



# PotGuide

where to buy, where to stay, what to do

MEDIA KIT  
2020

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

Founded in 2013

AS SEEN IN ...

**The New York Times**

Condé Nast  
**Traveler**

**Forbes**  
M A G A Z I N E

**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*



## BRAND DIRECTORIES

*Brand and product  
exposure and education*



## CANNABIS DEALS

*Robust deals directory  
with advanced filtering*



## STRAIN PROFILES + PHOTOGRAPHY

*One of the largest  
collections available*



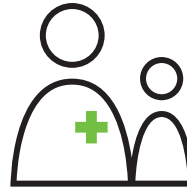
# OUR AUDIENCE

Helping Visitors & Locals Alike



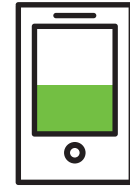
**SESSIONS:**

+1,850,000/mo



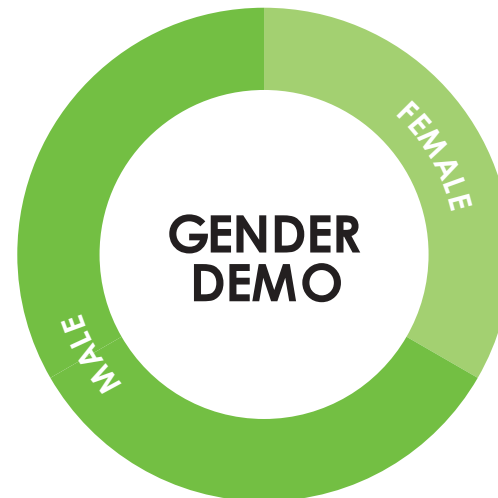
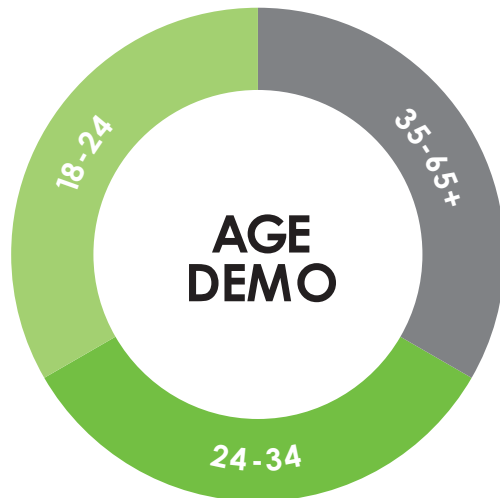
**UNIQUE VISITORS:**

+1,000,000/mo



**PRIMARY DEVICE:**

85% *mobile*



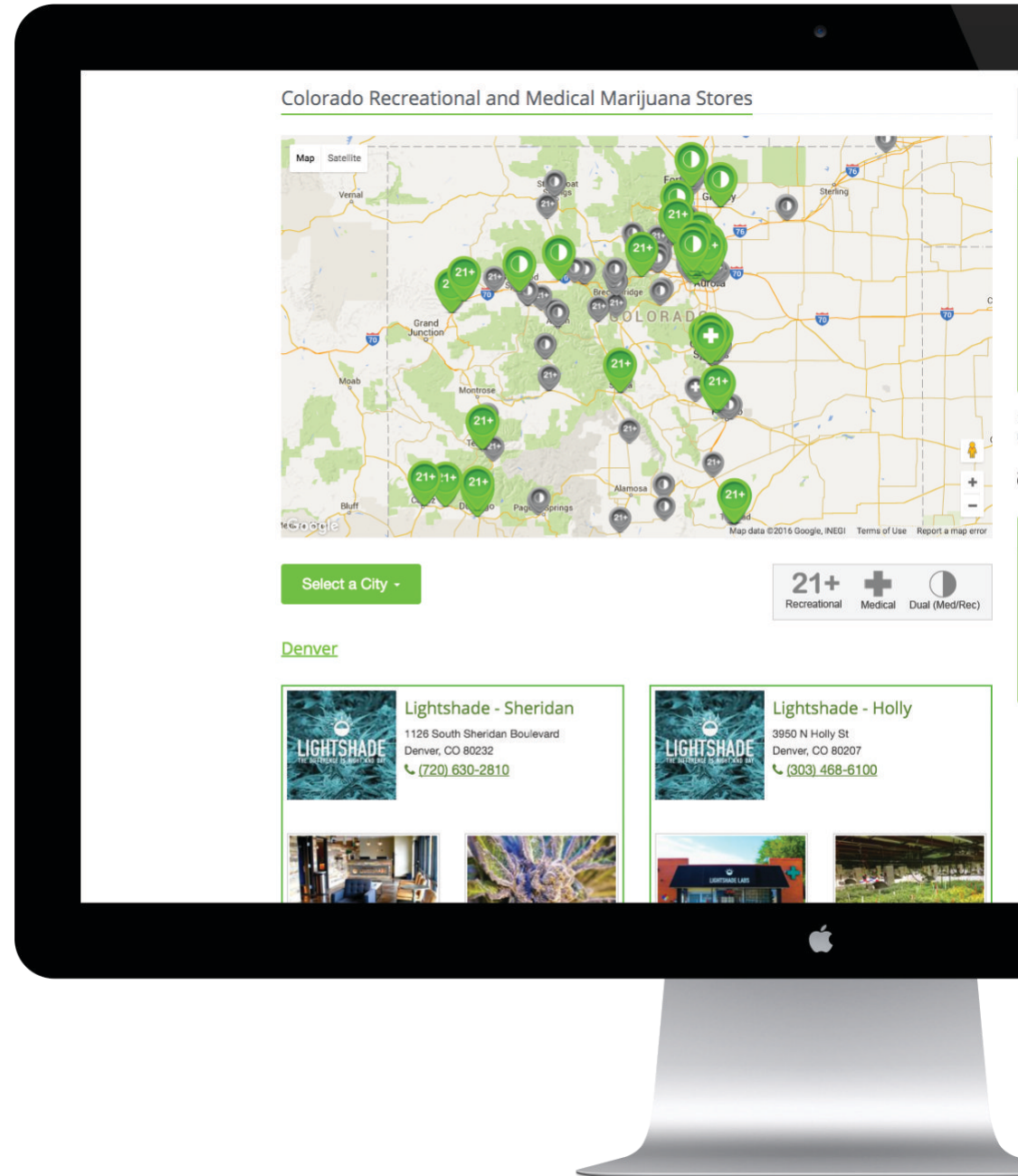
# ENHANCED DIRECTORY LISTINGS

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



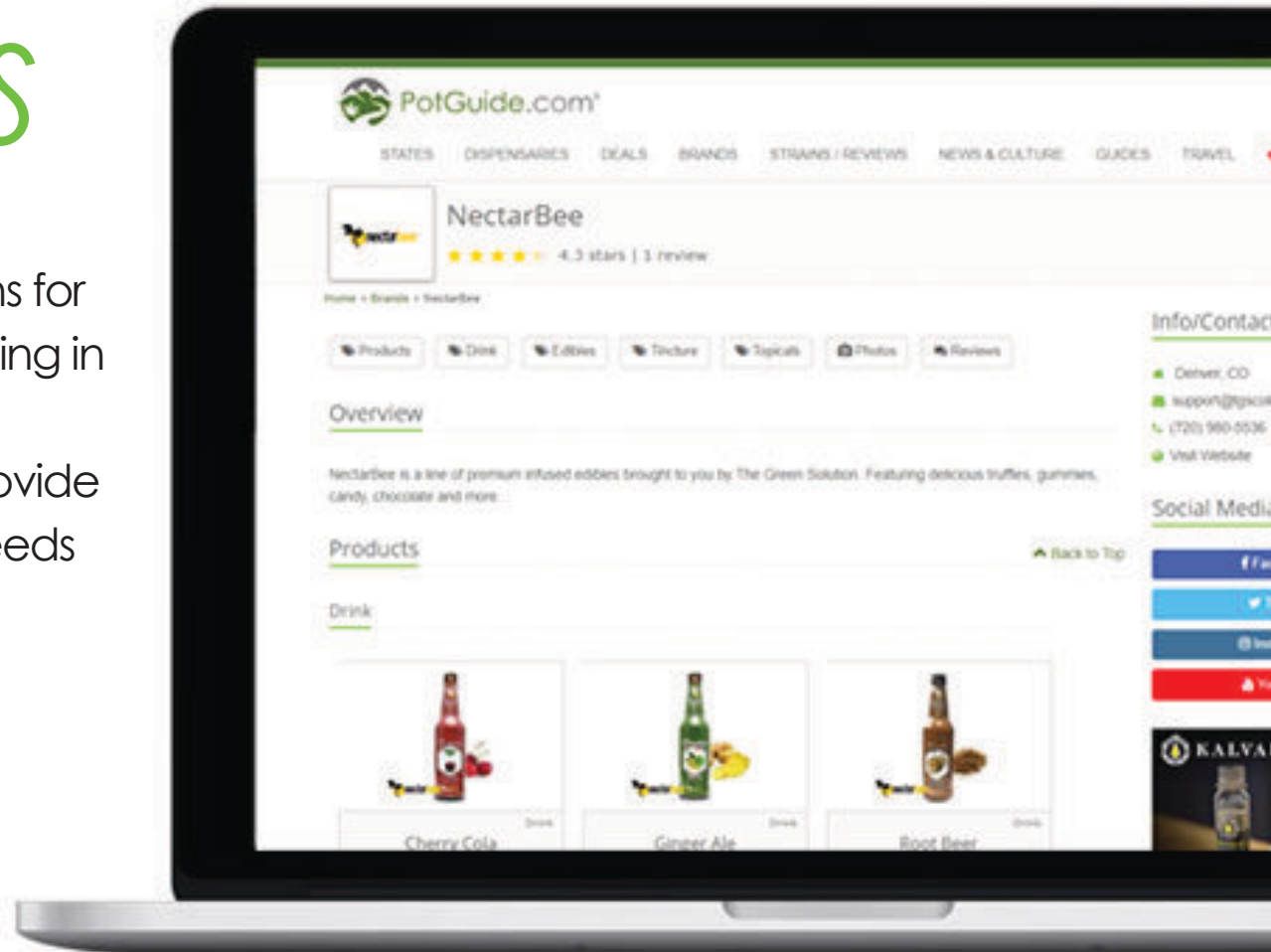
# BRAND DIRECTORIES

Brands have had very limited options for gaining exposure online, often resulting in ineffective advertising campaigns.

PotGuide's Brands Directory can provide your brand the online exposure it needs to the audience you want.

**INFUSED PRODUCTS**  
**CBD PRODUCTS**


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



# CANNABIS DEALS

Everyone loves a deal, and with our robust deals directory you can acquire new customers and increase foot traffic into your shop. Deals appear on your profile as well as the state specific deals directories.

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




Featured



8 Gram Bear Pack of Wax & Shatter for \$99

21+

\$99.00


Terrapin Care Station - All Locations




 6013  68

★★★★★

Multiple Locations

 View Deal




Featured



4g Lightshade Wax & Shatter - \$50 OTD

21+ Tax Included

~~\$80.00~~ \$50.00


Lightshade - All Locations




 1346  16

★★★★★

Multiple Locations

 View Deal






Featured

Edibles Sale! 25-75% Off Select Edibles

21+


Lightshade - All Locations

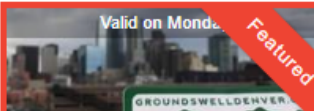


 1066  10

★★★★★

Multiple Locations

 View Deal




Featured



Local Love! 15% Off

21+ Valid on Monday

15% OFF


GroundSwell Cannabis Boutique

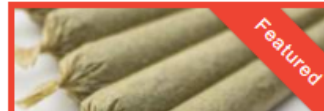


 101  4

★★★★★

Denver

 View Deal




Featured



Six Joints for \$30

21+

\$30.00


Ballpark Holistic Dispensary




 328  3

★★★★★

Denver

 View Deal




Featured



Pre-Weighed Flower Ounces: \$100

21+

\$100.00


The Spot 420 - All Locations

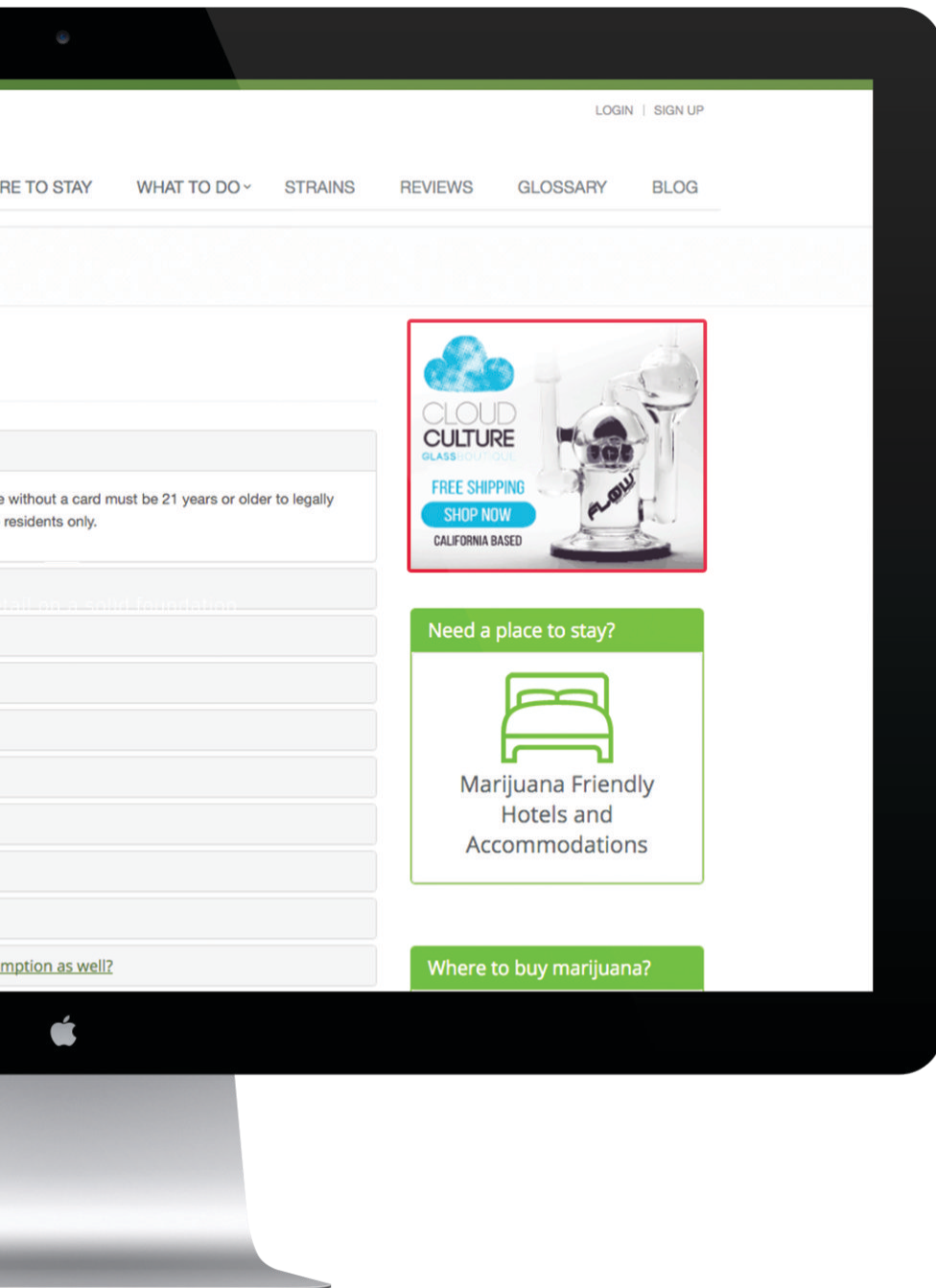


 740  8

★★★★★

Multiple Locations

 View Deal



# BANNER ADS

LEADERBOARDS ( 728px x 90px )



RECTANGLES ( 300px x 250px )



Please contact [sales@potguide.com](mailto:sales@potguide.com) for 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 increase visibility for your brand to our large consumer audience.

*Posts include:*

- **BRANDED IMAGERY**
- **ORGANIC INCLUSION OF YOUR BRAND**
- **EXTENDED REACH VIA NEWSLETTER INCLUSIONS & SOCIAL MEDIA**
- **ANALYTIC INSIGHTS AND MORE ...**

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

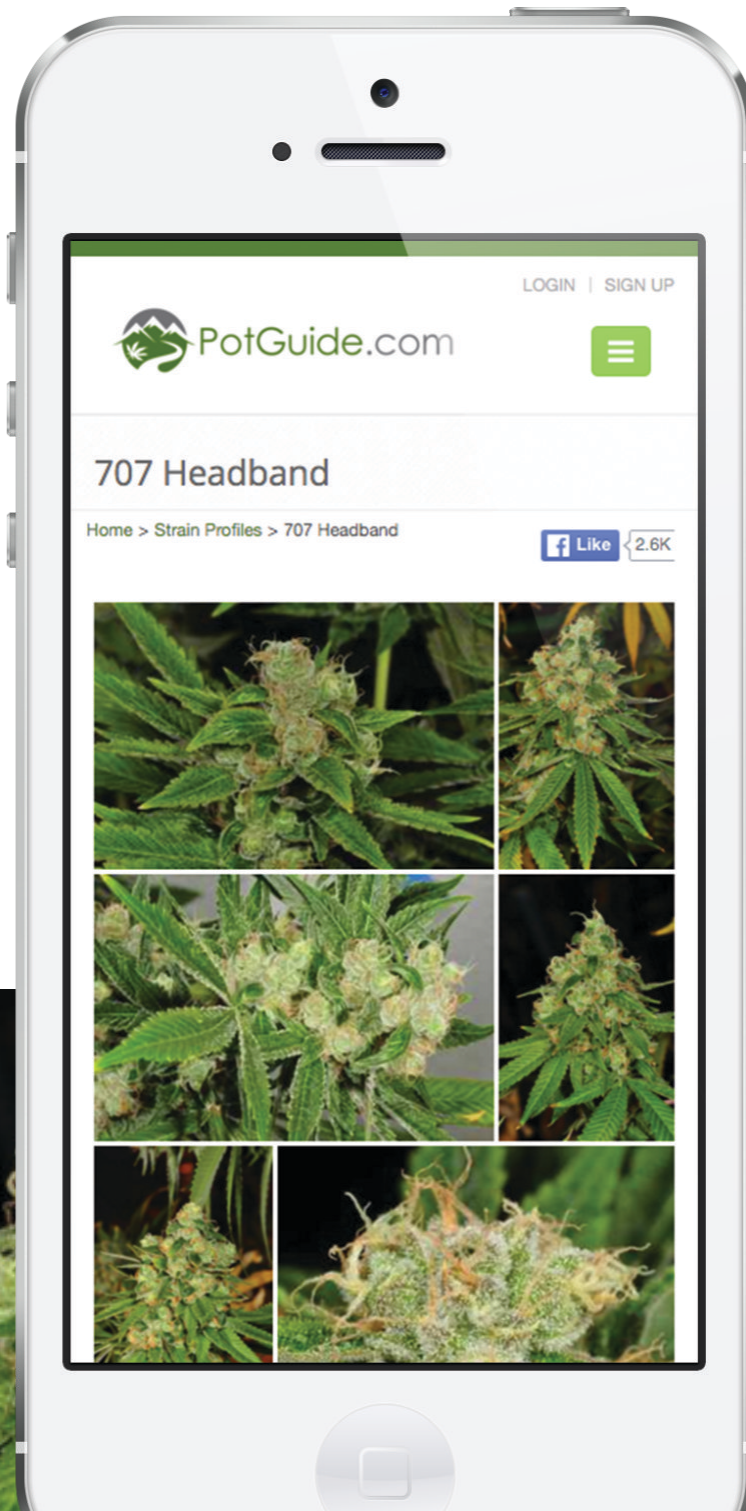




# ADDITIONAL OFFERINGS

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

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

to start a conversation with our team!