



MEDIA PARTNERSHIP OUTLINE

THE ULTIMATE GOAL OF THIS STRATEGIC PARTNERSHIP IS TO:

- Amplify your company story and identity in the cannabis and CBD space
- Launch a strategic marketing strategy around key topics in the industry to position your company as THE expert and leader in the space
- Demonstrate how your company improves lives and/or business
- Get your company in front of consumers and/or decision makers
- Produce monthly video material for your company
- Produce monthly influencer marketing material for your company
- Produce graphic design material as needed
- Assist with social media if needed

Emerald to set up landing page on TheEmeraldMagazine.com to host Company media, products, menu or services.

Emerald will create original content around strategic topics to show followers how your business improves lives.

THIS PACKAGE COMES WITH:

- **Broadcast Video** - *Emerald* to produce a monthly video on the Company, or speak to a Company representative to highlight the latest news and events. This content will be promoted on *Emerald's* website, social media platforms, newsletter, YouTube and WeedTube channels.
- **Content Creation** - Bi-weekly editorial articles (6 minimum), all promoted on *Emerald's* website, social media platforms and newsletter.
- **Newsletter Banner Ad** - Weekly banner ad placement in *Emerald's* newsletter (728px X 90px)
- **Website Digital Ad Display** - Placement on TheEmeraldMagazine.com (728px X 90px OR 300px X 300px)
- **Social Media Promotions** - Weekly representation on all *Emerald* social platforms through feed or story line on Instagram, LinkedIn, Facebook and Twitter (Combined 25,000+ Followers)
- **Influencer Marketing** - *Emerald* to produce monthly influencer marketing video on Company products, retail location and/or services. This content will be promoted on all social media platforms in addition to *Emerald's* YouTube and WeedTube accounts.

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- **Rates Negotiable, Three Month Minimum Commitment**