

The Midwest Cultivator

2011-12 AD RATE SCHEDULE

B&W PRINT RATES

AD SIZE	SINGLE ISSUE	ANNUAL (4 ISSUES)
<input type="checkbox"/> One Sixteenth	<input type="checkbox"/> \$200	<input type="checkbox"/> \$175
<input type="checkbox"/> One Eighth	<input type="checkbox"/> \$295	<input type="checkbox"/> \$260
<input type="checkbox"/> One Quarter	<input type="checkbox"/> \$425	<input type="checkbox"/> \$370

All ads receive green pages in print and online with web link.

Ask about our non-profit rates!

COLOR PRINT RATES

AD SIZE	SINGLE ISSUE	ANNUAL (4 ISSUES)
<input type="checkbox"/> One Eighth	<input type="checkbox"/> \$585	<input type="checkbox"/> \$495
<input type="checkbox"/> One Quarter	<input type="checkbox"/> \$985	<input type="checkbox"/> \$790
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$1785	<input type="checkbox"/> \$1490
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$3180	<input type="checkbox"/> \$2695
<input type="checkbox"/> Full Page Back Cover*	<input type="checkbox"/> \$3800	<input type="checkbox"/> \$3195

All ads receive green pages in print and online with web link. Package custom web ad and web link to your site for a reduced rate.

***Full Page Back Cover ad includes the Large Premium Fixed Website ad and Web Link** (See Website Ad Rates to the right).

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone : () _____ Fax : () _____

Email: _____

Website: _____

Signature: _____

Method of Payment:

Check/Money Order (payable to The Midwest Cultivator, P.O. Box 55, Temperance, MI 48182)

Credit Card: Visa MasterCard American Express Discover

Account Number: _____ / _____ / _____ / _____ Exp. : _____

Cardholder's Name: _____

Billing Address: Same as Above Other _____

Today's Date: _____ / _____ / _____ Credit Card Security Code: _____

WEBSITE AD RATES

WEBSITE ONLY

All ads receive green pages directory listings in print and online with web links (will receive print green pages only if purchased prior to print deadline for issue. Any pro-rated directory listing will be online only). Sold in 90 day (quarterly) timeframes beginning with each issue print date. Invoice is pro-rated after the issue has been released on the web. Link directly to your website. WEBSITE UPDATES MONTHLY so traffic is consistent. Available in color.

Small Premium Fixed (5 Homepage Positions Total Available)
125 x 125 pixels **\$225**

Large Premium Fixed (1 Large Homepage Fixed Position, a \$750 Value!!)
250 x 300 pixels **\$FREE** w/ Purchase of Full Page Back Cover Ad

Small Rotating 125 x 125 pixels (95 total) **\$125**

Large Rotating 250 x 300 pixels (19 total) **\$300**

WEBSITE AD/LINK "ADD-ONS" TO PRINT ADS

Sold as a package add-on to an existing print ad order. Reduced rate due to print purchase. Custom-designed web ad to match print ad branding. Link directly to your website. WEBSITE UPDATES MONTHLY so traffic is consistent.

Small Rotating 125 x 125 pixels (95 total) **\$75**

Large Rotating 250 x 300 pixels (19 total) **\$150**

GREEN PAGES RATES

Free with any ad purchase. Sold in 90 day (quarterly) timeframes beginning with each issue print date. Invoice is pro-rated after the issue has been released on the web. Includes print and web with web link (will receive print green pages only if purchased prior to print deadline for issue. Any pro-rated directory listing will be online only). Green Pages Directory gets blasted to our mailing list with each updated issue.

Includes: Business name, address, phone, URL & e-mail

\$75/Single \$250/Annual (4 issues)

CAREGIVER CLASSIFIEDS

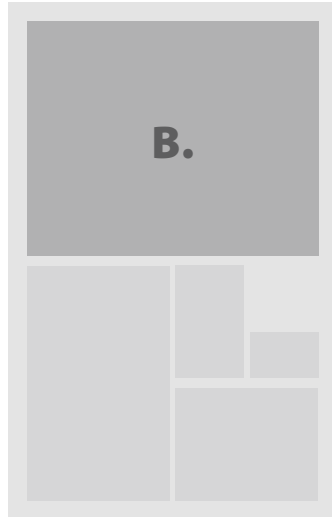
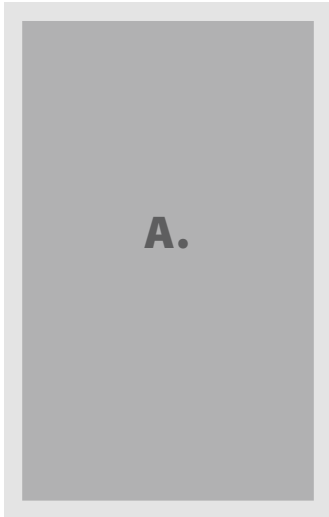
Located with the Green Pages Directory Section in both print and on our website. Large 2.36" x 1.5" ad allows ample information delivery. Up to a 170 x 107 pixel graphic can be inserted.* **Includes: Name and/or Organization, area serviced, contact information and any other pertinent details.**

\$150/Single

*Must provide graphic. Text content limited to ad space equal to or less than graphic. Graphic production is available for an additional fee.

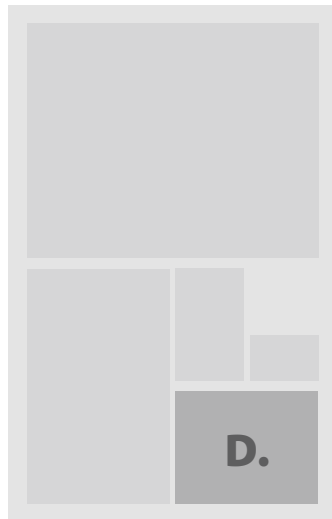
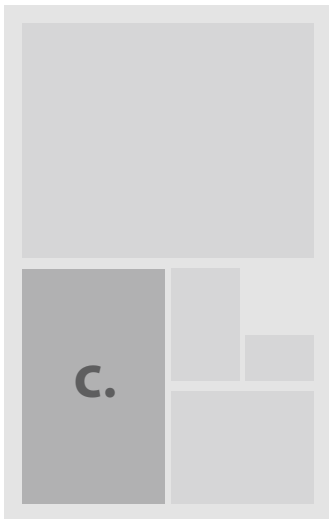
TOTAL AD SALES \$ _____

2011-12 AD SPECIFICATIONS



AD SPECIFICATIONS:

- A.** Full Page 10" x 15.7" Vertical
- B.** Half Page 10" x 7.7" Horizontal
- C.** One Quarter 4.9" x 7.7" Vertical
- D.** One Eighth 4.9" x 3.7" Horizontal
- E.** One Sixteenth 2.36" x 3.7" Vertical
- F.** Caregiver Classified 2.36" x 1.5" Horizontal



PREPARING PRINT ADS:

Ads can be originated in any program that will support the creation of **Adobe Portable Document Format** (PDF) files. Original program/working files are NOT acceptable. We will also accept high resolution JPEGs.

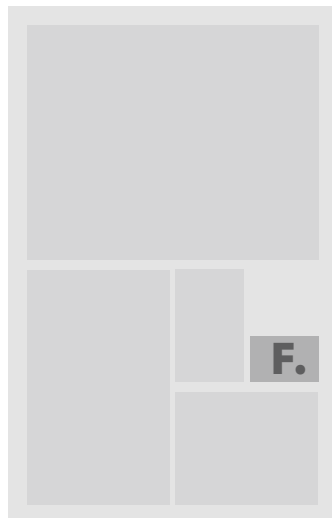
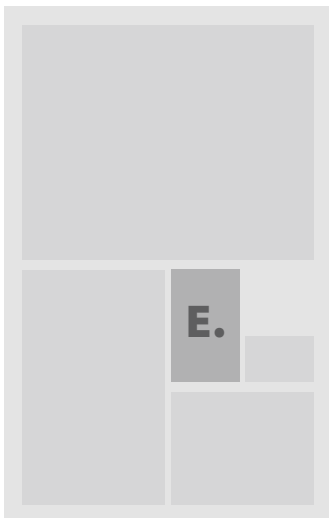
Document size should be the **SPECIFIED AD SIZE** with no additional border/white space. **PLEASE DO NOT** include crop or registration marks. Please note **CORRECT ORIENTATION** of ad sizes (*vertical vs. horizontal*) prior to ad development. All color images should be saved in CMYK. B&W images may be saved as grayscale. Spot/Pantone® (PMS) colors are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 200 dpi at 100% (the size it is used in the ad). Web images (.JPG/.GIF) are 72 dpi and will not print well. Any traps, overprints or reverses should be done in native file prior to exporting PDF with PDF/X-1a settings.

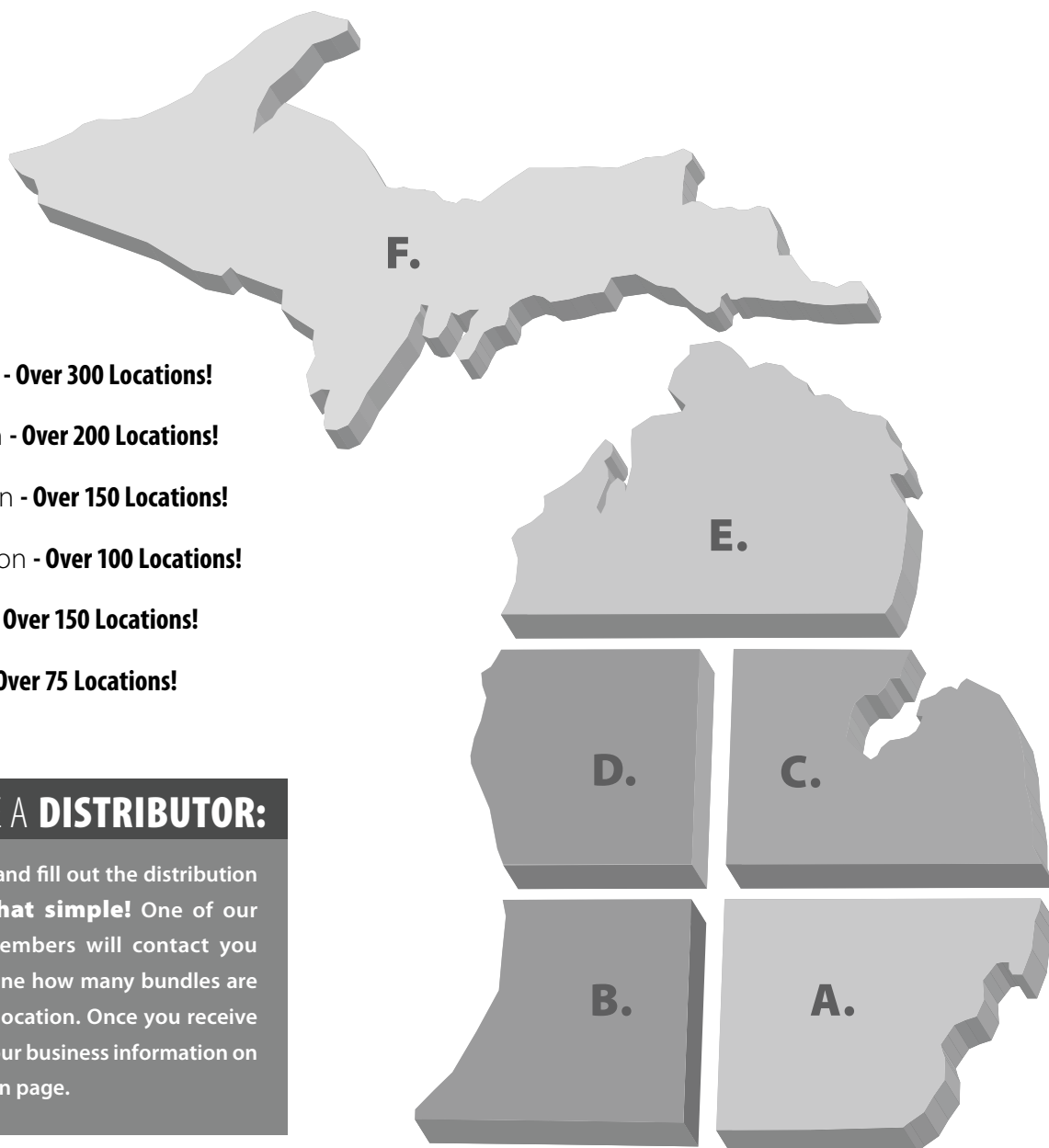
Microsoft Word and Microsoft Excel files will not be accepted.

Electronic ads should be sent to Patrick Flaherty at:
patrick@themidwestcultivator.com

All advertising is run of press. Priority positioning is reserved for annual agreements and first come, first served after. Payment must be made in full prior to ad design commission. Professional ad design is included. Artwork and logo creation is available for an additional fee.



2011-12 AREAS OF DISTRIBUTION *(As of June 2011)*



- A. Southeast Region - Over 300 Locations!**
- B. Southwest Region - Over 200 Locations!**
- C. Central East Region - Over 150 Locations!**
- D. Central West Region - Over 100 Locations!**
- E. Northern Region - Over 150 Locations!**
- F. Upper Peninsula - Over 75 Locations!**

HOW TO BECOME A **DISTRIBUTOR:**

VISIT OUR WEBSITE and fill out the distribution request form. **It's that simple!** One of our distribution team members will contact you and help you determine how many bundles are appropriate for your location. Once you receive the papers, we post your business information on our on-line distribution page.

WHY ADVERTISE WITH TMC? ...WE'RE SO GLAD YOU ASKED!

IN 2009, TMC distributed our first issue of 20,000 newspapers to compassion clubs and grow stores throughout Michigan. As of April 2011, our distribution has grown to 50,000 copies placed in compassion clubs, dispensaries, smoke shops, book stores, libraries, attorney offices, doctor clinics, veterans groups, non-profit organizations, liquor stores, convenience stores, shopping malls, restaurants, car and motorcycle clubs, and special events and rallies. We distribute nation-wide by

subscription and currently have subscribers in Alaska, Ohio, Maryland, Wisconsin, Florida, Illinois, Tennessee, New Jersey, Arizona and California.

TMC IS MASS-DISTRIBUTED QUARTERLY, with retailer-refill stations located statewide. Because TMC has a coffee table appeal and is passed from hand to hand a minimum of 2.5 people before it is set aside, we print on durable, 50-pound, bright-white newsprint.

WHAT'S A TMC? ...WE'RE SO GLAD YOU ASKED!

The Midwest Cultivator (TMC) is a woman-owned and operated business and the nation's first regional medical marijuana trade journal, dedicated to bringing legitimacy, education and solidarity to the medical marijuana movement. TMC provides cutting edge, original reporting on the important issues that impact patients and caregivers, business owners, and supporters of the medical marijuana movement.

- News & Culture
- Industry Reports
- Politics
- Legal Landscape
- Cultivation Information, Updates & Innovations
- Garden Tips for Beginners to Advanced Growers
- Science-based Reporting on Cannabinoid Research & Medical Marijuana Studies
- Health
- Cooking with Cannabis
- Directories & Classifieds

TMC is the oldest, most established and trusted industry journal in the region and remains the most effective target market piece to reach your audience. Distribution and content is driven toward: patients, physicians, casual diners, library regulars, legislators, business owners/innovators and medical cannabis growers.

Our co-owners, Hilary Dulany and Charmie Gholson, are experts in their perspective fields.

TMC Founder Hilary Dulany has a BA in Professional and Technical Writing. She was founder of a marketing firm specializing in niche-market development, promotion and event-coordination. In August 2009, Dulany served as project manager in a team effort that produced the first Michigan Medical Marijuana Expo in downtown Detroit. A month after the Expo, Dulany began work that would become The Midwest Cultivator.

Co-owner and managing editor Charmie Gholson is a working journalist, ghostwriter and national drug policy reform advocate. She has written for national publications, including *The New York Times Magazine*, worked as a staff writer for Law Enforcement Against Prohibition and is the Michigan Representative for Moms United to End the War on Drugs.



Above: TMC Issue 3, front page.

Left: Typical sixteenth-page ad.

Far Left: Green Pages logo.

Below: Hash Bash in Ann Arbor, MI.