

# cannabis *patient*care™



advancing medical research, education & treatment

## 2023 MEDIA PLANNER

PRINT, DIGITAL, EVENT AND CONTENT  
MARKETING SOLUTIONS

[CANNAPATIENTCARE.COM](https://cannapatientcare.com)



AN **MJ** life sciences® BRAND



# The MJH life sciences® Advantage

**60+**

Brands

**3.9M+**

Email Reach

**7M+**

Unique Visitors  
per Month

**16M+**

Average Page Views  
per Month

**1.9M+**

Print  
Circulation

**1000s**

KOL & SAP Relationships

**1500+**

Conferences & Events

As an MJH Life Sciences® brand you'll be partnering with the largest privately held medical media company in North America.

## **Speed to Market**

Driven by our flexibility and entrepreneurial spirit

## **Relationships**

Ability to leverage the credibility and experience of our key opinion leaders (KOLs) and strategic alliance partners (SAPs)

## **Audience**

An unmatched active audience spanning 63 brands and 17 various specialties

***Partnering with us means you'll reach your audience with the right message at the right time.***



## CERTIFICATE OF REGISTRATION

### Information Security Management System

### ISO/IEC 27001:2013

This is to certify that the Information Security Management System of:  
MJH Life Sciences  
2 Clarke Drive, Suite 100  
Cranbury, New Jersey 08512  
United States

Conforms with the requirements of ISO/IEC 27001:2013 for the scope listed below:

The ISMS supporting the confidentiality, integrity, and availability of customer data, supplier information, and MJH Life Science's internal data related to all sub-LLC's under the MJH Life Sciences LLC, all sales services as provided by all MJH Life Sciences Brands, all services as provided by the Truth Serum Network (Agency), all shared services located out of headquarters, and all supporting departments: HR, IT, and Finance located at the headquarters at 2 Clarke Drive, Suite 100, Cranbury, New Jersey environment.

MJH Life Sciences takes threats to the availability, integrity, and confidentiality of our clients' information seriously. As such, MJH Life Sciences is an ISO/IEC 27001:2013 certified provider whose Information Security Management System (ISMS) has received third-party accreditation from the International Standards Organization.

- ISO (*International organization of Standardization*) takes a risk-based approach to information security and risk mitigation
- ISO 27001 & ISO 27701 consist of 114 controls and 10 management system clauses
- MJH and their compliance partners conduct internal and external audits annually that test the efficiency and enforcement of all ISO controls





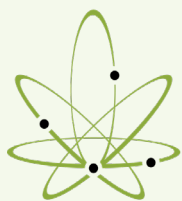
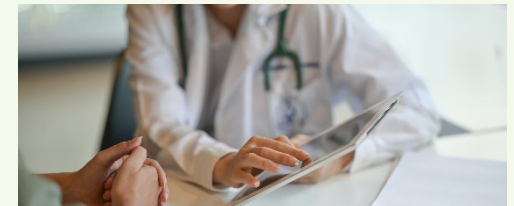
MJH Life Sciences' **Cannabis Science Network** is the only media group that covers the entire science and medical cannabis market. Through our print and digital platforms, we offer omnichannel content marketing and event solutions for the cannabis research, science, education, and treatment markets.



**Cannabis Patient Care™** is the digital educational resource for patients, doctors, nurses, pharmacists, and caregivers on the latest research, benefits, and treatment options cannabis provides for a variety of illnesses.

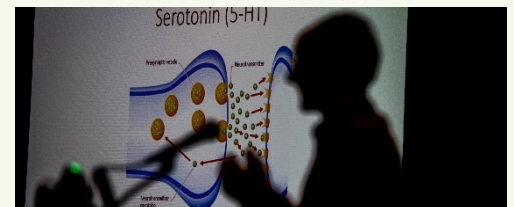


**Cannabis Science and Technology®** is the only publication dedicated to the latest innovations driving the cannabis industry. It focuses on educating the legal cannabis industry about the science and technology of analytical testing, quality control/assurance, extraction, cultivation, and processing/manufacturing.



CANNABIS  
SCIENCE  
CONFERENCE

**Cannabis Science Conference** is the premier cannabis science event with a specialized focus on analytical science, medical cannabis, cultivation, hemp/CBD & psychedelics. These events pull together cannabis industry experts, instrument manufacturers, testing labs, cultivators, research scientists, medical professionals, and policy makers.







# Our Brand

## Advancing medical research, education, and treatment

**Cannabis Patient Care™** magazine is an educational resource for patients, doctors, nurses, pharmacists, and caregivers on the latest research, benefits, and treatment options cannabis provides for a variety of illnesses. Each issue of the publication will focus on a specific disease or ailment for which cannabis has been shown to be an effective remedy.

The brand will cover the current research, patient testimonials, medical perspectives, and advocacy work. Our mission is to educate the medical community about the viable treatment options patients are experiencing with cannabis and the ongoing research into cannabis and cannabinoids worldwide.

***“Bring cannabis patient education to light one issue at a time.”***

- Stanley Atkins II (LinkedIn)  
(board member and featured as an advocate in the March/April issue)

***“Honored to be a part of this excellent work!”***

-Marion McNabb, DrPH, MPH  
(LinkedIn) (board member)

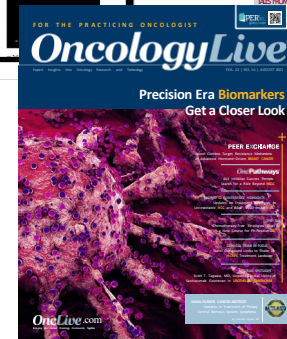
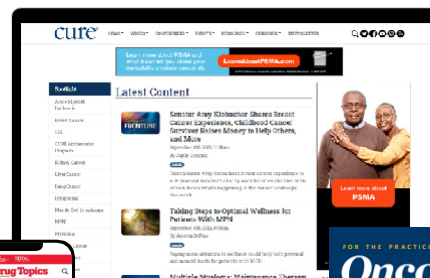
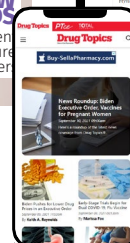
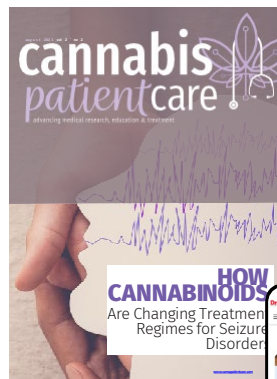
***“So excited to play a small part in supporting this new medical publication focusing on real stories about cannabis and patient care.”***

-Patricia A. Patton (LinkedIn) (board member)

***“We are so proud to be part of this groundbreaking publication! Thank you @cannabispatientcare for sharing the McKernan family story @medicinal.genomics, and the other contributors highlighted in this issue. An inspiring read. CPC is collectively helping to move the cannabis industry forward.”***


-CannMedEvents (Instagram) regarding the March/April issue on chronic pain

# Grow with Us



MJH Life Sciences™, the largest privately held, independent, full-service medical media company in North America, is dedicated to delivering trusted health care news across multiple channels. With esteemed brands such as **Psychiatric Times™**, **CURE®**, **OncLive®**, **Neurology Live®**, **Pharmacy Times®**, **Drug Topics®**, and **Cannabis Patient Care®**. MJH is well positioned

to connect medical professionals and patients with valuable education and insight into the endocannabinoid system and the medical benefits of cannabis. **Cannabis Patient Care®** has also partnered with Americans for Safe Access and the Cannabis Nurses Network. As part of these collaborations, every member of those groups receives a subscription to Cannabis Patient Care.



## Our Reach

Distributed to **200,000+**  
Our audience includes:

- » Patients
- » Medical professionals
- » Caregivers
- » Advocates
- » Budtenders



Advancing Legal Medical Marijuana Therapeutics and Research



# OUR FOCUS

- » Latest medical cannabis research and data
- » Viewpoints in every issue:
  - Doctor
  - Nurse
  - Patient
  - Researcher
  - Caregiver
  - Advocate
- » Medical reimbursement

## Editorial Advisory Board

*Cannabis Patient Care*™'s Editorial Advisory Board is a group of distinguished individuals assembled to help the publication fulfill its editorial mission to educate the medical community on the viable treatment options patients are experiencing with cannabis and the on-going research into cannabis and cannabinoids world- wide. With recognized expertise ranging from medical research, advocacy work, and personal experience as patients, board members perform a range of functions, such as suggesting authors and topics for coverage and providing the editor with general direction and feedback. We are indebted to these individuals for their contributions to the publication and to the cannabis community as a whole.

**Stanley Atkins, The Good Medic LLC**

**Ann Brum, Joint Venture & Co**

**Josh Crossney, Cannabis Science Conference**

**Me Fuimaono-Poe, Family Nurse Practitioner at The Malie Cannabis Clinic The Queen's Medical Center**

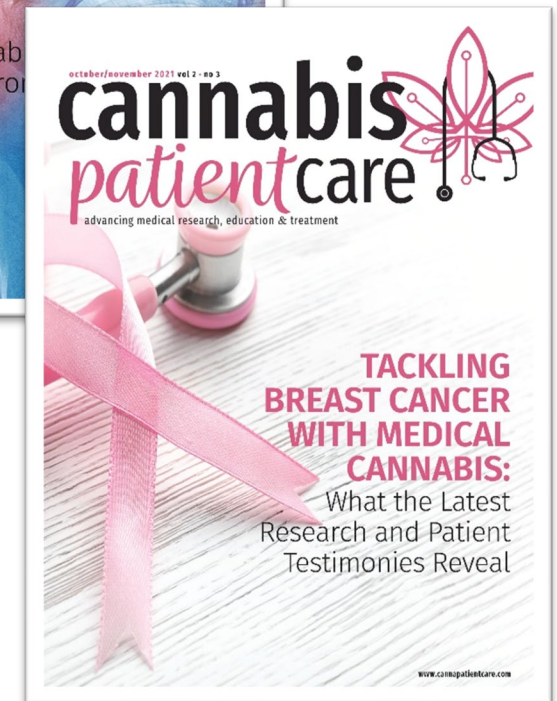
**Dr. Jeff Konin, Clinical Professor and the Director of the Doctor of Athletic Training Degree at Florida International University**

**Stephen Mandile, Veteran & activist**

**Heather Manus, RN, Cannabis Nurses Network**

**Dr. Marion McNabb, Cannabis Center of Excellence, Inc.**

**Patricia A. Patton, Cannaboomer Strategic & Cannabis Business Alliance**



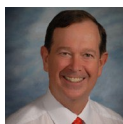
**Published 4 times in 2023 with a dedicated e-symposium following each issue.**

# CONTRIBUTORS

**Cannabis Patient Care™ is pleased to announce several regular contributors for each issue.**



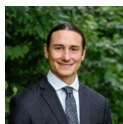
**Americans for Safe Access (ASA)** | Americans for Safe Access (ASA) will be contributing patient and advocate stories to each issue of Cannabis Patient Care. ASA's mission is to ensure safe and legal access to cannabis for therapeutic use and research. ASA was founded in 2002 as a vehicle for patients to advocate for the acceptance of cannabis as medicine. With over 150,000 active supporters in all 50 states, ASA is the largest national member-based organization of patients, medical professionals, scientists and concerned citizens promoting safe and legal access to cannabis for therapeutic use and research. ASA works to overcome political, social and legal barriers by creating policies that improve access to medical cannabis for patients.



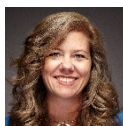
**David Hodes** | Freelancer David Hodes has written for many cannabis publications, and organized or moderated sessions at national and international cannabis trade shows. He was voted the 2018 Journalist of the Year by Americans for Safe Access, the world's largest medical cannabis advocacy organization. He is the "Tech Innovations" columnist for Cannabis Patient Care. In Cannabis Patient Care, David will be writing on various topics ranging from medical cannabis doctors, nurses, and caregivers.



**Ruth Fisher, PhD**, | Ruth Fisher, PhD, is a systems design researcher and analyst. She analyzes markets to determine how environments shape outcomes. She is co-founder of CannDynamics, Inc. and author of The Medical Cannabis Primer and Winning the Hardware-Software Game: Using Game Theory to Optimize the Pace of New Technology Adoption. Dr. Fisher has worked in the technology and healthcare sectors on behalf of technology companies, early-stage researchers, physicians, and technology start-ups. In Cannabis Patient Care, Dr. Fisher will be covering the latest research going on in each of the focus areas of our issues.



**Dr. Dustin Sulak** | (Dustin Sulak, DO, one of the first physicians in Maine to incorporate the legal use of cannabis as a medicine in 2009, is the founder of Integr8 Health, a medical practice that follows more than 8000 patients using medical cannabis. Today he is globally recognized by his peers as a pioneer of clinical applications, formulations, and usage protocols. He is the author of the first foundational text on the clinical use of cannabis and cannabinoid therapies, titled Handbook of Cannabis for Clinicians: Principles and Practice. Dr. Sulak is co-founder of Healer, a medical cannabis brand founded to address the challenges of helping patients and health providers get the best results with safe, reliably dosable products and education on how to best use them. Healer's distinctive product formulations and educational material are based on his work. Healer medical cannabis products are currently available in Maine and Maryland. Healer Whole Plant Hemp CBD products are available nationwide. For more information about Healer medical cannabis products, visit [www.Healercannabis.com](http://www.Healercannabis.com) or visit us at 110 Orion St. in Brunswick. For education on how to use cannabis as medicine or information about Healer Whole Plant Hemp CBD products, visit [www.Healer.com](http://www.Healer.com). In Cannabis Patient Care, Dr. Sulak will be covering the doctor perspective on various topics throughout the year.



**Eloise Theisen/Leaf411** | Eloise Theisen is a board certified adult geriatric nurse practitioner who specializes in cannabis therapy. For more than 20 years, Theisen has worked primarily with cancer, dementia, and chronic pain patients. In the last eight years, she has focused her efforts on cannabinoid therapies. Eloise has worked with more than 7,500 patients to help them effectively treat age-related and chronic illness with cannabis. She is a co-founder and the Chief Executive Officer of Radicle Health and Radicle Health Clinician Network and currently serves as Chief Nursing Officer and Board President of Leaf411. Eloise also works in Palliative Medicine at Stanford Health Care. In Cannabis Patient Care, Eloise will be covering the nurse perspective for herself and Leaf411 on various topics throughout the year.



**For editorial information, contact Megan L'Heureux, Group Editorial Director**



AN **MH** life sciences® BRAND

**CANNAPATIENTCARE.COM**



# AUDIENCE - DIGITAL

## WEBSITE\*

[cannapatientcare.com](http://cannapatientcare.com)

Monthly Unique Visitors

**6,000**

Monthly Page Impressions

**15,600**

## E-NEWSLETTERS\*\*

Cannabis Patient Care eNewsletter

Monthly Distribution

**23,000**



## AVAILABLE OPPORTUNITIES

### Website

[cannapatientcare.com](http://cannapatientcare.com)

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

### Cannabis Patient Care 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

# DIGITAL OFFERINGS

- » Display ads in digital edition
- » Content marketing
- » Banner ads on website and newsletter
- » Webcasts
- » E-books



## Cannabis Patient Care™ e-Newsletter

Our monthly *Cannabis Patient Care* e-newsletter features interviews with leading experts in the medical cannabis field ranging from doctors and nurses to patients, caregivers, and researchers. We also highlight important global news updates.

## Website

[CannaPatientCare.com](https://CannaPatientCare.com)

CannaPatientCare.com is the premier resource for patients, doctors, nurses, pharmacists, and caregivers on the latest research, benefits, and treatment options cannabis provides.

## Contact us today:

**Stephanie Shaffer** Group Publisher (774) 249-1890 | [sshaffer@mjlifesciences.com](mailto:sshaffer@mjlifesciences.com)

**Mark Davis** Director of Sales (949) 633-6027 | [MODavis@mjlifesciences.com](mailto:MODavis@mjlifesciences.com)

**Cory Hallam** National Account Manager East Coast (914) 661-6199 | [Challam@mjlifesciences.com](mailto:Challam@mjlifesciences.com)



# MULTIMEDIA MARKETING SOLUTIONS

Reach the entire market using *Cannabis Patient Care'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

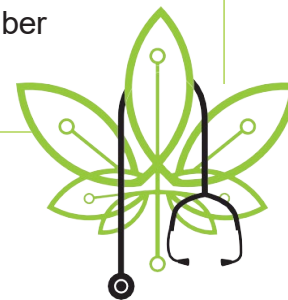
- *Cannabis Science and Technology*® e-News
- e-Application note alert
- Issue alert
- Custom e-Newsletters

## EMAIL SOLUTIONS

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

# EDITORIAL CALENDAR

Issue	Editorial	Webcast
March/April	Chronic Pain	May
June/July	COVID-19	July
September/October	Autism	September
November/December	Opioid Epidemic: Medical Cannabis Alternatives	November





# DIGITAL OFFERINGS

## WEBSITE

**cannapatientcare.com**

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



## EMAIL SOLUTIONS

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



## NATIVE ADVERTISING

This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *Cannabis Patient Care'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 Patient Care* delivered to subscribers that will benefit from information, viewpoints, news, research, and trends associated with the legal cannabis industry.



## SPONSORED SURVEY PACKAGE

*Cannabis Patient Care'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.

# VIDEO PROGRAMS AND 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 Patient Care*® and audience engagement with the *Cannabis Patient Care*® 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 Patient Care*® community.

### Virtual 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.



## LIVE EVENTS

Partner with *Cannabis Patient Care*® 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 Patient Care*® your partner of choice?

### Content Development:

The *Cannabis Patient Care*® 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:

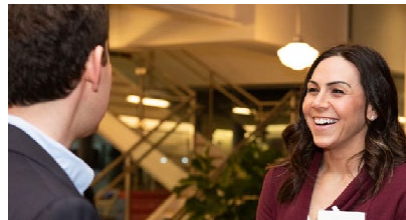
*Cannabis Patient Care*® will find and attract the people you want to attend your live event.

### 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:

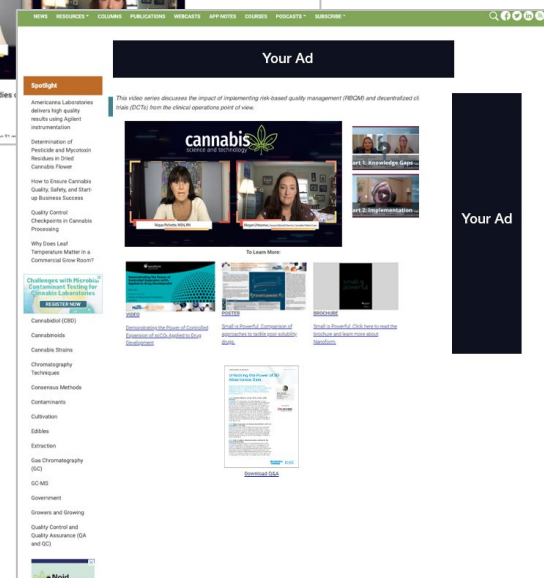
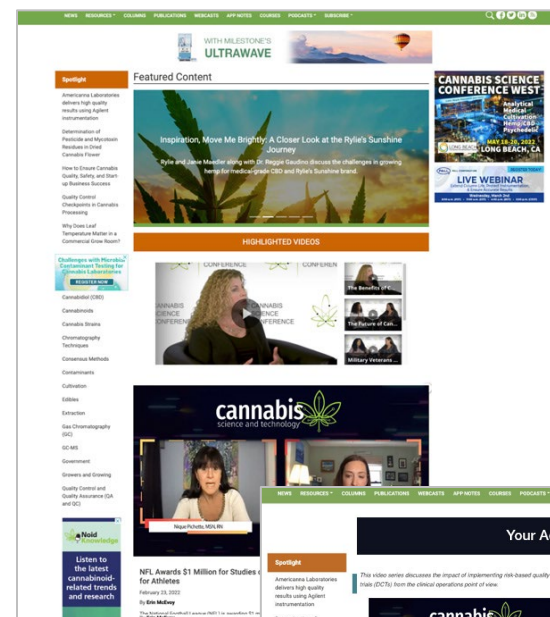
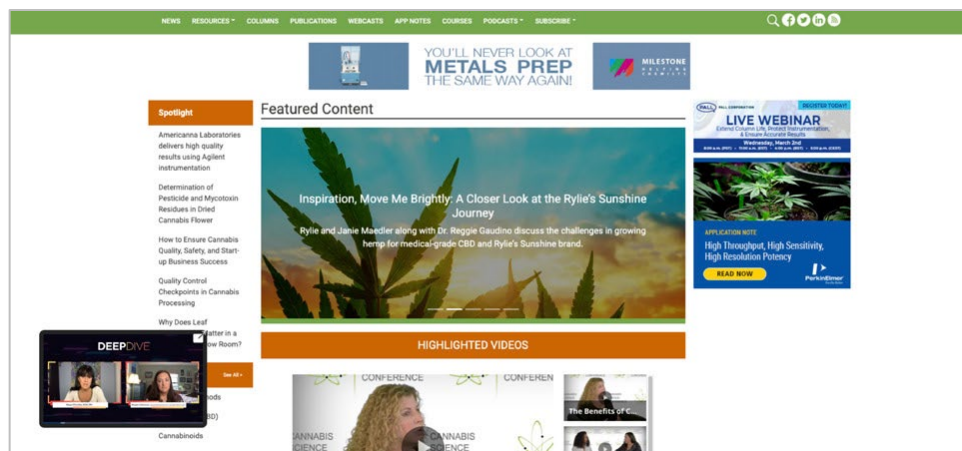
Besides the expertise of *Cannabis Patient Care*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



# DEDICATED VIDEO PLACEMENT

Our **Dedicated Video Placement** promotional program offers significant exposure to our audience right as they enter our website. This premium space places your video on our homepage as users scroll through content.

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.



## PROGRAM FEATURES

- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads

# CONTENT MARKETING

## CUSTOM CONTENT CREATION DEMONSTRATE THOUGHT LEADERSHIP

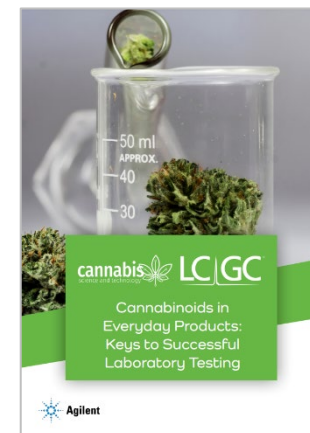
Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- 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



## 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 Patient Care's* editorial team. This program is designed to deliver high-quality leads.



## 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 Patient Care* 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 Patient Care*.





# 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

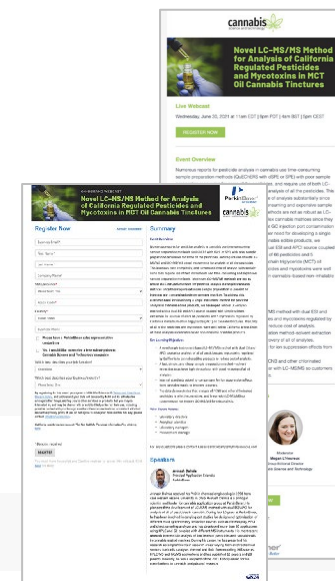
Talent — Respected speakers, moderators, and *Cannabis Patient Care*®'s editor-in-chief, Megan L'Heureux

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



## 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 Patient Care*® community

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



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

# NOID KNOWLEDGE PODCAST



Join hosts Meg L'Heureux (Group Editorial Director of *Cannabis Patient Care*® 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 2023	Year in review/predictions
February 2023	Analytical testing
March 2023	Extraction
April 2023	Live from CSC West
May 2023	Research
June 2023	Processing/Manufacturing
July 2023	Cultivation
August 2023	Medical
September 2023	Live from CSC East
October 2023	Analytical testing
November 2023	Hemp
December 2023	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 Patient Care* <sup>□</sup>.

A native, branded content opportunity

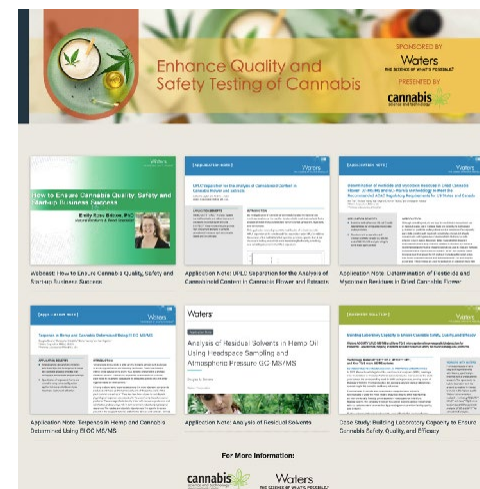
- Articles, press releases, videos, etc. are included within the digital content feed and/or the print edition of *Cannabis Patient Care* <sup>□</sup>
- An expandable offering from one article to a complete content center with your branding
- Featured on the cannabissciencetech.com home page as well 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	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 Patient Care 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 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"> <li>1-3 keywords to be included in your lead email subject line as an identifier for the note</li> <li>Email Address where leads should be sent</li> <li>Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form</li> </ul>

# 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 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"> <li>• 1-3 keywords to be included in your lead email subject line as an identifier for the note</li> <li>• Email Address where leads should be sent</li> <li>• Reporting Frequency: Instant, Daily, Weekly or Monthly (1st of month) – anything other than instant will be sent in spreadsheet form</li> </ul>

# 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	Low Resolution	Medium Resolution	High Resolution
10MB 16:9 Aspect	360p or less	360p - 576p	576p -
Ratio 4:3 Aspect	480p or less	480p -	1080p n/a
Ratio Video Target Birate	500 kbps - 700 kbps	576 700 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)		
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



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 ofr 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 curser rests on hotspot for atleast 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

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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