



PotGuide.com<sup>®</sup>  
where to buy, where to stay, what to do

MEDIA KIT  
2018

# POTGUIDE IS THE COMPREHENSIVE GUIDE TO THE WORLD OF MARIJUANA.

Founded in 2013 as a resource for cannabis tourism.



AS SEEN IN ...

**The New York Times**

**Condé Nast  
Traveler**

**Forbes**  
MAGAZINE

**TRAVEL+  
LEISURE**

**TIME**

# OUR DIRECTORIES

Connecting consumers with relevant service providers, showing them:



## WHERE TO BUY

*Dispensary  
Directories*



## WHERE TO STAY

*420 Friendly  
Lodging Options*



## WHAT TO DO

*Tours, Events, Activities  
& Social Lounges*



## PRACTICAL LEGAL INFORMATION

*Helping people stay on the  
right side of the law*



## ENGAGING BLOG CONTENT

*Covering cannabis news,  
culture, travel & more*



## STRAIN PROFILES + PHOTOGRAPHY

*One of the largest  
collections available*

# OUR AUDIENCE

Helping Visitors & Locals Alike



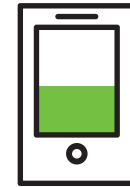
**SESSIONS:**

+1,000,000/mo



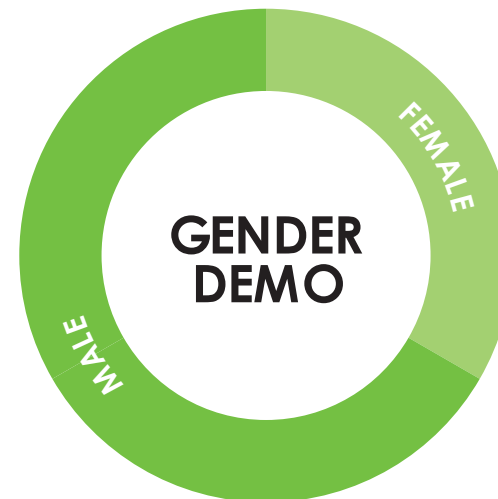
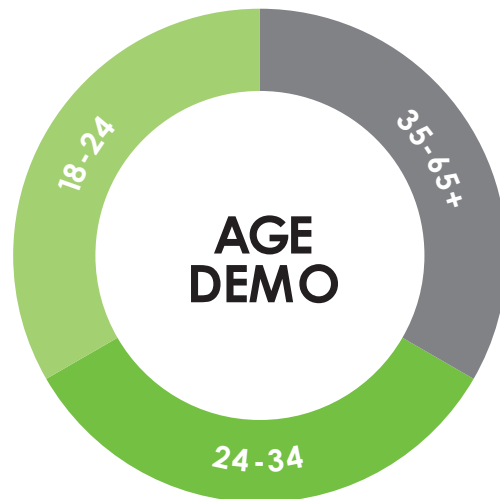
**UNIQUE VISITORS:**

800,000/mo

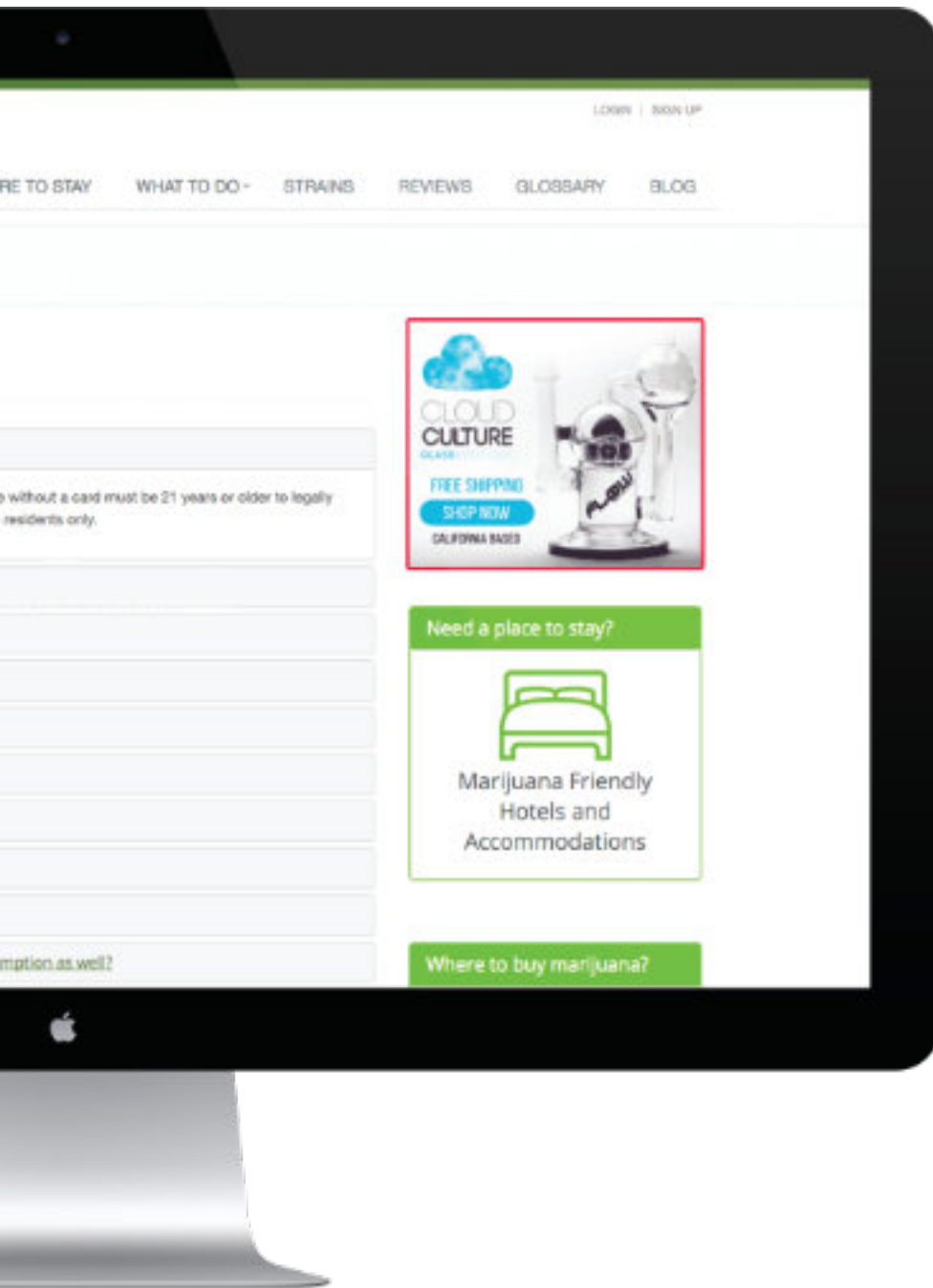


**PRIMARY DEVICE:**

70% mobile



# BANNER ADS



**LEADERBOARDS** ( 728px x 90px )



**RECTANGLES** ( 300px x 250px )



**CPC OR CPM OPTIONS AVAILABLE**

Please contact [media@potguide.com](mailto:media@potguide.com)  
for specific details on available plans.

# NATIVE LINKS

Organically insert a native text link back to your website or product page.

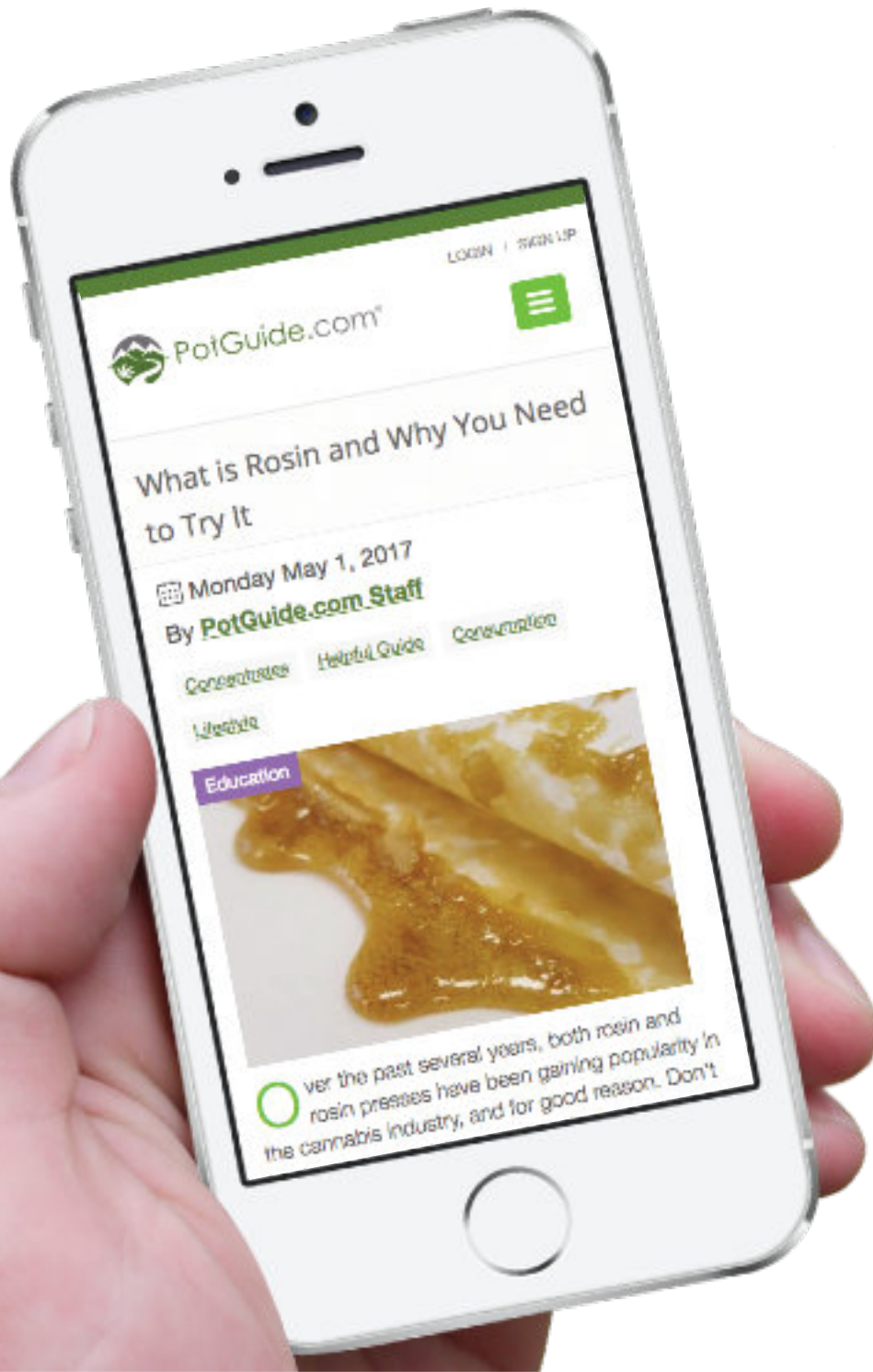
*Available placement:*

- **BLOG ARTICLES**
- **TRAVEL GUIDES**
- **BUSINESS DIRECTORIES**

## CPC OR CPM OPTIONS AVAILABLE

Please contact [media@potguide.com](mailto:media@potguide.com) or specific details on available plans.





# SPONSORED CONTENT

Publish an article on our blog to organically promote your brand. Sponsored articles are a great way to drive SEO for your brand.

*Posts include:*

- **BRANDED IMAGERY**
- **VALUABLE BACKLINKS**
- **EXTENDED REACH VIA NEWSLETTER INCLUSIONS & SOCIAL MEDIA**
- **AND MORE ...**

Please contact [media@potguide.com](mailto:media@potguide.com) for specific details on available plans.

*\*Copywriting services included.*

# NEWSLETTER & SOCIAL MEDIA

Sponsor a whole or partial newsletter to push to our large email list of users across the US, complete with unique messaging & imagery.

We'll add multiple social media posts to help leverage your messaging even further.

Please contact [media@potguide.com](mailto:media@potguide.com) for specific details on available plans.





# CONTESTS & GIVEAWAYS

Work with our team to determine an appropriate contest to highlight your brand/product. We'll promote it across our site, blog, newsletter and social media channels – and will share any captured email addresses with all parties involved.

Please contact [media@potguide.com](mailto:media@potguide.com) for specific details on available plans.



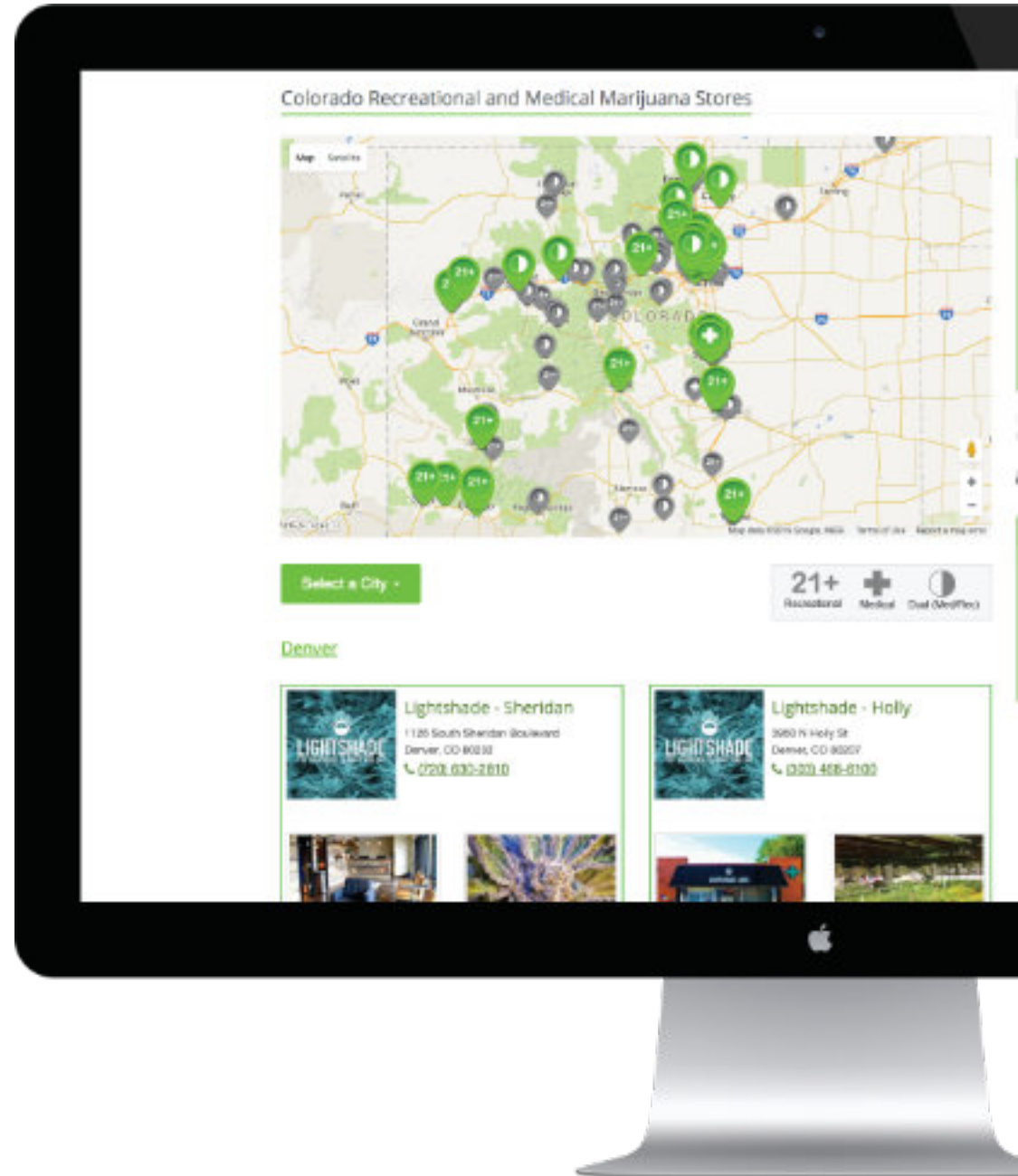
# ENHANCED DIRECTORY LISTINGS

Stand out from your competitors in our business directories.

Enhanced listings are available for:

- **DISPENSARIES**
- **COMMERCIAL & PRIVATE LODGING**
- **TOUR OPERATORS**
- **EVENTS & ACTIVITIES**
- **SOCIAL LOUNGES**

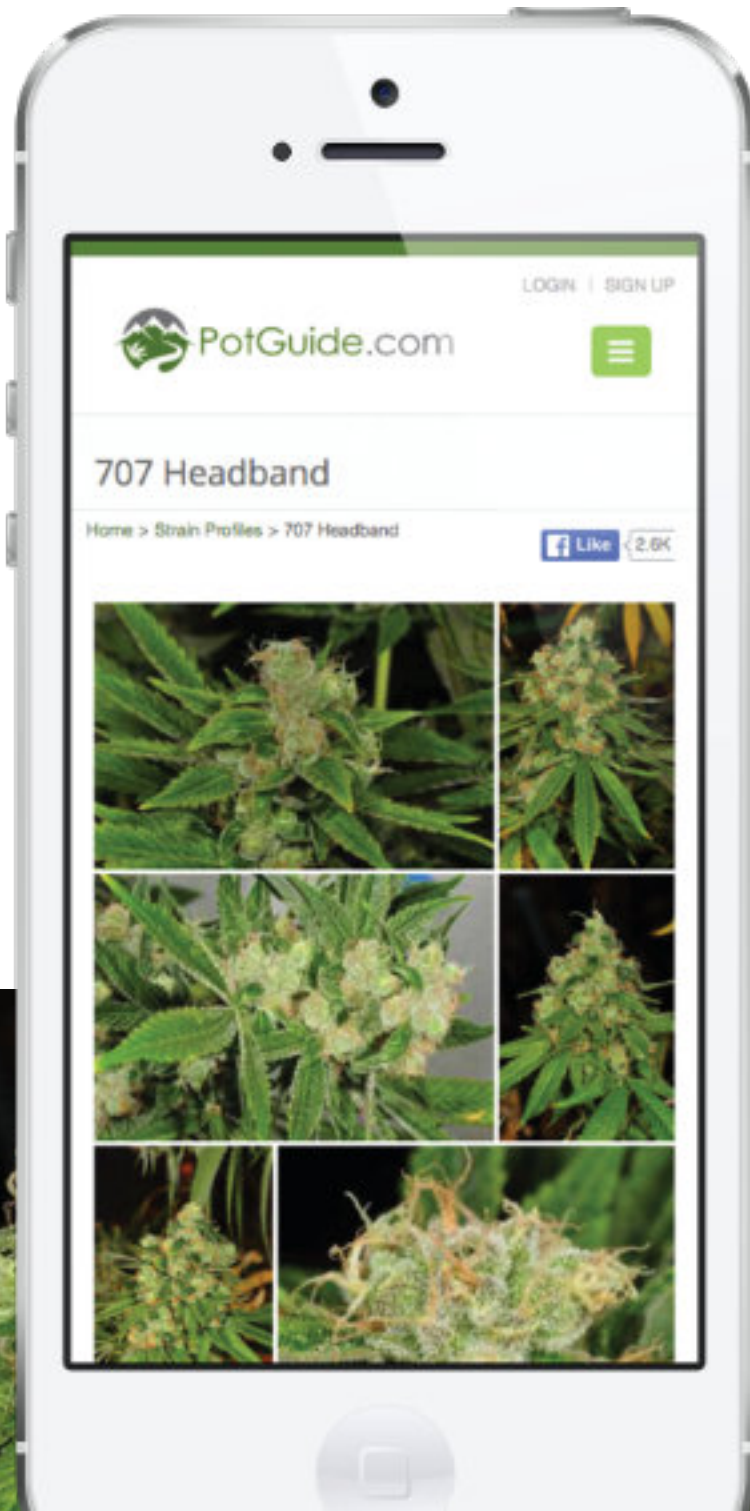
Please contact [media@potguide.com](mailto:media@potguide.com) for specific details on available plans.



# ADDITIONAL OFFERINGS

In addition to our advertising opportunities, we also cater to the following:

- STRAIN/PRODUCT REVIEWS
- PHOTOGRAPHY SERVICES
- AFFILIATE PARTNERSHIPS
- AND MORE...





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Please contact

*[media@potguide.com](mailto:media@potguide.com)*

to start a conversation with our team!