



2023 MEDIA KIT

SPECULATION
BRANDS



www.SpeculationBrands.com

About Us

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Speculation Brands is a global, multi-faceted Cannabis technology company with a strong focus on e-commerce, branding, product differentiation, consumer awareness and intellectual property. We are a premier "House of Cannabis Brands" and we believe that quality products, innovation, brand name recognition, e-commerce, retail experiences and consumer well-being will be the future of the Cannabis industry. Our media network includes 635+ premium, generic and brandable domain names and websites.

1. Flower	2. Medical	3. Edibles	4. Microdosing	5. Hybrid
				
				
				
				10. Accessories
				
6. Blunts	7. Pre-rolls	8. Concentrates	9. Beverages	

Media Kit Benefits

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Our Media Kit is for anyone seeking to increase their brand visibility, and reach influencers and decisionmakers. Our wide-ranging media network offers effective channels for delivering messages and opportunities to the global Cannabis community.

WEBSITE Maintain a consistent presence

Our website hosts an abundance of relevant and timely content that consumers come back to over and over again for purchases, research, references and expert insights. Banner ads, sponsored content and online advertising opportunities put your message directly in the view of Cannabis consumers.

E-MAIL Direct to consumers' inboxes

The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their customized and unique message delivered directly to the inboxes of our readers.

E-NEWSLETTER Monthly and beyond

Our monthly e-Newsletter is delivered to the inboxes of our hyper-engaged subscribers who have opted-in to follow the most current news available. Banner ads place your message alongside our highly sought-after content.

SOCIAL MEDIA Expand community outreach

Speculation Brands has a powerful and active social media presence among Cannabis consumers and professionals. Our Facebook and Twitter platforms can be used as part of multichannel campaigns or as targeted advertising campaigns.



www.SpeculationBrands.com

Website Rates

Billboard Ad (728x90)

1X	\$3,000+
3X	\$8,400+
6X	\$8,300+
9X	\$8,200+
12X	\$8,100+

1:3 Banner Ad (Top - 115x30)

1X	\$850+
3X	\$1,900+
6X	\$1,800+
9X	\$1,700+
12X	\$1,600+

Wide Skyscraper (160x600)

1X	\$1,900+
3X	\$5,100+
6X	\$5,000+
9X	\$4,900+
12X	\$4,800+

Medium Rectangle (300x250)

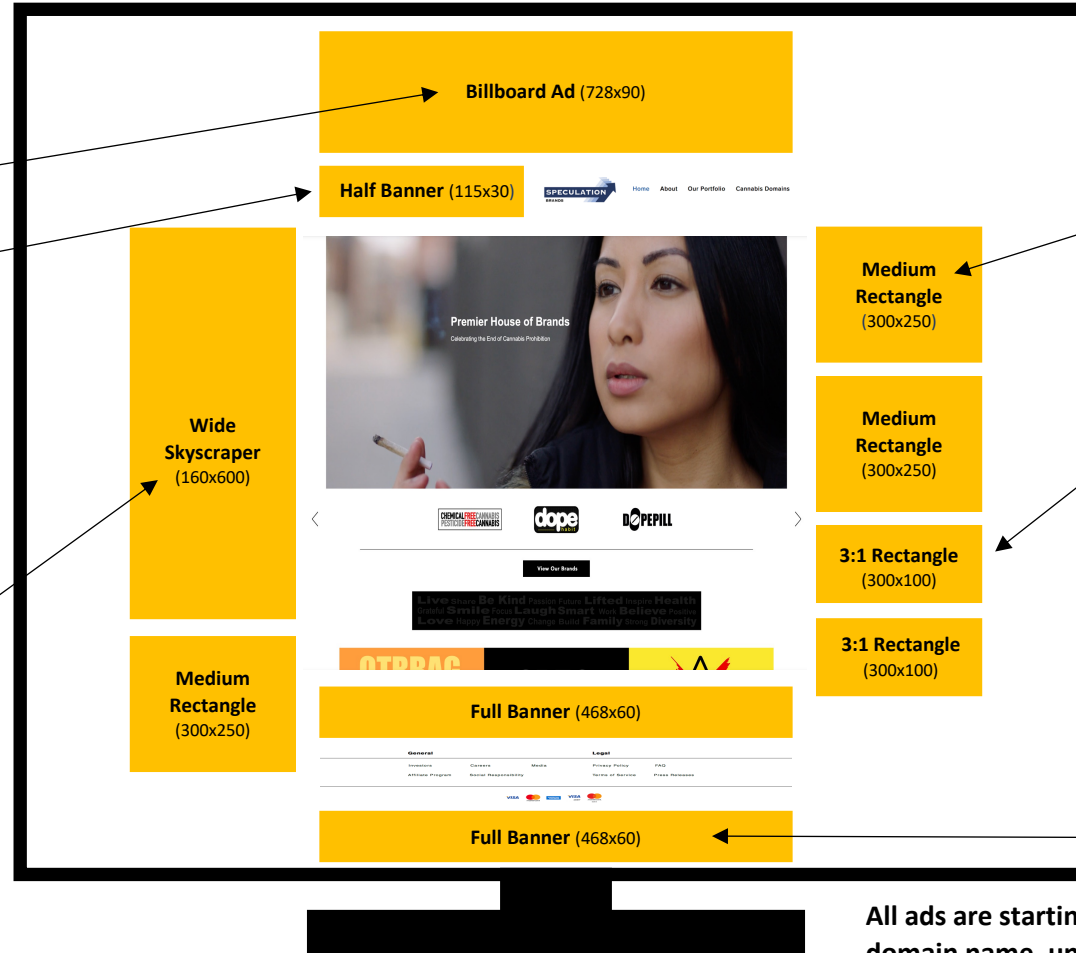
1X	\$1,600+
3X	\$4,300+
6X	\$4,200+
9X	\$4,100+
12X	\$4,000+

3:1 Rectangle (300x100)

1X	\$1,150+
3X	\$2,900+
6X	\$2,800+
9X	\$2,700+
12X	\$2,600+

Full Banner Ad (468x60)

1X	\$1,600+
3X	\$4,300+
6X	\$4,200+
9X	\$4,100+
12X	\$4,000+



All ads are starting prices, sitewide, per domain name, unless otherwise noted.

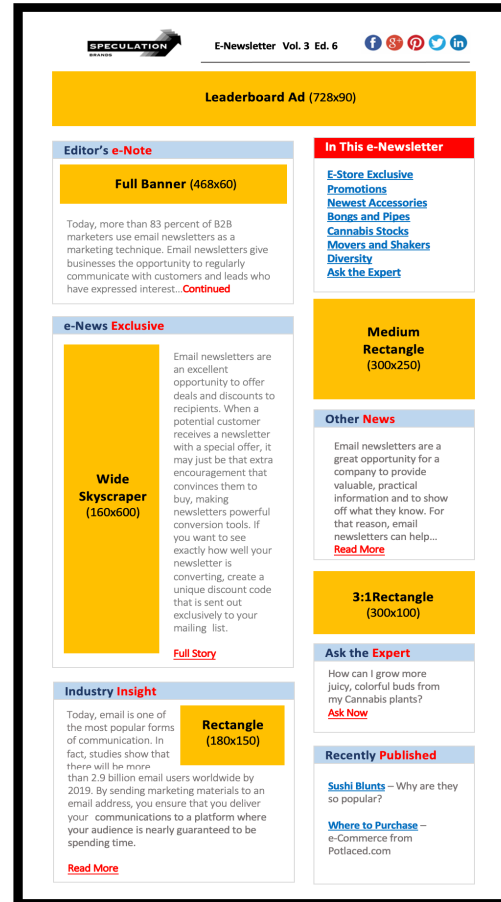
WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (E.g., website advertising, e-Newsletters, e-blasts, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

E-Newsletter Rates

Placing a banner on **Speculation Brands** monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

Ad Size	1X	3X	6X	9X	12X
Leaderboard (728 x 90 pixels)	\$1,450+	\$3,850+	\$3,750+	\$3,650+	\$3,550+
Wide Skyscraper (160 x 600 pixels)	\$1,600+	\$4,300+	\$4,200+	\$4,100+	\$4,000+
Medium Rectangle (300 x 250 pixels)	\$1,400+	\$3,600+	\$3,500+	\$3,400+	\$3,300+
Full Banner (468 x 60 pixels)	\$1,200+	\$3,000+	\$2,900+	\$2,800+	\$2,700+
3:1 Rectangle (300 x 100 pixels)	\$1,050+	\$2,500+	\$2,400+	\$2,300+	\$2,200+
Rectangle (180 x 150 pixels)	\$650+	\$1,450+	\$1,400+	\$1,350+	\$1,300+

Banner positions not fixed, but based on content distribution.



(Sample e-Newsletter)

E-Mail Marketing

Advertisers can utilize the power of our subscriber lists by using custom- designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of Cannabis consumers.

This targeted and cost-effective method of reaching **Speculation Brands** audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message or we can simply take your design and deliver it to our opt-in list of professional subscribers.

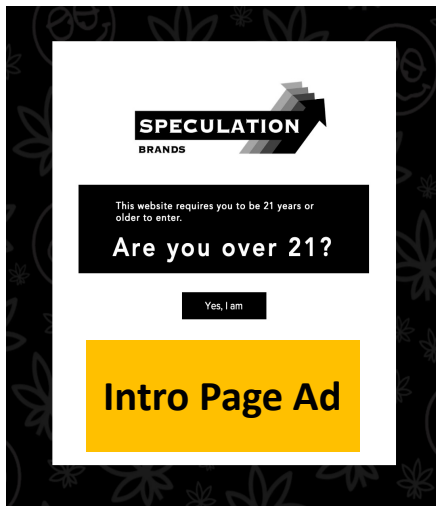
FULL LIST E-BLAST: \$8,500 or \$450 per 1,000 names for partial list deployments.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. Ask about High-Impact Digital Ad Placements for special package pricing and high-visibility placements.

Brand Pages

Brand Page Rate - A prominent and exclusive offer, a Brand Page on one of our established websites will position your business to inform our frequent visitors, command marketing authority and influence purchasing decisions.

Prices Starting at \$199.99 per month



Intro Page Ad

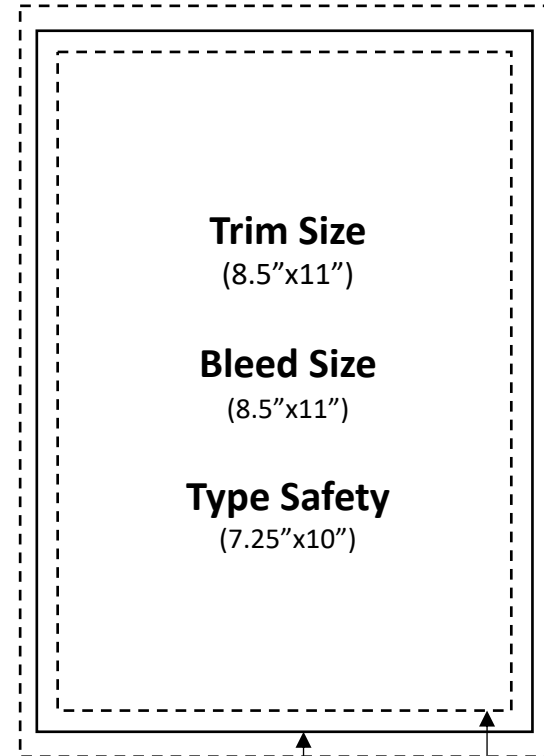
Each of our websites has a lightbox popup page where advertisers can place their messages. The benefits of this high impact placement are:

- It's certain to be seen.
- Space is exclusive to one advertiser.
- It's an interactive ad that includes direct links to your webpage.

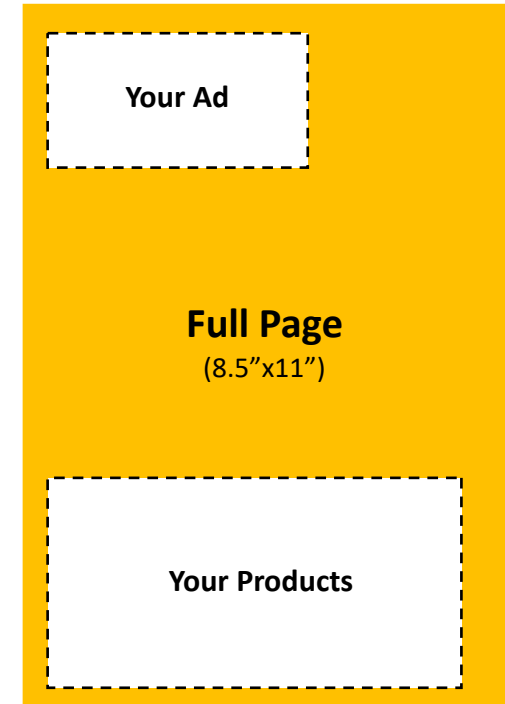
Prices Starting at \$1,000 per month

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Bleed **Trim** **Type Safety**



Ad Size	1X	3X	6X	9X	12X
Full Page Ad (8"x10.5")	\$2,800+	\$7,900+	\$7,800+	\$7,700+	\$7,600+

Domain Name Leasing

Domain Name Leasing: Similar to a car lease, domain name leasing provides a buyer (lessee) with the right to temporarily use a domain name over a specified time period while making periodic lease payments to the seller (lessor).

The following are common terms of domain leasing:

- **Lease term:** Domain leases are usually between two to ten years in length. Monthly or quarterly payments are standard.
- **Down payment:** In some instances, lessee's will be required to pay a non-refundable down payment at the start of a lease agreement.
- **Lease Payment Amount:** The periodic payment amount for leasing the domain. Amount varies depending on the chosen domain name.

Benefits of Domain Name Leasing:

- Work when you want, from wherever you want.
- Earn a new source of passive income.
- Total control over your website.
- High-value URL redirects.
- Receive higher volumes of traffic to your website.

Prices Starting at \$1,000 per month per domain name



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Contact Us

For more information to include advertisement specification requirements or pricing, please contact us through our website at: www.SpeculationBrands.com

We look forward to hearing from you!

A screenshot of a contact form titled "Contact Us" with a close button (X) in the top right corner. The form has three input fields for "First Name", "Last Name", and "Email". Below these is a large text area with the placeholder "Type your message here...". At the bottom left is the "SPECULATION BRANDS" logo and website URL "www.SpeculationBrands.com". In the center is a checkbox labeled "I'm not a robot" next to a "reCAPTCHA" logo. To the right is a "Submit" button. Below the button, it says "Thanks for Submitting!".