

Media Kit



2017



COMPASSIONATE
CERTIFICATION CENTERS™

the
cannabis
reporter

About our great companies



Dr. Bryan Doner
DO, CEO Medical
Director & Co-Founder



Melonie Kotchey
Chief Operating Officer
& Co-Founder



Dr. Keyur Patel
DO, Chief Medical
Officer



David Gribik
Head of Accounting
and Consulting

Our mission is to provide you with the resources, guidance, and leadership you need to service patients in states where Medical Marijuana is legal, as well as in states where Medical Marijuana has pending legislation.

We are one of the first and only companies in the United States that provides medical marijuana services to healthcare providers, allopaths, MDs, DOs, and mid-level practitioners.

Our belief at Compassionate Certification Centers is that "if you want to be the best, you have to work with the best." The strategic partnerships that we have established will allow us to stay ahead of the curve in the medical marijuana field.

We are a medical marijuana marketing and consulting company that offers physicians the tools and resources needed to operate their own certification centers. We also provide supplemental advertising services so

that patients can find the our physician's certification centers to be diagnosed and treated. Our panel of executive sales managers, accountants, and lawyers provide a support network that no other company can offer.

We take pride in the professionalism, compassion, security, and privacy we provide to patients and physicians. Compassionate Certification Centers strives to enhance the lives of patients through quality products and impeccable service. We seek to improve our community's understanding of medical cannabis and its effects through reliance on science-based research. Our staff is friendly, knowledgeable and com-

passionate. We will always maintain accurate and complete compliance with the states we practice in.



the cannabis reporter

Awareness —> Acceptance —> Advocacy

The Cannabis Reporter is a new multi-media outlet created by marijuana-culture “outsiders” who whole-heartedly believe that the world’s most sustainable, useful and healing plants should be accessible by anyone, and that regulation would improve our economy, society and humanity at large.

Our Mission is to engender widespread acceptance and advocacy of cannabis through awareness-building content that supports the marijuana movement for greater good.

Who We Attract: While we create content and aggregate news from amazing sources that appeals to hard core advocates, seasoned users and enthusiastic newcomers, our original content also embraces those among us who are unaware, skeptical or have yet to overcome cultural barriers.

Our Editorial Agenda: We reinforce our pro-cannabis point of view with authoritative, credible interviews and features, white papers and research, high-level social media engagement and crosspromotion with partner outlets including non-cannabis pubs and talk radio.

This enables us to:

- Engage new cross-generational audiences

- Build trust and confidence about the movement and what it stands for
- Bridge gaps in perception, cultural stigma and understanding
- Introduce new audiences to aspects of cannabis they have yet to discover
- Provide access to new markets canna-business advertisers have yet to tap

We go beyond the usual cannabis market to find new consumers. We realized early on that “Preaching to the choir” won’t grow the congregation. For that reason, we purposely target consumers of all knowledge and perception levels, including the skeptical, opposed and unaware who have yet to learn about cannabis. We concentrate on awareness building among advocates and skeptics alike. We intentionally create content with appeal that engages diverse audiences, including those

who would ordinarily shy away from marijuana culture for social, political or professional reasons. We achieve this by:

- Expanding content distribution into atypical platforms such as conventional talk radio and non-cannabis online outlets
- Holding ourselves to high levels of professionalism and integrity to help overcome negative perceptions
- Elevating the conversation by omitting cultural slang and euphemisms
- Supporting cannabis-related nonprofits with free ads as a public service
- Promoting research studies and providing access to academic white papers



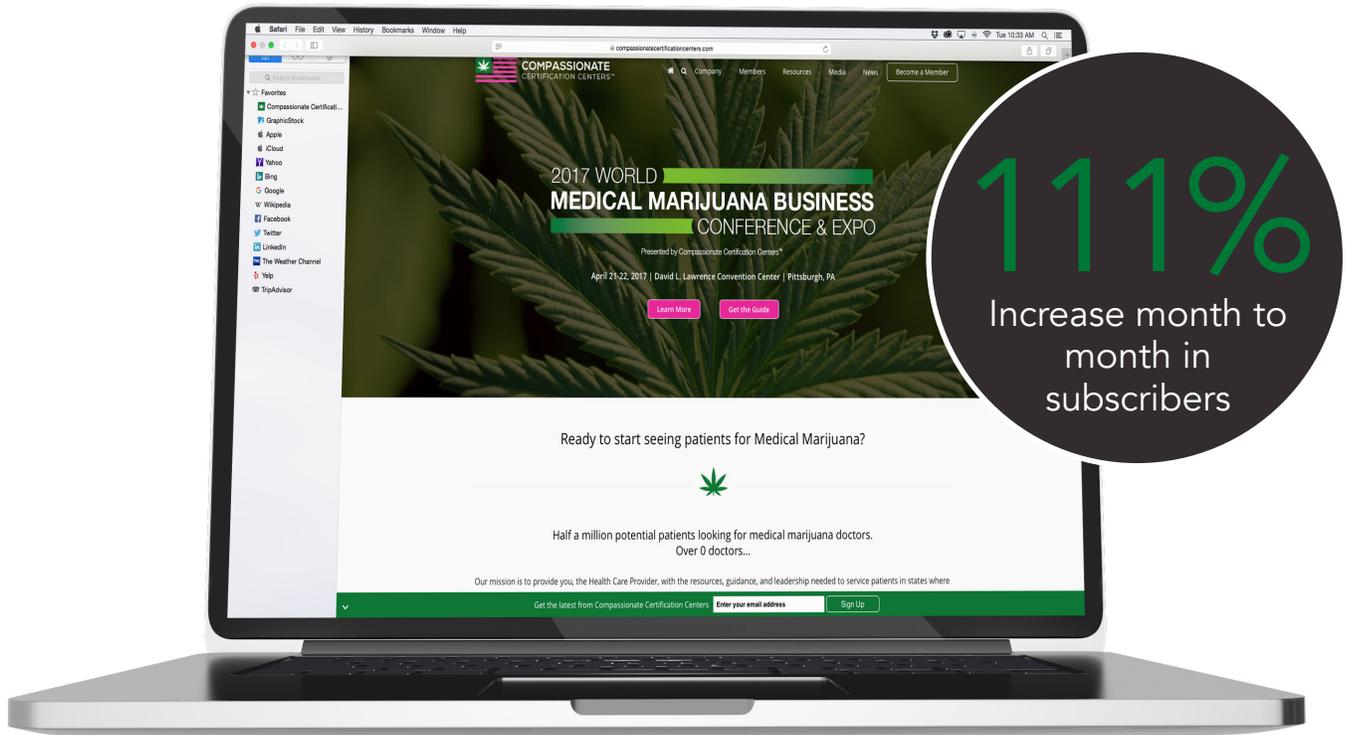


Why advertise with us?

We offer so much more than just an advertising platform.

We have a vested interest in supporting the marijuana movement for everyone's benefit, which means we'll go above and beyond to support your business. Here's how:

- ▶ We work with you to learn your goals and maximize our resources to showcase your business.
- ▶ We have a unique ability to find synergistic opportunity and make connections to your advantage.
- ▶ We support your business within our social media by sharing your email promos, Website, press releases, and more with our online networks.
- ▶ When we need a credible source, contributor or quote for a story we ask our advertisers first.
- ▶ We form media alliances and share original content, which drives traffic to our site and boosts exposure for advertisers.
- ▶ We reach diverse audiences beyond the usual 420-culture targets through noncannabis online channels and conventional radio in markets that have yet to be saturated with cannabis businesses.



Website Reach

Compassionate Certification Centers is a physician owned and operated company with our own physician experts who update and write fresh content. We have professional authors as well as minority owners able to blog and pull from 20 plus research centers and news media outlets over 28,000 press releases sent out per month. With frequent distribution of our newsletters combined with our event promotions, collaborative media partnerships and other efforts to attract new audiences, our online traffic is constantly growing.

With our 2017 World Medical Marijuana Business Conference & Expo on April 21-22 around the corner and massive promotional campaigns currently underway, the time to advertise is NOW The rates are good for one year from the date of signing if you lock in your contract today.

16,000+

Unique visitors per day and growing

Newsletter Reach

We provide our advertisers with excellent opportunities to reach their highly targeted audience. You will not find a better response by health care providers and patients in the medical marijuana industry.

51,000

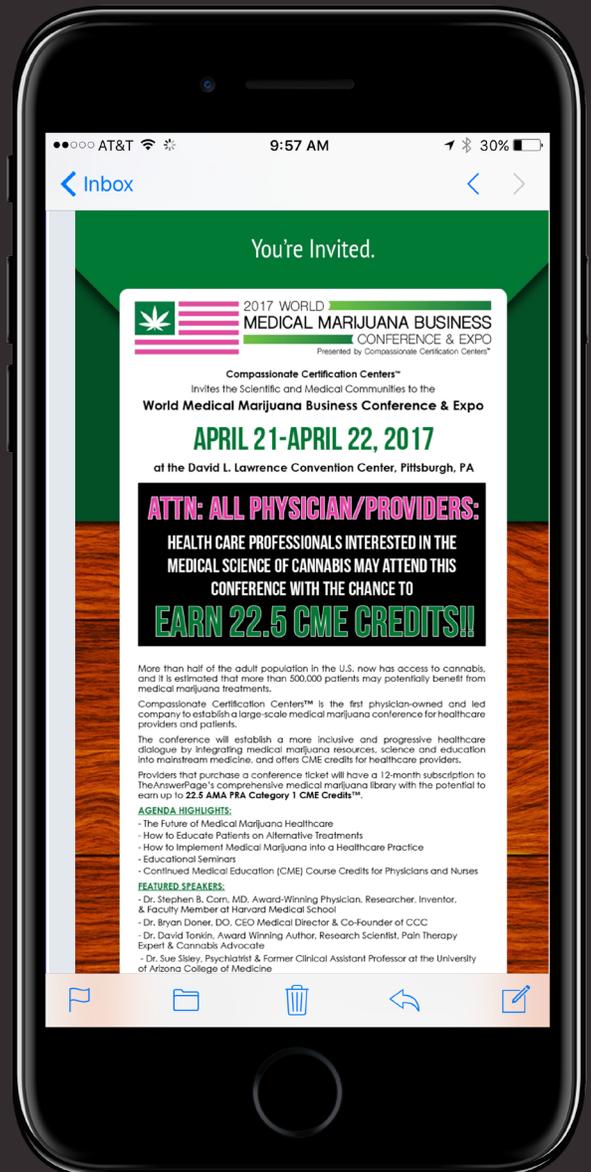
Cannabis and Healthcare Businesses

212,000

Healthcare Providers

195,000

Cannabis Patients





Radio Reach

Broadcasting via community & satellite radio networks is a great way to reach audiences that haven't learned about medical marijuana online. Major market radio listeners can choose from a multitude of competing stations crowding the airwaves in metropolitan areas. We seized an opportunity to reach millions of listeners in communities where their radio options are limited. The Cannabis Reporter Radio Show is the only cannabis program currently airing on XRQK Network, Radio Outlaw, AV-Talk and Airtime America Satellite Radio Network stations, many of which serve communities of up to 250,000 people in each market. These networks also reach rural communities, RV campgrounds and national park destinations, and along interstate highways throughout the U.S. In some areas, these stations provide locals with their only source of broadcast news and entertainment, which means they have loyal, captive listeners who are hungry for intelligent content. With 21 states that have yet to pass medical marijuana measures, we have a golden opportunity to be first on the scene educating voters. We're helping to shape their perception of cannabis and our advertisers have a unique opportunity to be among the first leave a lasting impression.

5,000,000+

Listeners



Ad Specs/Pricing

PROFESSIONAL SERVICES AVAILABLE:

We have a full time graphic designer with more than 15 years experience and a professional cannabis journalist/interviewer on staff if you need assistance putting your ad/interview article together and we do not charge extra for this. One change per year allowed.



ONLINE AD SIZES	WIDTH	HEIGHT	STANDARD MONTHLY PRICE
Website banner	1100 px	180 px	\$250
Website sidebar	300 px	245 px	\$300
Newsletter banner	600 px	120 px	\$200
Newsletter sidebar	160 px	600 px	\$250
Newsletter Interview Article - 6 Issues			\$400

MECHANICAL REQUIREMENTS: We require all ads be submitted in digital format. All ads must include hi-res files (300 dpi placed at 100%). Please remember to convert all hi-res images from CMYK to RGB. We are not responsible for color accuracy in files that must be converted to RGB upon arrival. Suggested file formats include jpeg, png, and high-resolution PDF.



Radio Show Sponsorship Rates

Podcast Advertiser

- ▶ Logo linking to your website in the Acknowledgements section of each episode
- ▶ Social media announcement
- ▶ 300x300 banner ad in rotation on episode post side-bar

\$595/month*

Radio Show Sponsor

- ▶ Monthly social media announcement
- ▶ 300x600 fixed banner ad on episode side bar
- ▶ One sponsored article in TCR news feed (subject to editorial review)
- ▶ Logo acknowledgement in TCR newsletter
- ▶ Personalized "Thank You" by host during show

\$995/month*

Radio Show Presenter

- ▶ One professionally produced 30-second radio commercial that plays once before each show
- ▶ "Presented by" credit on announcements about the show including on air radio promos airing throughout the week
- ▶ First opportunity for representative from your company to provide insight or expertise as a guest during an interview on a related show topic (pending host approval)
- ▶ "Presented by" credit on all announcements about show including on-air radio promos throughout the week
- ▶ One press release or sponsored article per week in TCR News section (subject to editorial review)
- ▶ One video promo (up to 3 minutes) in Broadcast category side bar (you provide pre-produced video)
- ▶ 300x600 or 720x120 fixed banner in premium TCR website location
- ▶ Weekly social media post with your company news or video

\$1995/month*

Advertising Order Form

Contact Information

Company Name: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Website: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Payment Information:

Type: Visa MC AMEX Check Cash Paypal
We accept PayPal at info@compassionatecertificationcenters.com

Name on card: _____

Credit Card #: _____ Expiration: _____ CVV #: _____

Billing Address (if different than above): _____

City: _____ State: _____ Zipcode: _____

RADIO SHOW-PODCAST PACKAGES

ONLINE ONLY

ON-AIR ON-DEMAND

<input type="checkbox"/> Podcast Advertiser	\$595.00	
<input type="checkbox"/> Radio Show Sponsor		\$995.00
<input type="checkbox"/> Radio Show Presenter		\$1,995.00

ADVERTISING PRICING

Select ad placement(s). Rates below denote the price of ads per month (minimum 3 months)

<input type="checkbox"/> Newsletter Banner	\$250.00
<input type="checkbox"/> Newsletter Sidebar	\$300.00
<input type="checkbox"/> Website Banner	\$200.00
<input type="checkbox"/> Website Sidebar	\$250.00
<input type="checkbox"/> Newsletter Interview/Article	\$400.00

The Fine Print Ad placement is subject to payment of invoice prior to placement. Rates subject to signed contract and payment of first month's invoice. The Cannabis Reporter and Compassionate Certification Centers reserve the right to reject or cancel any advertisement(s) at its sole discretion.

COST BREAKDOWN

Ad rate per month	\$	_____
Number of months <small>3 month minimum</small>	x	_____
Radio Package	\$	_____
Number of months <small>3 month minimum</small>	x	_____
Total:	\$	_____

SIGNATURE: _____ **DATE:** _____

My signature authorizes Compassionate Certification Centers to charge my credit card as indicated above.

EMAIL COMPLETED FORM TO: VALERIE@COMPASSIONATECERTIFICATIONCENTERS.COM

Listing Agreement

TERMS AND CONDITIONS:

This Advertising Order (“Agreement”) is made by and between Compassionate Certification Centers, a Delaware Limited Liability Company with a business address of 364 East Main St., STE 2001, Middletown, DE 19709 and BEAM, an Arizona Limited Liability Company doing business as The Cannabis Reporter (“The Cannabis Reporter”) with a business address of 3104 E. Camelback, Suite 566, Phoenix, AZ 85016 and “Advertiser” named and doing business at location specified on Page One of this Agreement (“Order Form”) above as of the date first signed (“Effective Date”). Advertiser acknowledges that providing a signature on Order Form effectively binds Advertiser to this Agreement and authorizes Compassionate Certification Centers to collect charges as indicated on Order Form.

- 1. Agreement & Term:** This Agreement is a binding agreement between Compassionate Certification Centers/The Cannabis Reporter and Advertiser with a term that commences on the Effective Date and endures through the end date of ad/radio publication period (“Term”) as indicated in the Advertising Insertion Order Form. As used herein, the term “Publication Date” is the date the Advertiser’s ad or commercial is made live and visible to the general public. The Term shall remain in effect unless Advertiser exercises the option to cancel renewal five (5) days prior to end of Term.
- 2. Billing & Payments:** Advertising fees are due five (5) days prior to ad listing/radio date, will automatically be charged unless canceled by advertiser five days prior to end of term. Advertiser will receive auto-billing on a monthly basis provided that a valid credit card and authorization for the monthly billing remains on file through duration of term of agreement. Advertiser acknowledges that Advertising Fees for entire term of agreement are considered due and payable in full as of the date of this agreement and monthly billing is provided only as a convenience to Advertiser. Advertiser understands that fees paid for published listings are non-refundable.
- 3. Ad Content Guidelines and Quality Standards:** Compassionate Certification Centers/The Cannabis Reporter will provide Advertiser with specifications and guidelines for all written content and images appearing in listings, and on radio. Advertiser understands that Compassionate Certification Centers/The Cannabis Reporter reserves the right to edit ad content for accuracy or reject content that a.) is libelous, slanderous, profane, misleading, political or disparaging to readers or other advertisers, b.) is unacceptable for viewing by any audience, age group or demographic, c.) Violates copyrights or infringes on any trademarks, or d.) Violates any Federal or State laws.

4. **Cancellations:** Advertiser may cancel a renewal of Term at any time prior to show/publication date of next term renewal provided that cancellation is received five (5) days prior to scheduled renewal. Cancellation of discounted listings prior to end of term of agreement shall be recalculated and charged difference in rate based upon length of publication fulfilled at the date of cancellation. Compassionate Certification Centers/The Cannabis Reporter reserves the right to revise or cancel any listing that does not meet professional standard of quality. In the event Compassionate Certification Centers/The Cannabis Reporter cancels an advertisement, fees paid for remaining term after date of publication shall be refunded.

5. **Errors and Omissions:** Compassionate Certification Centers/The Cannabis Reporter's liability for error in or omission of advertisement shall be limited to refunding unearned charges already collected; under no circumstances will Compassionate Certification Centers/The Cannabis Reporter be liable for any consequential or other damages resulting from error or omission. Advertiser agrees that it shall hold Compassionate Certification Centers/The Cannabis Reporter harmless for any error or omission of Advertiser that results in prosecution or legal action against Advertiser, and any such event shall not excuse Advertiser's liability or obligation to Compassionate Certification Centers/The Cannabis Reporter under this Agreement.

6. **Copyright and Intellectual Property:** Advertiser warrants that it owns or has the right to use content contained in ad submitted for publication and that Advertiser possesses all necessary releases, consents, licenses, copyrights or trademarks regarding the content of the ad, and furthermore represents that Compassionate Certification Centers/The Cannabis Reporter is authorized to publish the contents and subject matter of the advertisements covered by this agreement. Advertiser agrees to indemnify and hold harmless Compassionate Certification Centers/The Cannabis Reporter against any loss of expense resulting from any claims, actions or proceedings based on the contents or subject of such advertisements submitted and published.

7. **Termination:** Compassionate Certification Centers/The Cannabis Reporter reserves the right to terminate this agreement at any time upon default by Advertiser in the payment of bills or in the event of any other substantial breach of this agreement by Advertiser ("Termination with Cause"). Upon Termination with Cause, all charges payable under this agreement shall become immediately due and payable. In the event of Force Majeure or other catastrophic event out of either Party's control that forces termination of this Agreement, the Parties agree to hold one another harmless of any further obligation to one another hereunder.



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