

Advertise With The Weed Blog

High-Value Branding, Engagement and Leads for Cannabis Organizations and Brands

The Weed Blog (TWB) is one of the highest trafficked marijuana websites in the United States and a trusted resource for information and conversation around the cannabis industry and community. With a loyal and growing website audience of over 1.9 million users each month, and a Facebook audience of over 1.2 million fans, TWB is an ideal partner for cannabis-related organizations and brands.

We are excited about partnering with cannabis organizations, projects and people.

Please contact ads@theweedblog.com to talk about how we can partner with you.

Analytics

Jan. 1, 2016 - Jan. 31, 2016

Sessions

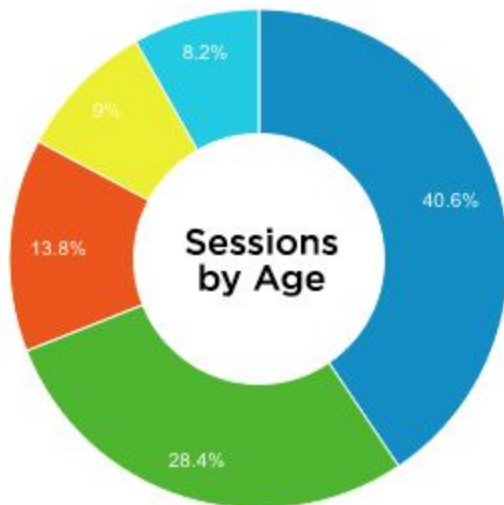
2,488,654

Users

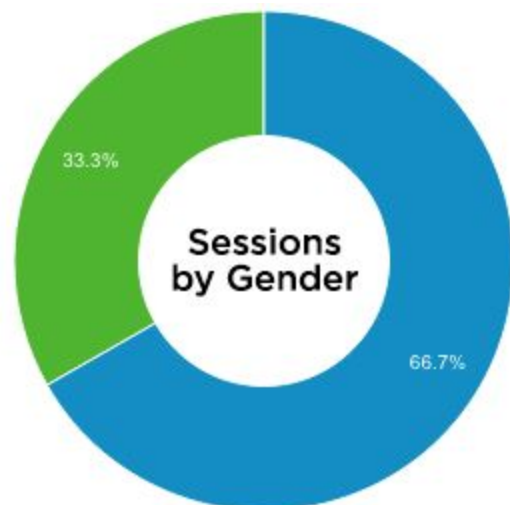
1,927,421

Pageviews

5,821,366



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ Other




























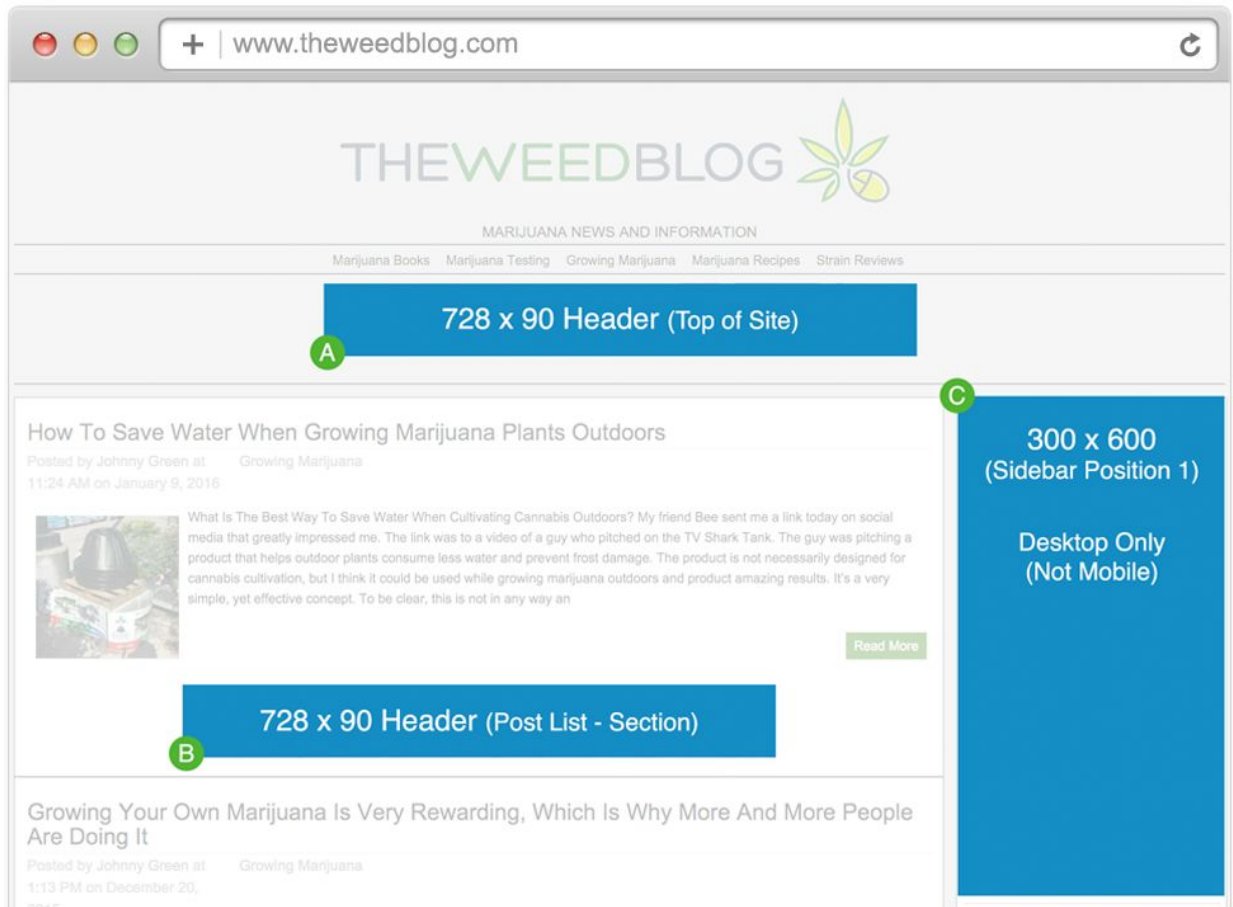
■ male ■ female

Analytics

Jan. 1, 2016 - Jan. 31, 2016

Top 25 States by Sessions

1.	California	262,477	 13.45%
2.	Texas	191,029	 9.79%
3.	New York	122,898	 6.30%
4.	Florida	112,060	 5.74%
5.	Michigan	98,366	 5.04%
6.	Illinois	97,480	 5.00%
7.	Georgia	70,284	 3.60%
8.	Washington	65,334	 3.35%
9.	Pennsylvania	60,933	 3.12%
10.	Oregon	55,017	 2.82%
11.	North Carolina	53,839	 2.76%
12.	Ohio	52,475	 2.69%
13.	Colorado	52,155	 2.67%
14.	Massachusetts	48,691	 2.50%
15.	Missouri	48,478	 2.48%
16.	New Jersey	39,984	 2.05%
17.	Tennessee	36,804	 1.89%
18.	Virginia	36,310	 1.86%
19.	Arizona	34,180	 1.75%
20.	District of Columbia	29,098	 1.49%
21.	Indiana	25,645	 1.31%
22.	Wisconsin	24,855	 1.27%
23.	Maryland	22,777	 1.17%
24.	Minnesota	21,878	 1.12%
25.	Nevada	21,806	 1.12%



Banner Ads

With keyword, content, and location targeting, banner ads on TWB can help you with branding and leads (clicks) from your target market. All banner ad units are sold on a cost-per-thousand impressions (CPM) basis, and the CPM varies depending upon your budget and the level of audience targeting you use for your campaign. Click-thru rates (CTR) vary, but as an example: a .20% CTR on 1 million impressions that cost you \$3,750 means 2,000 clicks and a cost per click (CPC) of \$1.90.

Monthly Budget Up To	Impressions Up To	CPM Global	CPM Location Targeted	CPM Keyword Targeted	CPM Keyword + Location Targeted
\$1,000	170,648	\$5.86	\$7.33	\$7.33	\$8.79
\$2,500	534,188	\$4.68	\$5.85	\$5.85	\$7.02
\$5,000	1,333,333	\$3.75	\$4.69	\$4.69	\$5.63
\$10,000	3,333,333	\$3.00	\$3.75	\$3.75	\$4.50

Sponsored Articles on The Weed Blog

One of the most effective ways to reach our audience is through sponsored articles on TWB. A sponsored blog post helps with branding, SEO and lead generation. **A single sponsored article drafted by you and approved by TWB starts at \$1,000.** Multiple articles and agreements including other types of advertising on TWB mean lower cost per item. Please contact us to discuss specific sponsored article campaigns.

Social Media Promotion

TWB has a huge social media presence, complete with reach and engagement for cannabis organizations and brands. With over 1.2M fans on Facebook, and upwards of 43,900 Twitter followers, TWB is the ideal platform to engage with the cannabis community on social media.

Facebook

TWB has one of the most prominent and highly engaged Facebook pages in the cannabis community. With over 1.2M fans and growing organically everyday, a share or series of shares on this page offers enormous potential for branding, engagement and leads. **A single share on the TWB Facebook page starts at \$500.** Multiple social media shares and agreements including other types of advertising on TWB mean lower cost per item. Please contact us to discuss specific sponsored article campaigns.

Twitter

TWB on Twitter is a primary news source for many in the Cannabis community. Our 43,900 followers look to TWB to keep them informed on Cannabis news, events, culture, and products. **A series of three Tweets from TWB on a single promotion starts at \$250.** Multiple social media shares and agreements including other types of advertising on TWB mean lower cost per item. Please contact us to discuss specific sponsored article campaigns.

All Other Opportunities

We are excited about partnering with cannabis organizations, projects and people. Please contact ads@theweedblog.com to talk about how we can partner with you.