



# ADVERTISING RATE CARD

For sponsorship offers or interviews contact  
[andrew@puffinstyle.com](mailto:andrew@puffinstyle.com)

## BONUS!

Get listed in our online industry supplier  
directory **FREE** with you first insertion order!



**EXTEND your REACH.  
INCREASE your INTERACTION.  
MAXIMIZE your RESULTS.**

ADVERTISE ON OUR WEBSITE

| AD UNIT                      | DIMENSION | 1 Month      | 6 Months    | 12 Months   |
|------------------------------|-----------|--------------|-------------|-------------|
| DOUBLE LEADERBOARD           | 728 x180  | \$25 CPM     | \$ 15 CPM   | \$ 10 CPM   |
| LEADERBOARD                  | 728 x 90  | \$20 CPM     | \$12 CPM    | \$8 CPM     |
| BIG BOX                      | 300 x 250 | \$15 CPM     | \$10 CPM    | \$6 CPM     |
| TALL BIG BOX                 | 300 X 600 | \$17 CPM     | \$12 CPM    | \$10 CPM    |
| <b>ADVERTORIAL INSERTION</b> | VARIABLE  | \$250 (1X)   | \$150 (12x) | \$100 (24x) |
| NEWSLETTER INSERTION         | VARIABLE  | \$1,000 (2x) | \$750 (12x) | \$500 (24x) |

## PLACE YOUR CONTENT \$250

If you have a content piece you'd like to promote such as advice, research, cultivation tips, strain reviews, travel, food and recipes, and inspiring biographies we accept paid article with link placement. Get additional SEO value by connecting your story to our top level domain.



## Three websites for the price of one, pick your focus:

**MEDICAL VERTICAL** - TreatingYourself.com has over 3+ Million domain name references, and your advertising and content will be featured on the site.

**FINANCIAL VERTICAL** - CannabisDaily.today brings readers the latest business content from the cannabis industry. IPO's, mergers & acquisitions, industry and consumer trends and analysis.

**RECREATIONAL VERTICAL** - Puffinstyle.com is a cannabis culture, education and lifestyle site that covers the fun side. Fashion, comedy, tech and reviews, travel and events.

\$250

+ OPTION >

\$2500

+ OPTION >

\$5000

Have Content?

POST IT WITH US

Create Buzz about your company, product or story and promote your brand to buyers, investors and customers in ideal markets. *If you've already got a piece written you'd like to get published on our network, just contact us and we'll get it up ASAP.*

Need Coverage?

PRODUCED ARTICLE

We'll produce a 'Special Education Feature' sponsored article about your company, its products and/or services with reviews, plus list your *news headlines* and *desired website or shopping cart URL*.

Get Promoted.

90 DAY CAMPAIGN

We'll deploy social media & search marketing pay-per click tactics to get your story *top-visibility*, plus you'll get Data Analytics & Graphic Reports with EXPERT Analysis on a weekly basis.



# SPONSORED ARTICLE

What you get: \$2,500 CAD

We'll write a professional 1250+ word story about your company and its products and services, business outlook, and/or investor profile.

Your article will be added to our website news feed(s) plus we'll distribute it to our newsletter, social media and pay-per-click channels.

Your sponsored article will contain a feature image or video and up to 3 distinct URL's for your company listing.

Your **CEO HOTLINE**™ interview will be featured for an extra 3 months, article will be *archived forever*.

Added Benefits

- Get featured position on our website for your story.
- Drive extra sales and awareness of your company or stock.
- Video, image gallery, promocode and affiliate marketing approved!
- Get *extra* SEO value and additional click volume for all your top links!



# LIVE TO TAPE INTERVIEW

What you get: **COMP. WITH SPONSORSHIP** Added Benefits

Book a **LIVE TO TAPE** interview with us and get added exposure and profile in the cannabis marketplace.

Available as recorded call, video product review or edited text article; *based on your preferences* -

You **get up to 20 minutes to discuss your company** and its products and services with one of our financial analysts for immediate publishing on our website.

Your interview will be featured on our website, via social media, plus also our newsletter - as premium placement content. **BOOK IT TODAY!**

- Get noticed in the increasingly competitive marketplace.
- **Drive new sales and awareness of your company or stock.**
- Get *great* SEO value and additional click volume for *years* after it's published.

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# 90 DAY CAMPAIGN

## What you get: + \$5,000 CAD

We'll execute a 90 day story-awareness campaign to push your story to qualified recipients in Canada, USA or World Markets, where permitted by law.

Your sponsored article will **receive traffic from paid ads** driving up clicks to your story funnel and ecommerce activity.

You'll receive weekly reports and analysis of how your **story-based click funnel is performing.**

Your campaign will harness both human and artificial intelligence, and **we guarantee top-results** through effective A/B split testing & measurement.

## Added Benefits

- Get Google Certified Advertising Expertise.
- Clear and Concise Conversion Reporting.
- Weekly Campaign Reporting and Analysis.
- 3<sup>rd</sup> Party Following of Stock Offering\* or Featured Product Reviews.  
*\*As permitted by law*



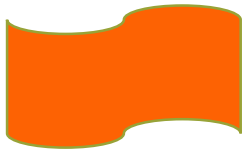
# HOW IT WORKS

Summary: \$7500 CAD Grand Total

How You WIN.

## What We Do:

1) Post Content on our Site



2) Get Your Story Featured



3) Operate a 90 DAY CAMPAIGN



While Measuring &  
Reporting EVERYTHING.

- Get featured position on *our* website for your story.
- Drive extra sales and awareness of your company or stock.
- Video, image gallery, promocode and affiliate marketing approved!
- Get *extra* SEO value and additional click volume for all your top links!
- Get Google Certified Advertising Expertise.
- Clear and Concise 3<sup>rd</sup> Party Conversion Reporting.
- Weekly Campaign Reporting and Analysis.
- Following of Stock Offering\* or Featured Product Reviews.  
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# BULK INSERTION

Formats & Rates

Banner Ad Formats: CPM Rates Apply.

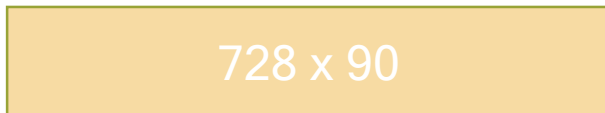
What's Accepted?



300 x 250



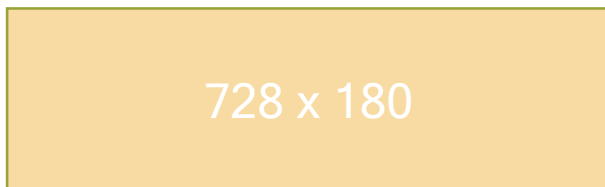
- 300x250 IAB Standard Big Box Ad Spot, Sidebar & Footer Run of Site, Newsletter Body Text.



728 x 90



- 728x90 IAB Standard Leaderboard, Header Run of Site, Newsletter Header.



728 x 180



- 728x180 Custom Header Leaderboard, Header Run of Site, Newsletter Header.

Sponsored ★★★★★

300 x 250  
or Video

Text Headline, 30 Chars.  
Sub-Headline, 30 Chars.  
Description, 80 Chars.  
Link Text, 15 characters



- **Sponsored Image or Video w/Text** on Sidebar, Run of Site, Newsletter Body - Max Specs;
  - Video / Image 300px wide
  - Main Headline, 30 Chars
  - Sub-Headline, 30 Chars.
  - Description, 80 Chars.
  - Link Text, 15 characters
  - Top Review Link Incl.

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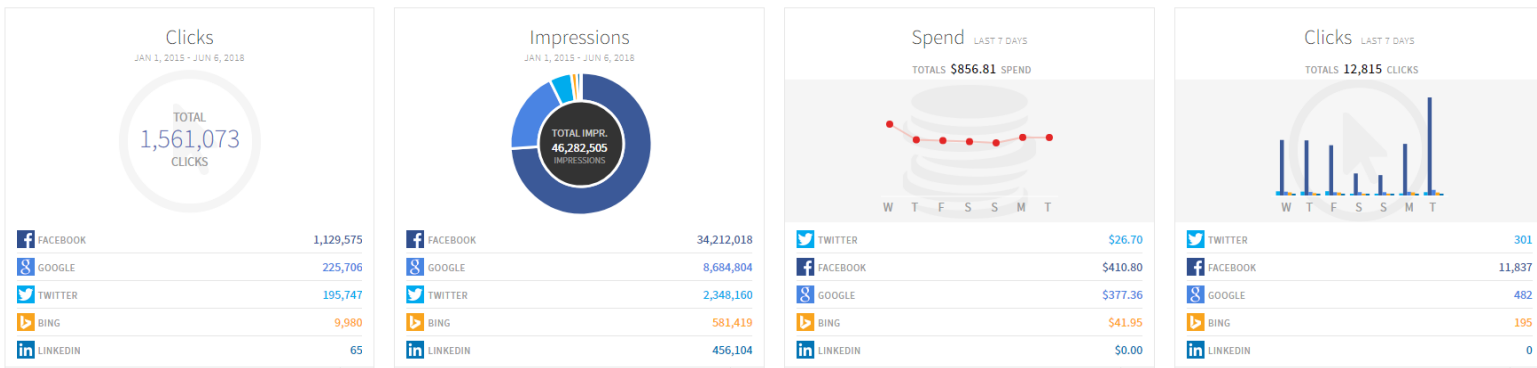
# TRAFFIC REPORTS

Detailed Analytics

## What We See Daily

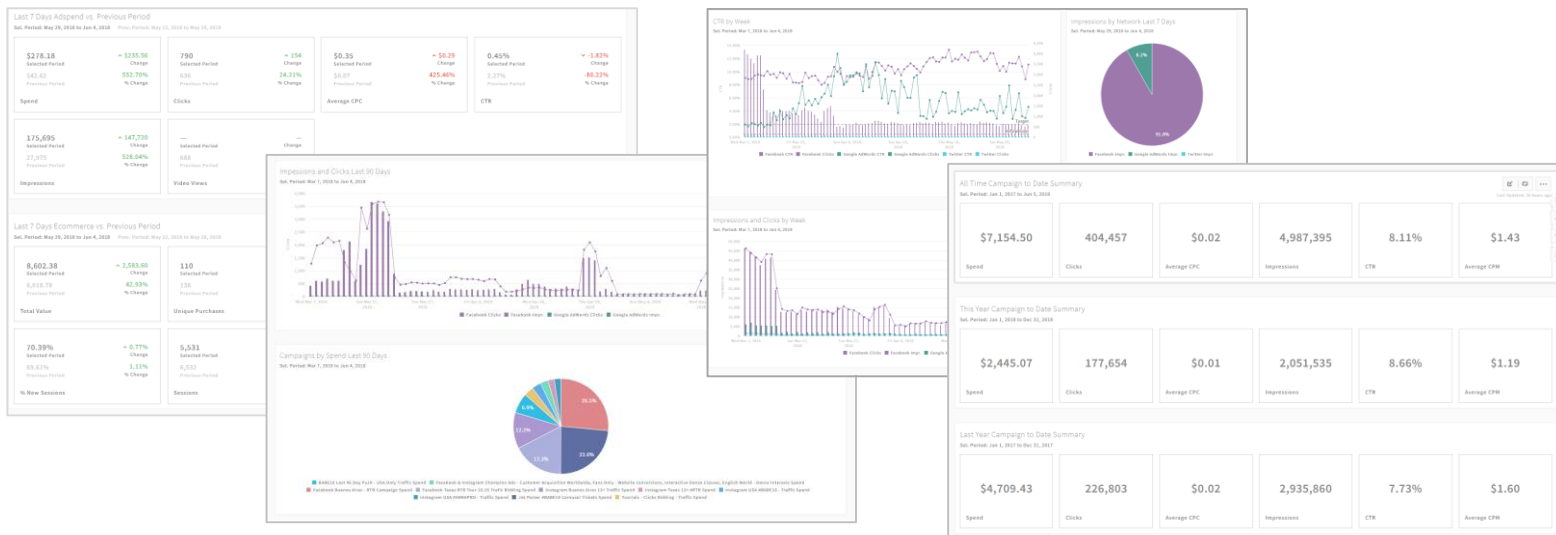
## Real-Time Analytics

At A Glance



## What You Get Weekly

## Performance Reports



Ask us for a **SAMPLE REPORT!**

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# INTEGRATED PRODUCT AWARENESS

For Cannabis Companies

Let's Talk. We're ready.

Contact Us

If you need **product awareness** we can certainly help.

Andrew Shaw  
Founder & Publisher  
[andrew@puffinstyle.com](mailto:andrew@puffinstyle.com)

**(416) 697-2728**

To speak about deeper ways to engage in marketing your story simply contact us.

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