list-style-type: none"> • 1-3 keywords to be included in your lead email subject line as an identifier for the note • Email Address where leads should be sent • Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form

DIGITAL SPECIFICATIONS

Pre-roll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming is not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored e-Blast Guidelines			
Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and pre-header » Test and final seed list		
Additional Needs for UNBRANDED e-Blasts	» Opt out link on client's creative » Suppression file from within the last 10 business days from the client » From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding). » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test Seed list: email address of those to receive the test to review. » Final Seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-Blast at least 1 business day prior to the scheduled deployment to the test seed list. » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required a revised test will be sent. » MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date. » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month.		

DIGITAL SPECIFICATIONS

GENERAL NOTES

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

Host-initiated subload: Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad.

VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed "HTML5 for Digital Advertising" (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

Audio - Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

Hotspot - Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio

Defining ad space - Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

Max CPU - Ad not to exceed 30% CPU usage during host-initiated execution

Submission Lead Time - Minimum lead time for ad file submission is 5-7 business days before campaign start.

Max number of host-initiated file requests - Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction

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