

MACE MEDIA GROUPTM

E-BLAST SPECS, PRICING & DEMOGRAPHICS

MAGAZINES

- TERPENES & TESTING
- EXTRACTION MAGAZINE
- CBD HEALTH & WELLNESS

E-BLAST PRICING:

\$1500/10k

UNIQUE EMAILS

- Cultivation / Farms - **38k**
- Manufacturing / Extraction Company - **90k**
- Distribution Company - **50k**
- White Label - **25k**
- Consumers / Customer - **272k**
- B2B / Industry Professional - **52k**
- CBD Industry - **249k**

DEMOGRAPHICS

CULTIVATION 38k	SCIENTIFIC 90k
CBD 249k	INVESTORS 1,056
EXTRACTION 27k	PRIVATE LABEL 11,316
INDUSTRY & CONSUMERS 272k	MEDIA 1,153

RECIPIENTS & OPEN RATE

TERPENES & TESTING

- Requests: 112,796
- Delivered to 85,602 (75.89%)
- Open Rate: 5,078 of 85,602 (5.93%)
- Bounces: 11,662 (10.34%)
- Unique opens: 3,260 of 85,602 (3.81%)

EXTRACTION MAGAZINE

- Requests: 112,796
- Delivered to 85,602 (75.89%)
- Open Rate: 5,078 of 85,602 (5.93%)
- Bounces: 11,662 (10.34%)
- Unique opens: 3,260 of 85,602 (3.81%)

CBD HEALTH & WELLNESS

- Requests: 142,749
- Delivered to 114,012 (79.87%)
- Open Rate: 5,434 of 114,012 (4.76%)
- Bounces: 13,514 (9.47%)
- Unique opens: 2,753 of 114,012 (2.41%)

Formatting:

Format - HTML file to include all verbiage, content and image links. E-blast needs to be booked at least 1 (one) week prior to desired send date and e-blast HTML file is needed 3 business days prior to booked send date. Cost to have MACE Media create your e-mail is \$250. E-blast components and info are needed 2 (two) weeks prior if MACE Media is to create your e-blast.

No more than TWO changes/revisions for a client's eblast. More than TWO changes will require payment.

Notes:

You must include a 60-character or less URL for text-only email users. You are strongly advised to also include a phone number in your copy.

Your message may include up to four total links, linking to two total destination pages (such as your home page and a special offer page.)

Advertisers must provide final creative no less than one week (seven days) prior to the broadcast date. Sponsors will receive up to two 'test' sends of their creative, including one round of proofing changes if needed.

Your offer and content must be appropriate for businesses, entrepreneurs, dispensary managers, suppliers and/or lawyers in the industry. NOT consumers or patients. The publisher reserves the right to alter or refuse to send content at their discretion.

- Limited availability – Publisher will only accept one broadcast per advertiser per 60-day period.
- Publisher will add standard, lawful 'sponsored message' information to the subject line, header and footer of your message.

A note about entirely image based emails: If a reader has images turned off, even if it's just a default of "click here to download images", they will not be able to see any images. When that happens, people are much less likely to click "download images" and see the whole thing. You may want to consider making the text HTML and separating it from the images you want to present. It'll turn into much better click rates, guaranteed.

A note about animation: Unfortunately, since animation is not supported on all mail clients, it is not recommended that your email contain animation.