

The
CANNABIS
NEWSROOM

YOUR MOST RELIABLE SOURCE FOR ANYTHING AND EVERYTHING CANNABIS



CANNABIS BROADCAST STATION

MARKETING DECK

2019

ABOUT

Cannabis Broadcast Station (CBS) is an American internet television news, education and entertainment channel. View the latest news for U.S., world, education, entertainment, politics, money, and health related to the cannabis industry.

CBS provides a traditional and non-traditional media footprint across various platforms, including, but not limited to; billboards, social media, radio, and Over the Top TV (OTT) devices.



PROGRAM DEVELOPMENT

The Cannabis Broadcast Station is in current works of developing four shows all register with the Writers Guild of America(WGA).

“The Cannabis Newsroom”- A weekly Sunday evening news program aimed to focus on current cannabis events across the nation and internationally.

“SNACKS” - Captures complex culinary dishes and showcases the transition to a simple do-it-yourself delightful cannabis inspired infused dish. Developing a unique and authentic experience.

“One On One” – Snap into the cannabis industry with a inside view of the industries top competitors. We take a look to see what is leading to their success.



DIGITAL & TRADITIONAL TRAFFIC

DIGITAL



OVERALL DIGITAL
IMPRESSIONS PER
MONTH
15,830,000

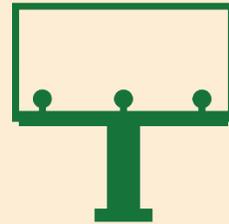


OVERALL USERS PER
MONTH
14,012



NEW USERS PER
MONTH
6,581

TRADITIONAL



KIOSK IMPRESSIONS
PER MONTH
5,490,000

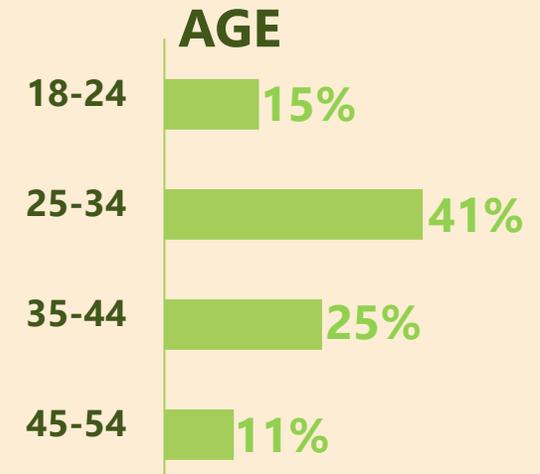
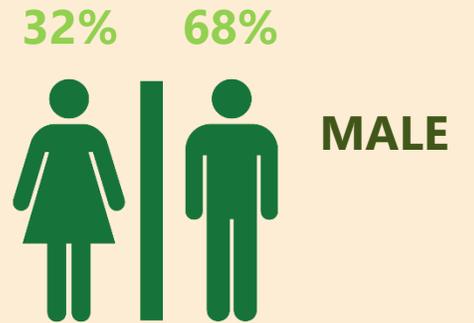


GAS STATIONS
IMPRESSIONS PER
MONTH
6,231,150



RESTURANT & BAR
IMPRESSIONS PER
MONTH
1,800,000

AUDIENCE





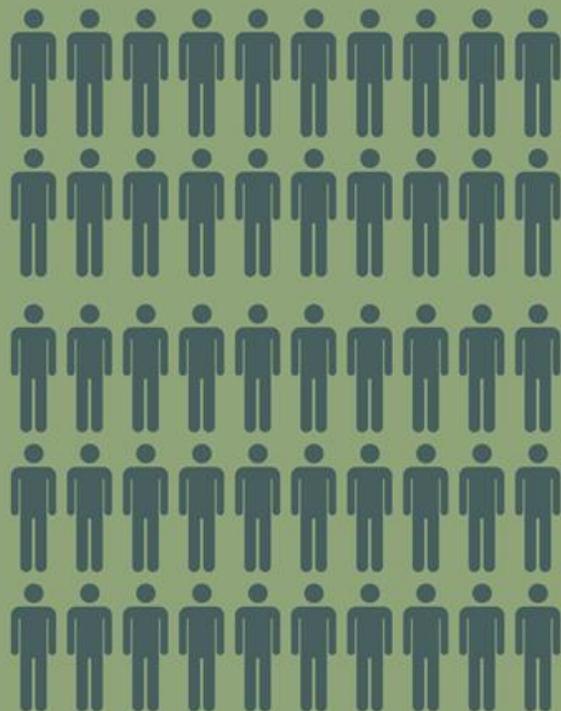
CannaLytics

for Cannabis Club Tv

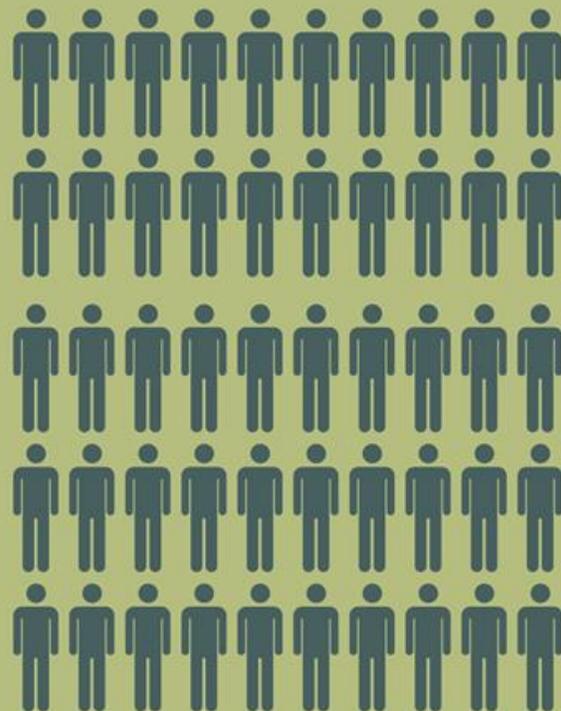
AUG 2019



VIDEOS PLAYED
39,957



NETWORK
AUDIENCE
7,092,000



CONTENT VIEWS
PER AUDIENCE
100,547



NUMBER OF
DISPENSARIES
197



(OOH) ADVERTISING OUT-OF-HOME

Out-of-home media advertising is focused on marketing to consumers' when they are "on the go" in public places.

We have established creative advertising mediums that are integrated into consumers everyday lives while out on the street, filling up gas, and going out on the town.

Servicing More Than
Gas Stations
Restaurants **86**
Bars



SPECIFICATIONS

*****LAYERED FILES NEEDED*****

If artwork is not supplied correctly or approved within the timeline provided, there could be delays.

Finished File Size:
20.5" w X 20" h

Viewing Area:
19.5" w X 18.5" h

Safe Zone:
18.75" w X 17.5" h



Viewing Area:
18.25" w X 9.75" h

Safe Zone:
17.75" w X 9.25" h



Finished File Size:
20.25" w X 11.75" h



CHEVRON

REQUIRED SIZE NEEDED

Finished File Size:
24.375" w X 10" h

Viewing Area:
23.375" w X 8.5" h

Safe Zone:
22.875" w X 8" h

SPECIFICATIONS

Our standard finished size is 20.25" w x 11.75" h. However, there are many different frame sizes used to display ads in the marketplace.

Please allow a 2" bleed all around. Create art to the sizes listed and allow us to resize to fit each location.

We strongly advise not to use any boards with artwork as frame sizes will vary.

Art Files Due 3 Weeks Before Post Date

Client approvals can take upto 10 business days

File Requirements:

Photoshop CS6/CC ● InDesign CS6/CC ● Illustrator CS6/CC

Submit full scale/300 dpi native, layered files in which artwork was created. **(NO FLATTED PDFs OR JPGs)** **Keep all logos, text and legal lines within the LIVE AREA.** If submitting in InDesign, please package to include all links and outlined fonts. If artwork is not supplied correctly or approved within the timeline provided there could be delays.

Proofs will be emailed prior to production.

INDOOR ADVERTISING

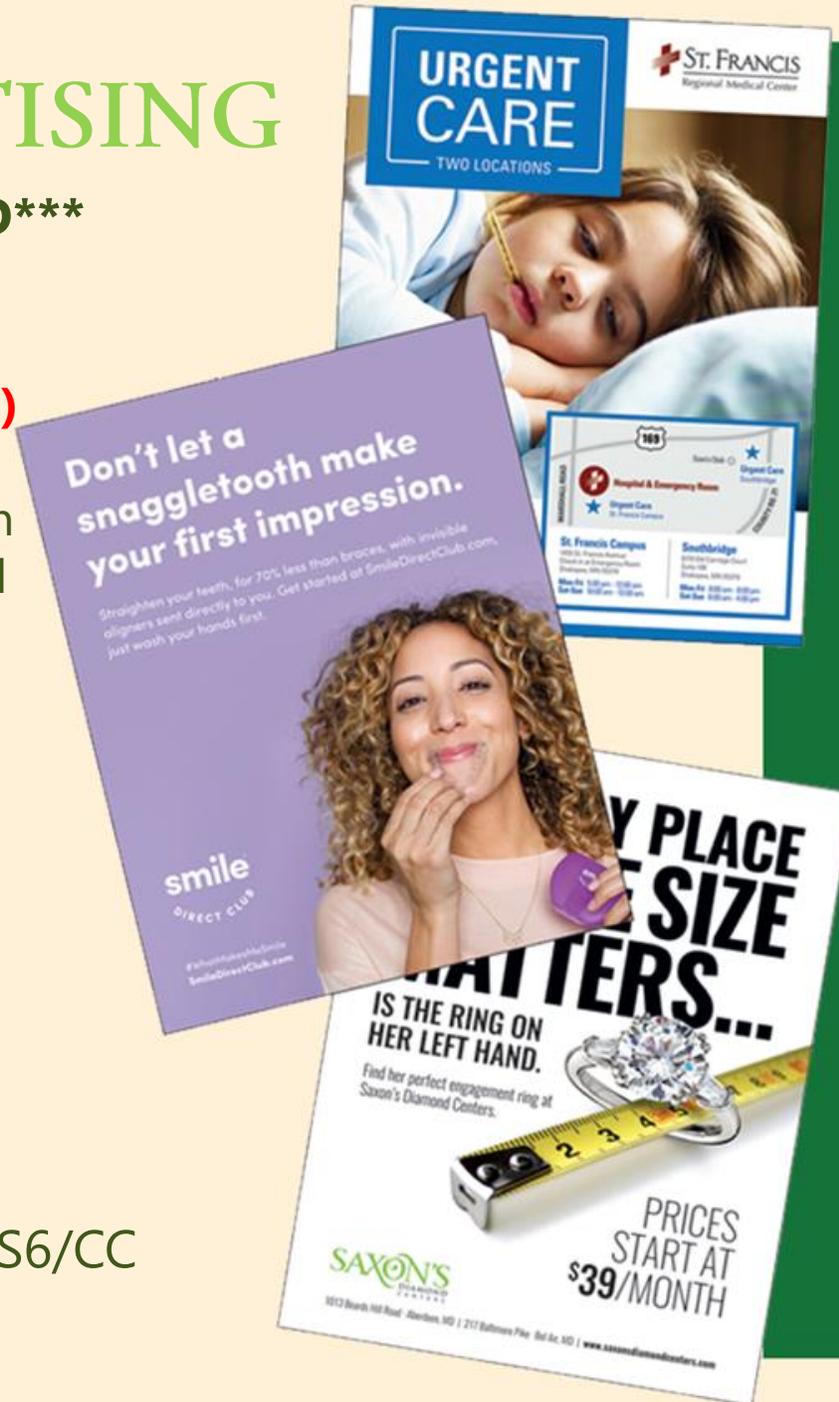
LAYERED FILES NEEDED

Submit full scale/300 dpi native, layered files in which artwork was created. **(NO FLATTED PDFs OR JPGs)** Keep all logos, text and legal lines within the LIVE AREA. If submitting in InDesign, please package to include all links and outlined fonts. If artwork is not supplied correctly or approved within the timeline provided there could be delays.

Proofs will be emailed prior to production.

File Requirements:

- Photoshop CS6/CC
- InDesign CS6/CC
- Illustrator CS6/CC



Live Area: 17x22
NO BLEED NEEDED

SOCIAL MEDIA ADVERTISING

PLATFORM SPECIFIC BUYS

Post include a picture, copy (caption), links, hashtags and social handles



twitter

Post:

Instagram

Post:

24 Hour Post:

Story with link to site:



One on One Show or
Product Review:
Show sponsor:

cannabisbroadcaststation

STREAM ADVERTISING

Placement Opportunities Now-Available on Roku streaming platform. Grow your customers by advertising on a show, the channel or video ad on our Roku channel.

ROKU

GET INTERACTIVE!



snacks

SPONSORED BY



CANNABIS BROADCAST STATION ORIGINALS



SHOW SPONSORSHIP



CHANNEL SPONSORSHIP



VIDEO ADVERTISEMENT



PLACEMENT OPPORTUNITY

SHOW SPONSORSHIP

Presented/Sponsored by logo appears on Launch Screen and mentioned in promotional campaigns.

\$25K /Quarter



on ONE

mumtea

CL
CANNABIS BRO





BROUGHT TO YOU BY
GOVERNMENT OF CANADA



CANNABIS IN CANADA
Get the facts



PLACEMENT OPPORTUNITY

CHANNEL SPONSORSHIP

- Branding on channel header for three months
- Pre-Roll video AD's in between videos
- Mentions in promos for the channel

\$15K /Quarter



PLACEMENT OPPORTUNITY



Video AD's

Pre Roll & Mid Roll advertisements across the network or in a specific show series

Market CPM Rate



CANNABIS BROADCAST STATION

CONTACT
MICAHA TATUM
818.675.7219