



CANNABIS CONVERSATIONS

Quarterly Special Sections

These quarterly center-spread, pull-out sections, full of educational and advertising content, are designed to help normalize and destigmatize cannabis. They will feature a Reader-designed cover, pages of cannabis-related sponsor-created content and ads, plus display advertising space. See the December 2020 Cannabis Conversations product [here](#). The center spread special sections will run online in PDF form and in 56,000 print copies across Chicago. Extra copies of the standalone insert can be purchased by contributors (in advance) to distribute to their locations, partners, clients, or any other interested parties.

Dates

ISSUE 1: February 18 | ISSUE 2: May 27 | ISSUE 3: August 19 | ISSUE 4: November 11

Who is invited to participate?

Not only cannabis and hemp retail operators, growers, producers, and ancillary businesses, but also ANY advertiser interested in reaching the cannabis consumer and the canna-curious.

Sponsorship

Cannabis Conversations Sponsorship Packages			
Presenting Sponsor (Year) (1 Available)			
PRODUCT	DETAIL	TOTAL VALUE	COST (TOTAL)
Cover/strip	1/issue, 4 total	\$12,000	\$9,600
Digital branding	"Brought to you by" label	\$4,000	\$3,200
Single Page Ad (4)	Excluding Back Cover	\$11,880	\$9,504
4 email newsletter (leaderboard ads)	16 total	\$1,200	\$960
	TOTAL	\$29,080	\$23,264



Branded Content

Topics may include but are not limited to:

- The endocannabinoid system
- Cannabinoids, terpenes, flavonoids
- What's in a strain: White Rhino, Lemon Skunk, and Gorilla Glue - Oh My!
- The history of cannabis as medicine
- How cannabis works as a medicine
- Seizure disorders
- Symptom management: pain and inflammation
- Opioids v. cannabis
- Women & cannabis: The hormone effect
- Mental health
- First person anecdotes
- Methods of consumption (within legal limits)
- Vaping: Separating fact from fiction
- Social equity
- The case for federal legalization
- Yoga and meditation
- Eco-friendly production
- Ask an expert, curated by the Reader
- Cannabis and sexual health

Cannabis Conversations Sponsorship Packages

PRODUCT	SPECS	COST (TOTAL)
Full Page Branded	Full Page +600 words online	\$3,365
1/2 Page Branded	1/2 Page Print + Online	\$1,935
4 Prepaid Full	20% discount	\$10,768
4 Prepaid 1/2 Page	20% discount	\$6,192

Pre-Pay Premium Placements

Premium placements are high-impact print display positions guaranteed to draw attention and make your advertisement stand out. Premium placements are booked on a first come, first served basis, and are expected to sell out by Issue 2. Annual rate will be prorated based on date of purchase/issues left in the year.

Cannabis Conversations Premium Ad Placement Prepays

PLACEMENT	RATE PER ISSUE	TOTAL COST (4)
Center Spread	\$6,000	\$21,600
Inside Front Cover	\$3,000	\$10,800
Page 3	\$3,750	\$13,500
Back Cover	\$4,000	\$14,400



Prepay Display Advertising

Take advantage of low rates and consistent placement by booking and pre-paying for your print display size of choice.

Cannabis Conversations Prepays (Print Display)

SIZE	DETAIL	VALUE	COST	SAVINGS	PRODUCT
1/12	4 prepaid 1/12 pgs	\$1,160	\$1,044	\$116	10% discount
1/8	4 prepaid 1/8 pgs	\$1,920	\$1,728	\$192	10% discount
1/6	4 prepaid 1/6 pgs	\$2,360	\$2,124	\$236	10% discount
1/4	4 prepaid 1/4 pgs	\$3,520	\$3,168	\$352	10% discount
1/3	4 prepaid 1/3 pgs	\$4,280	\$3,638	\$642	15% discount
1/2	4 prepaid 1/2 pgs	\$6,160	\$5,236	\$924	15% discount
3/4	4 prepaid 3/4 pgs	\$10,240	\$8,704	\$1,536	15% discount
Full Page	4 prepaid Full pgs	\$11,880	\$9,504	\$2,376	20% discount

** ads are to be prebooked, prepaid, and will be located within supplement*

Display Advertising Rates:

1/12 \$290

1/8 \$480

1/6 \$590

1/4 \$880

1/3 \$1,070

1/2 \$1,540

3/4 \$2,560

Full Page \$2,970



DEADLINES

ISSUE		DATE		NOTES
ISSUE 1	—	Feb 18	—	
Booking 1	—	Thursday, February 4	—	Branded content
Payment	—	Due upon booking	—	
Art	—	Noon Friday, Feb 5	—	
Booking 2	—	Noon Monday, Feb 8	—	Camera-ready display ads
Camera-ready art	—	Noon Wednesday, Feb 10	—	
Layout deadline	—	Noon Friday, Feb 12	—	
ISSUE 2	—	May 27	—	
Booking 1	—	Thursday, May 13	—	Branded content
Payment	—	Due upon booking	—	
Art	—	Noon Friday, May 14	—	
Booking 2	—	Noon Monday, May 17	—	Camera-ready display ads
Camera-ready art	—	Noon Wednesday, May 19	—	
Layout deadline	—	Noon Friday, May 21	—	
ISSUE 3	—	August 19	—	
Booking 1	—	Thursday, August 5	—	Branded content
Payment	—	Due upon booking	—	
Art	—	Noon Friday, Aug 6	—	
Booking 2	—	Noon Monday, Aug 9	—	
Camera-ready art	—	Noon Wednesday, Aug 11	—	Camera-ready display ads
Layout deadline	—	Noon Friday, August 13	—	
ISSUE 4	—	November 11	—	
Booking 1	—	Thursday, October 28	—	Branded Content
Payment	—	Due upon booking	—	
Art	—	Noon Friday, Oct 29	—	
Booking 2	—	Noon Monday, Nov 1	—	
Camera-ready art	—	Noon Wednesday, Nov 3	—	Camera-ready/display ads
Layout deadline	—	Noon Friday, Nov 5	—	

CONTACT ADS@CHICAGOREADER.COM