



Terpenes and Testing
Magazine
and everything extractions



MEDIA KIT 2017



Terpenes and Testing
Magazine
and everything extractions

Align your
brand with a
media partner
who understands
the business of
doing business.

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Cannabis + Extractions + Testing Labs



The science is green, and so is your magazine:
Printed six times per year with soy-based ink on recycled paper.

Introduction / About



As Cannabis products become legal, State by State, a dynamic marketplace now fuels rapid industry growth in the science and practices of both Cannabis Extraction and Lab Testing. A crucial component in this new alchemy is information.

Terpenes and Testing Magazine speaks to and reflects the evolution of method, mind and matter intrinsic to these industries. The effective extraction of Cannabis concentrates and the controlled testing of Cannabis products now have a voice and a trade journal specific to their needs.

Extractions and concentrates are gaining momentous popularity while experts continue to develop new technologies that deliver some of the most pure terpene and cannabinoid wax, shatter and crumbles ever known.

One of the most pivotal ways to keep extractions both safe and legal is to establish the true expectation of reliable test results. This is why labs are now a red-hot commodity in cannabis production and manufacturing.

Since Cannabis Extraction and Lab Testing are two maturing industries that revolve around one another, from cannabinoid to terpene testing and back again, it's a natural fit to partner the two industries into one news digest.

Terpenes and Testing Magazine keeps lab professionals, extraction experts, and even true Cannabis Connoisseurs, informed and educated about the people, places and things— along with the crucial best practices —that make your work shine among the rising stars of the cannabis business world.

Check in regularly for the most up-to-date, accurate information, features and news in a lush new landscape of science, commerce and cure.



Terpenes and Testing is the **Cannabis industry's** first news source specifically for **Extraction and Testing Lab professionals.**

Terpenes and Testing Magazine delivers analysis and insight into the technical sciences of the Cannabis industry.

The only thing florid in this news magazine are the gorgeous photographs of luscious flower! (After all, flower is the beauty queen that launches every Cannabis business, and we like to stay in touch with our roots.)

In communicating two distinct, growing industries, we combine original reportage with multi-sourced articles curated into the best of knowledge and practices available in the Cannabis Extraction and Lab Testing Sciences.

Inventive experts and pioneering entrepreneurs from key Cannabis market sectors also contribute specialized knowledge and value to the magazine's content, helping to achieve our goal of information-sharing within a community of innovators.

Subscribers will also benefit from our Features and News stories, each a chronicle of important issues and key trends that most influence executives and managers in the Extraction and Testing Lab segments of our Cannabis industry.

Published bi-monthly, Terpenes and Testing Magazine is written by and for industry professionals whose livelihoods depend upon the success and growth of our industry.

A new and needed nucleus, Terpenes and Testing Magazine now offers a carefully constructed gateway of information for two very specialized and complementary industries.

Welcome to your world – let's expand it together.

Readership



40% Extraction

- Extraction equipment manufacturers
- Extraction companies
- Cannabis concentrate brands
- Extract producers

40% Testing Labs

- Testing lab equipment
- Testing lab proficiencies
- Patenting strains
- Sample preps
- Mobile labs

20% Professional Services

- Accounting & Finance
- Consulting
- Legal Services
- Trade Organizations
- Growers
- Accessories

The science of information is our business.

The rapid evolution in both the modes of testing Cannabis products and methods of extracting Cannabis concentrates means everyone in these industries has one thing in common, above all: they are too busy to chase needed information.







Terpenes and Testing Magazine offers the crucial information component needed in one publication to help Cannabis professionals grow and thrive.

Markets



Terpenes and Testing Magazine integrated media company collects critical data relevant to the Cannabis Extraction and Testing Lab industries. We even convert big data into meaningful information to help professionals better understand, manage and grow their business.

Ad Specs / Rates / Calendar

	Full Page Spread	Bleed Only: 17 x 11.125	1x	3x (Save 10%)	6x (Save 20%)
	Full Page	Bleed: 8.625 x 11.125	\$1595	\$4306	\$7656
	Inside & Back Covers (+25%)	Trim: 8.375 x 10.875 Live Area: 7.875 x 10.375	\$1993	\$5382	\$9570
	1/2 Page	No Bleed: 7.365 x 4.865 With Bleed: 8.625 x 5.375	\$995	\$2686	\$4776
	1/3 Page Strip	Bleed Only: 2.875 x 11.125	\$845	\$2281	\$4056
	1/4 Page	4 x 5	\$695	\$1876	\$3336

FINAL TRIM SIZE: 8.375 x 10.875 Please submit artwork AS PDF, PSD, OR TIFF (300dpi / CMYK)

Advertising Deadlines

Issue	Ad Space Reservation	Art Deadline
January/February	December	12/15/16
March/April	February	02/14/17
May/June	April	04/15/17
July/August	June	06/15/17
September/October	August	08/15/17
November/December	October	10/15/17

Print Specs

2 - Page Spread
(Non-Bleed)



Ad size: 16.25" x 10.375"

Full Page with Border
(Non-Bleed)



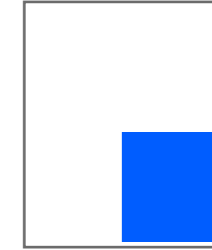
Ad size: 7.875" x 10.375"

1/2 Page with Border
(Non-Bleed)



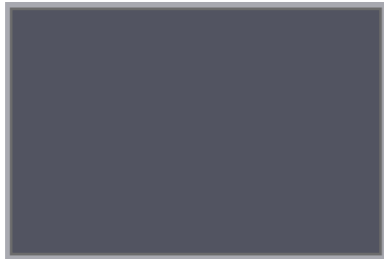
Ad size: 7.875" x 4.75"

1/4 Page



Ad size: 3.75" x 4.75"

2 - Page Spread with Bleed



Ad size: 17" x 11.25"
Safe [Live] Area: 16.25" x 10.375"

Full Page with Bleed



Ad size: 8.625" x 11.125"
Safe [Live] Area: 7.875" x 10.375"

1/2 Page with Bleed



Ad size: 8.625" x 5.625"
Safe [Live] Area: 7.875" x 4.875"

All text MUST be converted to outlines/flattened/rasterized prior to submission.

All sales-related questions should be submitted to info@terpenesandtesting.com or call 949-416-3856

All technical questions should be submitted to: info@terpenesandtesting.com

Margin Trime Size: 8.375" x 10.875"

Note: Text placed outside the Safe [Live] Area of any Bleed ad may be cut off. Please keep text inside the Safe Area.

To ensure that your ad looks it's absolute best, all ads submitted for use in one of our print publications (e.g., Terpenes and Testing Magazine, Terpenes and Testing Conference & Expo Show Guide, Terpenes and Testing Conference & Expo Show Daily, etc.) MUST be submitted in PDF format that conforms with PDF/X-1a: 2001 specifications.

PDF/X-1a is a widely accepted standard for files that are used in books, magazines, & other high-resolution print media. Commonly used professional design tools (e.g., Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Quark Express, etc.) include a PDF Export Preset that supports PDF/X-1a; please ask your graphic designer to use this format when saving your final ad files.

We will pre-flight all ads using Adobe Acrobat Professional to ensure that they meet PDF/X-1a standards and **you will be asked to resubmit your ad if it is not the correct format.** If you ask us to run an ad that is not PDF/X-1a compliant, we will not be responsible for the quality of the printed ad.

All ads should be submitted in CMYK format, 300dpi or higher.

Web Banner Specs



All text **MUST** be converted to outlines/flattened/rasterized prior to submission.

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All technical questions should be submitted to: info@terpenesandtesting.com

Prices:

728 x 90 -- \$90 / month

300 x 250 -- \$84 / month

125 x 125 -- \$38 / month

80 x 80 -- **FREE** (with print ad)

E-Blast

\$150 / 1000

dedicated e-blast

- E-Blast format: HTML to include all verbiage, content and image links. Cost to have Terpenes and Testing create the blast: \$250
- E-Blast needed 1 week prior to placement; E-blast components and info needed 2 weeks prior if Terpenes & Testing to create the E-blast

Contact

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Call us.
We'll talk.
:)

Advertising? Editorial? Distribution?

*News to share with the world of
Terpenes and Testing Magazine?*

We love your questions!

1 (949) 326 - 9424

Please call us for rates and special issues.

terpenesandtesting.com

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Terpenes and Testing are where
innovation meet supply and demand

It all starts here