

The Chronicle

NEW MEXICO'S CANNABIS MAGAZINE

Dear Future Partner,

Welcome to New Mexico's home grown cannabis magazine. Let's work to make this partnership and collaboration to create the awareness your business deserves and we invite you to advertise with our publication. *The Chronicle – New Mexico's Cannabis Magazine* is a quarterly publication that started with a distribution of 5,000 statewide and has grown like a WEED in the last year to 20,000 this quarter, starting with issue #5. With your partnership, we believe we can GROW these numbers even more. We are dedicated to raising positive cannabis awareness in the state and we work hard to have community involvement to form outstanding and lasting relationships. Listed are achievements and with partnerships we have formed this year and will continue this coming season;

- GROW 4 VETS, NM EMPACT, NM NORML, DR's & NURSES, LOCAL DISPENSARIES
- SMOKE SHOPS, CBD SHOPS, LOCAL BARS & RESTAURANTS, LOCAL ARTISTS
- CANNABIS SHOWS AND EVENTS, HEMP SHOWS & NETWORKING EVENTS AND MORE.....

We are a unique magazine that highlights Patient's, Producers, Testing, Products, Manufactures are More...

- Strain Review, Product Review, Patient Testimonials, From The Lab, BudTender Props
- Grow Team of the Season, Extractor of the Quad, Manufacturer's Craft
- Ask A Nurse, CannaGrandma, Coloring Contests, Only Mag with Shwag!
- Fundraiser issue For Grow 4 Vets (Issue #3, raised \$1,000), Full Page Rolling Paper Insert Issue #4
- CannaBiz Expo with LIVE Social Media Feeds and Much More To Come!!!!!!

Let's make it an extraordinary partnership as we work together to achieve the same goals. At *The Chronicle – New Mexico's Cannabis Magazine*, we want to make sure that your services and products are known far and wide. We currently use print media, where we are an open platform for the industry to utilize space for editorials, outstanding content and stories from the local scene. Our Social Media push for the first year has been our Facebook Page which has been a popular medium to reach our ideal market to educate the masses and have had great conversations and feedback! In one year our Facebook has reached over 2,700 likes organically, a reach of 1,600+, 400 engagement of content with an average of 9-12 likes a week. Our instagram has 500 plus followers that continues to grow. We also utilize our email list of 5,000 + to inform through constant contact with an open click rate of 18-20%. We will continue to utilize these additional features when you advertise with us to further your marketing goals. With our next Issue we will be New Mexico's largest distributed Industry magazine. Come Join the Team and let's grow together!

Please take some time to view the rate sheet to see what best suits your needs, and we'll look forward to working with you!

The Chronicle – New Mexico's Cannabis Magazine - Where Cannabis and Culture Meet!

Jen Montano - Publisher/Editor in Chief/Sales

John Delgado - Founder/Sales/Curator of All Things Cannabis

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www.TheChronicleNM.com

505.269.5956

Mission: The Chronicle is a source of the uniquely New Mexican perspective on the evolution of Cannabis and banning the stigma, advocate and create awareness. The Chronicle will become the go to source quarterly publication and provide our state's interested audience an informative and entertaining journey into the changing world of cannabis from a unique Point of view. Our aim is to provide a great service and value to our advertising partners and readers by consistently delivering quality content.

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Ad Rates

The Chronicle is a quarterly publication.
Choose the best option for your business.



COVER PAGES

Front Cover Sponsor
Includes logo within Art piece, art prints

Issues
1X - \$5,000

Back Cover

Issues
1X - \$2,000
2X - \$1,800
3X - \$1,700
4X - \$1,650

Back inside

Issues
1X - \$1,250
2X - \$1,100
3X - \$1,000
4X - \$975

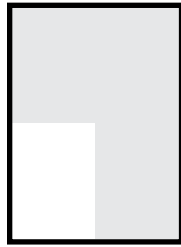
Front inside

Issues
1X - \$1,500
2X - \$1,400
3X - \$1,350
4X - \$1,250



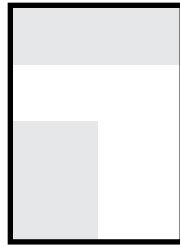
FULL PAGE

Issues
1X - \$900
2X - \$850
3X - \$750
4X - \$700



**HALF PAGE
V. & H.**

Issues
1X - \$450
2X - \$400
3X - \$350
4X - \$300



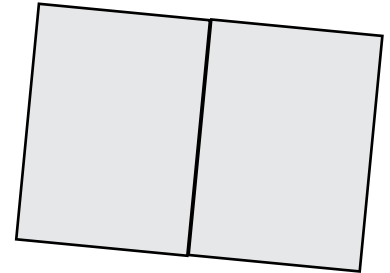
**QUARTER PAGE
V. & H.**

Issues
1X - \$350
2X - \$300
3X - \$250
4X - \$200



SIXTH PAGE

Issues
1X - \$280
2X - \$250
3X - \$200
4X - \$150



CENTERFOLD

Issues
1X - \$2,500

ADVERTORIAL

Issues
1X - \$1,500

All advertisers will be included in The ChronicleNM Social Media and email blasts, Ask us for your best option.

ASK ABOUT THE PERKS PAGE!

Full Page

no bleed - 8.125 x 10.625
with bleed - 8.625 x 11.125

Half Page

10.125 x 3.72 (V)
7.625 x 4.844 (H)
(w/bleed include .25 all around)

Quarter Page

4.5 x 5.5 (V)
7.625 x 2.75 (H)

Sixth Page

3.5 x 2

Files Accepted ADS: CMYK

High Res/CMYK
300dpi or higher
PDF

Files Accepted photos/logos

High Res/CMYK
300dpi or higher
JPEG
EPS
PNG
TIFF

Do you need assistance designing your ad? If you have chosen your ad, the designing fee will be added to the cost according to size.

DESIGNING FEE
FULL PAGE - \$200
HALF PAGE - \$150
QUARTER PAGE - \$100
SIXTH PAGE - \$50

AD DEADLINES

Issue #5 - October 6th
Issue #6 - December 20th
Issue #7 - March 27th (2018)
Issue #8 - June 19th (2018)

PUBLISH

October
January
April
July

Advertiser/Company: _____

Contact Name: _____ Phone: _____

Address: City/State/Zip _____ Email Address: _____

Check: **Y or No** Credit Card: **Y or No** Ad Size: **Full, Half, Quarter, Sixth, Coupon, Profile, Centerfold, Cover**

Designer Needed: **Y or No** Total + tax (7.3125%): _____ Additional Notes on the reverse side if needed

Email your camera ready files to info@TheChronicleNM.com, Subject line name of advertiser and Issue.

- All payments are due in full 30 days after invoice date. New Mexico sales tax will be added at time of invoicing.
- **Returned check charge: \$75**
- Balances not paid within 30 days after invoice are subject to late charges equal to 2% per month (24%) of the unpaid balance.
- Unpaid balances after 90 days will be turned over to an attorney for collection. Advertiser will be responsible for all expenses including but not limited to attorney's fees, court costs and other costs of the collection process.
- Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. All ads are subject to publisher's approval.
- Advertising placement cannot be guaranteed.
- **Right to Publish:** Advertisements are accepted upon the representation that the advertiser and its legal agency have the right to publish the contents thereof. Advertiser and its agency agree to indemnify and hold harmless against any expense or loss by reason of any claims against The Chronicle Magazine.
- Publishing specifications are subject to change at any time without notice.
- **Interruption:** Publisher is not liable for delays and/or non-delivery in the event of an act of god, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- All contracts are legal and binding - no cancellations are accepted.
- **Photo and ad reuse or reproduction:** Photos and ads produced by The Chronicle, remain the sole property of The Chronicle.
- Any supplied logos, photos, and/or ads that need conversion to correct DPI format and/or ads that require time and attention from The Chronicle's in-house designers will be charged design rates of \$40 per hour in addition to designers cost/fee.
- Advertisers submitting their own ads must follow design guidelines on page 1 and submit ads by production deadline. If a deadline is missed, The Chronicle is not liable to return any monies collected from Advertiser.
- Remember to credit your artists and photographers when using outside creatives.

ADDITIONAL NOTES: _____

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Mission: *The Chronicle is a source of a uniquely New Mexican perspective on the evolution of cannabis/medical marijuana and bans the stigma, and instead advocates and creates awareness. The Chronicle will become the go-to source to provide our state's interested audience an informative and entertaining journey into the changing world of this growing industry from a unique point of view. Our aim is to provide a great service and value to our advertising partners and readers by consistently delivering quality content.*

Email your camera ready files to info@TheChronicleNM.com
 Subject line should read name of advertiser and Issue.

For more information or questions, please email info@TheChronicleNM.com or call 505.269.5956
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Documenting the Movement to educate,
 Advocate and entertain the masses about
 Cannabis/Medical Marijuana

Our aim is to provide a great service
 and value to our advertising partners
 by consistently delivering quality
 content to an appreciative audience

Through the power of contextual
 linking, we will keep our audience
 coming back to the issue continually
 discovering more