



2023 MEDIA PLANNER

PRINT, DIGITAL, EVENT AND CONTENT MARKETING SOLUTIONS

cannabissciencetech.com

AN **MH** 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





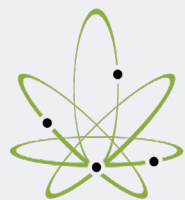
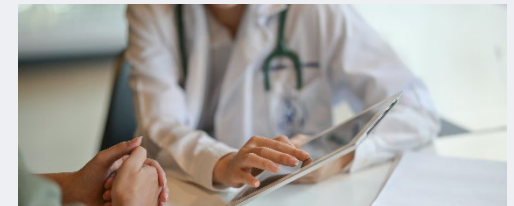
MJH Life Sciences' **Cannabis Science Network** is the only media group that covers the entire science and medical cannabis market. Through our print and digital platforms, we offer omnichannel content marketing and event solutions for the cannabis research, science, education, and treatment markets.



Cannabis Science and Technology[®] is the only publication dedicated to the latest innovations driving the cannabis industry.

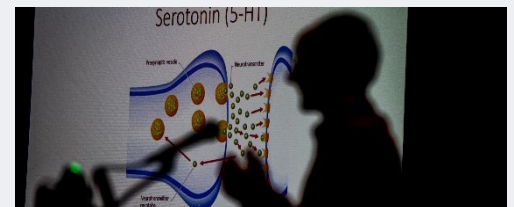


Cannabis Patient Care[™] is the digital educational resource for patients, doctors, nurses, pharmacists, and caregivers on the latest research, benefits, and treatment options cannabis provides for a variety of illnesses.



CANNABIS
SCIENCE
CONFERENCE

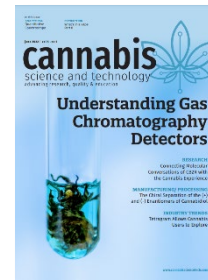
Cannabis Science Conference is the premier cannabis science event with a specialized focus on analytical science, medical cannabis, cultivation, hemp/CBD & psychedelics. These events pull together cannabis industry experts, instrument manufacturers, testing labs, cultivators, research scientists, medical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



CANNABIS SCIENCE AND TECHNOLOGY



Cannabis Science and Technology® focuses on educating the legal cannabis industry about the latest developments and trends in 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

Research

Industry Trends

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

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.

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

*Readership Survey, August 2021

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.



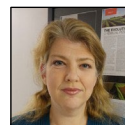
“The Cultivation Classroom”

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.

“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.



“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
- Katherine M. Evans, Longboard Scientific Consulting Company
- Jacklyn Green, Agate Biosciences
- Jack Henion, Henion Enterprises
- Zac Hildenbrand, Inform Environmental, LLC
- Adam Jacques, ZED Therapeutics
- Autumn Karcey, Cultivo, Inc.
- Benjamin A. Katchman, PathogenDx Inc.
- Julie Kowalski, JA Kowalski Science Support LLC
- Eberhardt Kuhn, PhD, Shimadzu Scientific Instruments
- Allegra Leghissa, Department of Pharmacy, Hôpitaux Universitaires Paris-Sud, AP-HP, Le Kremlin Bicêtre, France
- Paul Lessard, Varin Science & Engineering, LLC
- William Levine, CannRx Technology Inc.
- Anthony Macherone, Agilent Technologies, Johns Hopkins University School of Medicine
- David L. Nathan, MD, DFAPA, Princeton Psychiatry & Consulting, LLC
- Jumar Pasion, Principle Consultant
- Richard Sams, KCA Laboratories
- Kevin Schug, Department of Chemistry & Biochemistry, The University of Texas at Arlington
- André Filipe Santarém Silva, Merck
- Brian Smith, Big Sur Scientific
- Katherine Stenerson, MilliporeSigma
- Christian West, ZED Therapeutics

AUDIENCE - PUBLICATION

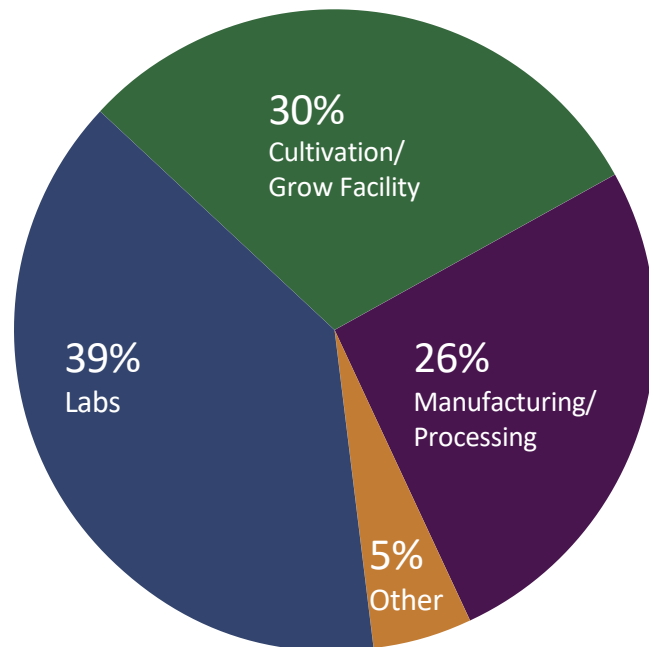
30,000

Print/Digital Circulation

20,000

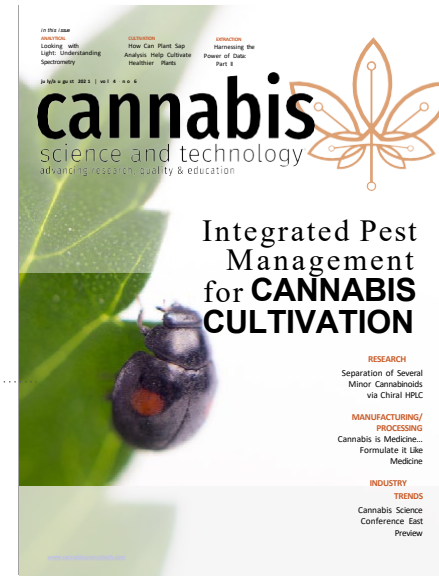
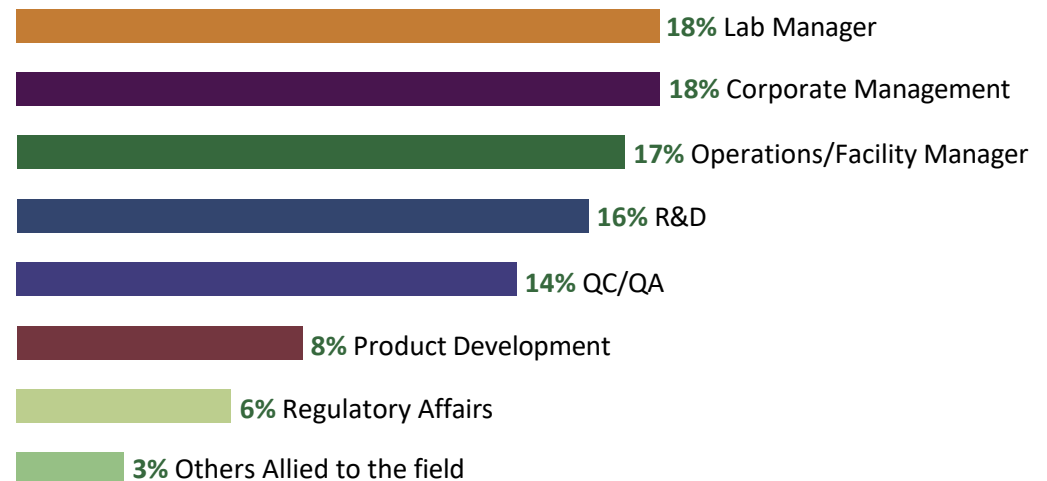
e-Newsletter Circulation

BUSINESS*



*Publisher's own data

JOB FUNCTION*



AUDIENCE - DIGITAL

WEBSITE*

cannabissciencetech.com

Monthly Unique Visitors

15,168

Monthly Page Impressions

51,432

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



*July 2021 - July 2022 Google Analytics

**Publishers 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

2023 EDITORIAL CALENDAR

January/February

Ad Close: January 10
Materials Due: January 17

Editorial:

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

Columns:

- Cannabis Analysis
- Cultivation Classroom
- Navigating the Lab

Bonus Distribution:

- The Emerald Conference
- Pittcon

March

Ad Close: February 10
Materials Due: February 17

Editorial:

Cannabis Science Conference West Issue

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

Columns:

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

Supplement

CSC West Final Program & Exhibitor Guide

Editorial Webcast: Analytical

Bonus Distribution: Cannabis Science Conference West

April

Ad Close: March 10
Materials Due: March 17

Editorial:

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

Columns:

- Cannabis Analysis
- Extraction Science
- Navigating the Lab

May

Ad Close: April 10
Materials Due: April 17

Editorial:

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

Columns:

- Cannabis Analysis
- Cultivation Classroom
- Tech Innovations: Extraction

Ad Performance Study

Supplement:

Psychedelics: New Frontiers in Alternative Medicine

June

Ad Close: May 10
Materials Due: May 17

Editorial:

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

Columns:

- Cannabis Analysis
- 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

Ad Close: July 10
Materials Due: July 17

Editorial:

Cannabis Science Conference East Issue

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

Columns:

- Cannabis Analysis
- Extraction Science
- Cultivation Classroom

Supplement:

- CSC West Final Program & Exhibitor Guide (August)

2023 EDITORIAL CALENDAR

September

Ad Close: August 10
Materials Due: August 17

Editorial:

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

Columns:

- Cannabis Analysis
- Extraction Science
- Navigating the Lab

October

Ad Close: September 8
Materials Due: September 15

Editorial:

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

Columns:

- Cannabis Analysis
- Cultivation Classroom
- Tech Innovations: Cultivation

November/December

Ad Close: November 10
Materials Due: November 17

Editorial:

Resource Issue & Inaugural Directory

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

Columns:

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

Special Sections:

- Supplier Profiles
- Vendor Tips & Tricks

DIGITAL OFFERINGS

WEBSITE

cannabissciencetech.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.



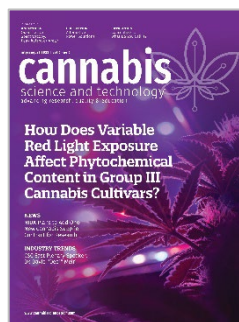
NATIVE ADVERTISING

This program gives you the opportunity to inject thought leadership, insight, and brand awareness within the context of *Cannabis 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.



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.

Survey 2017 Survey Announcement Survey

Please answer the following questions to the best of your knowledge. Your responses are confidential and will be kept confidential. All responses will be kept confidential and will be used for research purposes only.

1. How often do you use cannabis? (Select one)

☐ 1 - Never ☐ 2 - Rarely ☐ 3 - Sometimes ☐ 4 - Often ☐ 5 - Very Often

2. What is your primary reason for using cannabis? (Select one)

☐ Medical ☐ Recreational ☐ Both ☐ Other (Please specify)

3. Select your preferred method of consumption: (Select one)

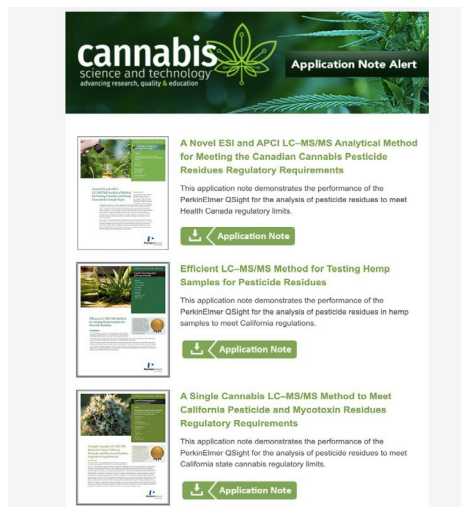
☐ Smoking ☐ Vaping ☐ Edibles ☐ Tinctures ☐ Topicals ☐ Other (Please specify)

4. Please check all that apply to your preferred method of consumption: (Select all that apply)

☐ Inhalation ☐ Ingestion ☐ Topical ☐ Other (Please specify)

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.



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.



E-NEWSLETTER

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



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 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.

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 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:

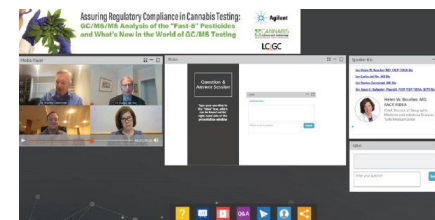
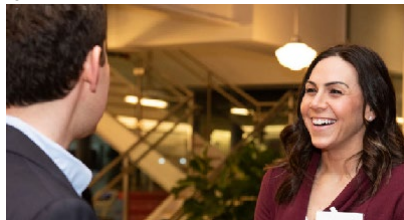
Cannabis Science and Technology[®] will find and attract the people you want to attend your live event.

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:

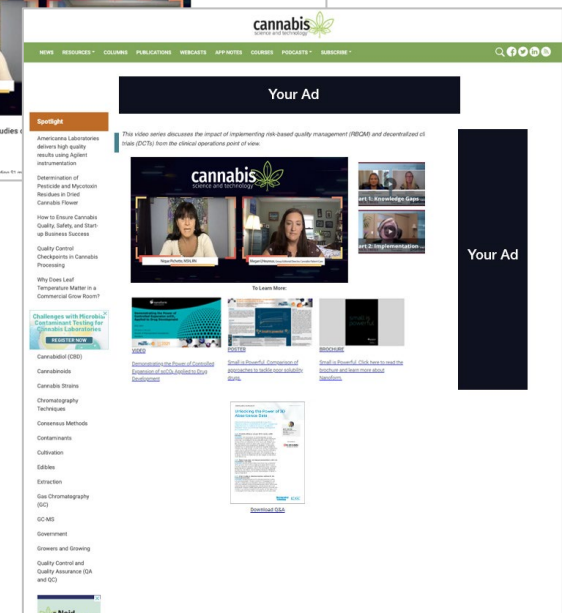
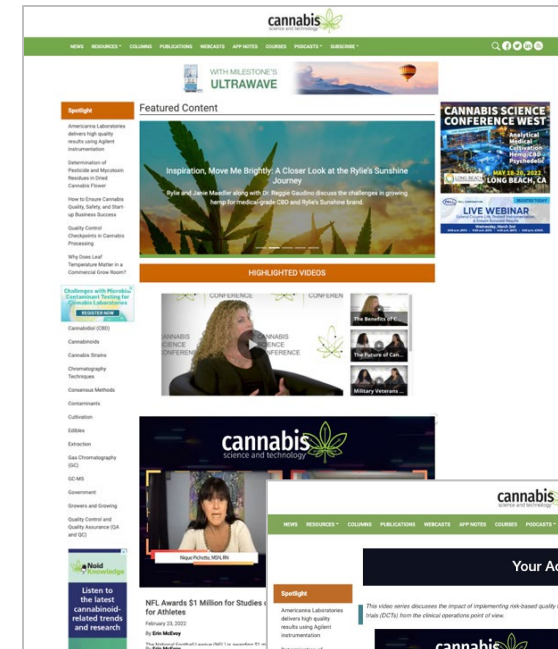
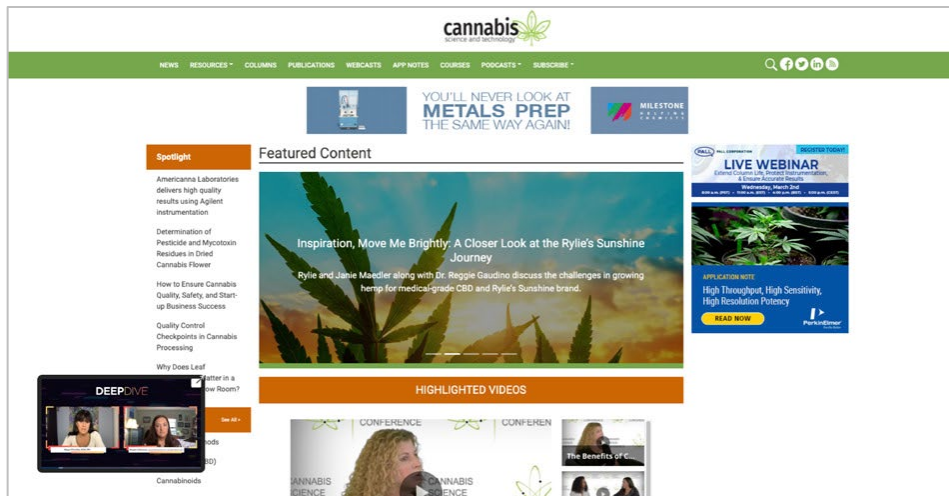
Besides the expertise of *Cannabis Science and Technology*[®], you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



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

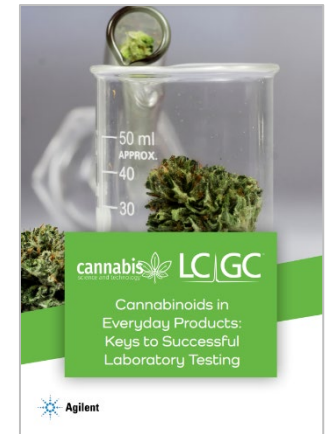
Our dedicated content editor will develop and write thought-provoking, insightful content about your products and services such as, but not limited to:

- 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 Science and Technology®*'s editorial team. This program is designed to deliver high-quality leads.



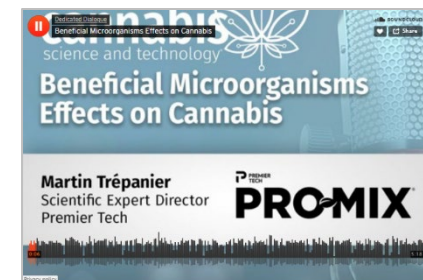
LEAD NURTURING

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 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*®.



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

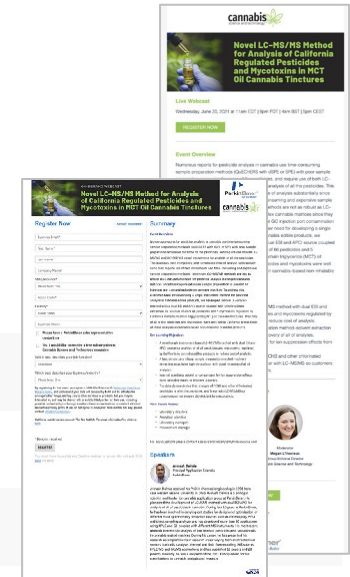
Talent — Respected speakers, moderators, and Cannabis Science and Technology®'s editor-in-chief, Megan L'Heureux

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



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



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 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 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 Science and Technology*®.

A native, branded content opportunity

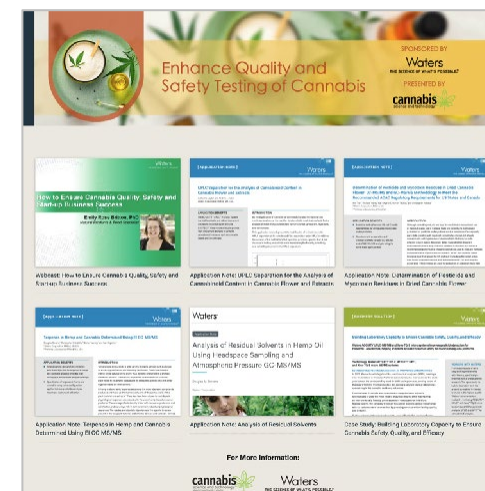
- Articles, press releases, videos, etc. are included within the digital content feed and/or the print edition of *Cannabis Science and Technology*®
- An expandable offering from one article to a complete content center with your branding
- Featured on the cannabissciencetech.com home page as well as 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 AAC (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

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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