DIGITAL
MEDIA
ADVERTISING
GUIDE

2021
Advertising Rates

Let's Talk Hemp®

Let's Talk Hemp®

DIGITAL MEDIA ADVERTISING GUIDE

2021

Give Your Company, Service or Brand the Largest Megaphone in the Hemp Industry

Let's Talk Hemp Media builds, fosters and facilitates an unstoppable planet-changing energy for the Hemp and Cannabis communities. Our approach related to all things hemp and cannabis aligns with industry initiatives and resonates with a mainstream business and consumer audience.

Let's Talk Hemp Media is the producer of the largest and most successful hemp events in the world, ***NoCo Hemp Expo*** and the ***Southern Hemp Expo***. Since 2014, we have been at the forefront of news, education, advocacy, and producing events and content that have been instrumental in helping the legal hemp industry get to where it is today. Our multifaceted media platform now includes one of the most popular industry newsletters, podcasts and digital magazines in the world. Our advertising packages give you exposure to the largest and most qualified audience in the hemp industry.

We invite you to partner and collaborate with us as we continue to shine a light on the myriad of applications hemp provides society while at the same time providing marketing and brand awareness for your products and services.

When you partner with Let's Talk Hemp Media you will boost visibility and exposure to both industry business opportunities and the general consumer marketplace.

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Why Advertise

with LET'S TALK HEMP MEDIA?

As an advertising and promotional partner, your business is sure to stand out and your brand will be uniquely promoted as part of the most comprehensive hemp-centric multi-media platform on the planet. In working with our own proprietary contact lists as well as that of our marketing partners, we will help your brand reach more than 25,000 in the industrial hemp and natural and organic products marketplace. We offer one-time and discounted volume advertising rates, plus, we'll be pleased to match you with an advertising program that meets your budget and objectives.

You will reach C-Suite Executives and Decision Makers at:

- Retail & Wholesale Buyers
- Manufacturers, Processors, Extractors
- Farmers & Agriculturalists
- Media & Influencers
- Banking, Legal and Investors
- Ingredient Suppliers
- Equipment Makers
- Food, Beverage & Supplement Leaders
- Government Leaders, Policy Makers
- Scientists & Healthcare Professionals
- Fiber & Textile Manufacturers
- Building Materials Producers
- Bio-Plastics, Paper, Packaging
- Educators, Advocates, Career Seekers & More

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For more information,
please text or call:
970-541-0448
Info@LetsTalkHemp.com

EVENT SPONSORSHIP

We are the producers of the largest hemp-centric conferences and tradeshows in the world. NoCo Hemp Expo started in 2014 and has become the must-attend industry event that brings together all facets of the industry for business, education, networking, and product introduction into the marketplace. NoCo's sister event, Southern Hemp Expo (SHE), was started in 2018 and has been sold out every year. In addition to NoCo and SHE (our two mega events) that host over 15,000 annually, we also produce more intimate summits and VIP events.

To learn more about sponsorship and exhibiting at one of our events, please contact us at 970-541-0448 or email us at registration@nocohempexpo.com.

NOCO HEMP EXPO

the SOUTHERN HEMP EXPO™

VIRTUAL CONFERENCES & TRADE SHOWS

The unique power of Let's Talk Hemp Media can support your digital marketing efforts and help you reach people from around the globe. We offer a virtual conference and trade show platform that allows consumers to visit companies remotely in order to keep business moving forward. Within your booth, you can incorporate rich media files, introduction videos and engage in real-time chats, provide downloadable content to generate more leads. You also receive an attendee list and chat report of everyone who visited your booth. The virtual platform is easy to use, intuitive, interactive and is free for attendees to join in the hemp conversations.

NoCo Hemp Expo EARTHWEEK

Experience Hemp SUMMER SOLSTICE Virtual Conference & Trade Show

WE ARE FOR BETTER ALTERNATIVES
WAFBA VIRTUAL
VIRTUAL CONFERENCE & TRADESHOW

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Custom pricing and discounts available for targeted campaigns and running banner ads for 6 months or more.

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Info@LetsTalkHemp.com

BANNER ADVERTISING

You've come to the right place to access and receive premium advertising exposure to the hemp industry. LetsTalkHemp.com is the go-to website and gathering spot of the industrial hemp community online. The Let's Talk Hemp platform offers a targeted opportunity to advertise your brand, products and service offering. With over 100k unique visitors your banner ad will receive prominent placement on our flagship news website LetsTalkHemp.com, as well as our network of highly trafficked websies including NoCoHempExpo.com and HempEvents.org.

Sizes and Rates

Homepage Featured (1400x200)
1 Month - $350 | 3 Months - $945

Homepage Square (500x500)
1 Month - $150 | 3 Months - $400

Homepage Rectangle (500x250)
1 Month - $100 | 3 Months - $270

Inside Content Rectangle (728x90)*
1 Month - $75 | 3 Months - $200

* Banner Ads that appear on all LetsTalkHemp.com articles and blog posts (i.e., website content).

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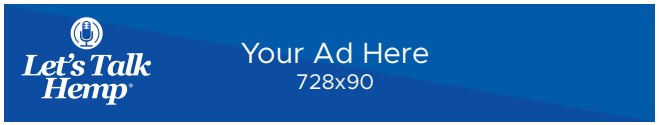
NEWSLETTER $500

Recognized as one of the hemp industry's most popular weekly newsletters, Let's Talk Hemp features breaking news, market intelligence and feature articles covering all aspects of the market for industrial hemp products. Be seen regularly and repeatedly in this well-read weekly news source, circulated to more than 25,000 readers.

- 728X90 Banner Ad Displayed in Newsletter Email
- Prominent and featured link to your company website
- Newsletter posted with your banner to LetsTalkHemp.com



Dedicated Email $1200

Let's Talk Hemp Media reaches a target hemp audience with engaging and exclusive content centered around the business of hemp. Our emailer keeps your business in front of readers consisting of investors, entrepreneurs, wholesale and retail accounts, B2B decision makers, influencers, hemp professionals and more. With dedicated email campaigns and favorable open rates, invest in your brand and partner with us to showcase your company's products and services. Emails include one square ad of your design (500x500 px) URL link and up to 500 words of content.

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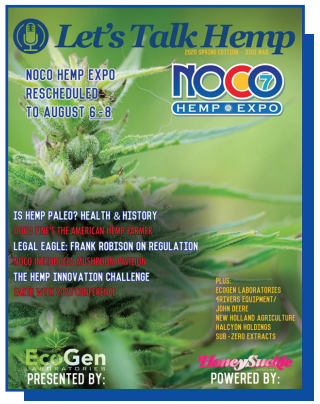
DIGITAL MAGAZINE

Published quarterly, the Let's Talk Hemp Digital Magazine is a popular and informative digital magazine that appeals to industry leaders and consumer advocates alike. Showcasing a variety of feature length articles, the Let's Talk Hemp Digital Magazine provides an excellent platform on which to share your full-page or fractional-page ad with a loyal audience across the hemp industry.



Advertising Sizes and Rates

Let's Talk Hemp — DIGITAL

FULL PAGE AD

Inches
8.5w x 11h

Pixels
2550 x 3300

JPEG, PNG, PDF, GIF, PSD
fonts converted to outlines
or rasterized / flattened

Let's Talk Hemp — DIGITAL

1/2 PAGE AD

Inches
8w x 5.12h
300dpi

Pixels
2400w x 1536h

JPEG, PNG, PDF, GIF, PSD
fonts converted to outlines or rasterized / flatten layers

Let's Talk Hemp — DIGITAL

1/4 PAGE AD

Inches
3.82w x 5.12h
300dpi

Pixels
1146 x 1536

Double Full Page
$1000 1x 900 2x | 800 4x

Full Page
$650 1x 550 2x | 500 4x

Half Page
$400 1x 320 2x | 290 4x

Quarter Page
$250 1x 175 2x | 150 4x

Let's Talk Hemp®
HEMP NEWS, LIFESTYLE & EDUCATION

Let's Talk Hemp®

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PODCAST

Hosted by hemp industry entrepreneur and promoter Morris Beegle, Let's Talk Hemp is a highly anticipated and entertaining podcast series covering the world of all things hemp, from the perspective of seasoned industry professionals, core industrial hemp advocates, and experts from around the world. Be a part of a loyal listening audience; promote your brand on the new *Let's Talk Hemp Podcast - Volume Up!* with Morris Beegle.

Share your message with a targeted audience of hemp industry executives with exclusive email direct marketing to Let's Talk Hemp's proprietary email subscriber list comprising more than 25,000 industry and media contacts.

Advertising Rates

Episode Sponsor - $1,000
Includes 30 second ad, 1 month website box ad, LTH newsletter banner ad, social media feed post and story episode sponsor tag.

30 second commercial - $250
60 second commercial - $400

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ADVERTISING & MARKETING PACKAGES

"The Hempster" Package $900 ($1,350 value)

We offer two marketing and advertising packages to maximize your exposure to our audience and the hemp industry. With "The Hempster," we have a content marketing package where our editorial team goes to work for your company. We work with you to develop an article to be posted on LetsTalkHemp.com and distributed through our social media.

The LTH editorial team works with you to develop a 500-800 word custom article ($500 value).

The article is posted to LetsTalkHemp.com, featured to our 25,000 LTH newsletter subscribers ($500 value), and a 500x500 social media ad (pictured to the right) with your article is distributed to 10,000+ social media followers ($350 value).

"The Works" Package $2,250 ($2,600 value)

With "The Works" you get it all — the best marketing and advertising value and bang for your buck with Let's Talk Hemp. With this package your receive the ultimate exposure we offer to the hemp industry.

- The Hempster package ($1,350 value)
- Extended "Feature Article" (a custom content marketing "Power Post" with keyword back link to your website ($500 value)
- LetsTalkHemp.com Homepage Banner Ad for 3 Months ($400 value)
- 60 Second Podcast Commercial ($400 value)

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