|  |  |  |
| --- | --- | --- |
| **Ratecard Description** | **Line Description** | **Rate** |
| 2022 - PAN - Banner ad creation - NM | AW: Banner ad creation | 600 |
| 2022 - PAN - Banner ad creation - NM | HCP: Banner ad creation | 600 |
| 2022 - PAN - Banner ad creation - NM | MP: Banner ad creation | 600 |
| 2022 - PAN - Banner ad creation - NM | OEM: Banner ad creation | 600 |
| 2022 - PAN - Banner ad creation - NM | PFW: Banner ad creation | 600 |
| 2022 - PAN - Banner ad creation - NM | PW: Banner ad creation | 600 |
| 2022 - PAN - Cannabis Facebook - NM | AW - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Cannabis Facebook - NM | HCP - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Cannabis Facebook - NM | Mundo - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Cannabis Facebook - NM | OEM - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Cannabis Facebook - NM | PFW - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Cannabis Facebook - NM | PW - Cannabis Facebook Ad | 2000 |
| 2022 - PAN - Banner ads on 3rd Party - NM | AW: Banner ads on 3rd party | 32.9 |
| 2022 - PAN - Banner ads on 3rd Party - NM | HCP: Banner ads on 3rd party | 32.9 |
| 2022 - PAN - Banner ads on 3rd Party - NM | OEM: Banner ads on 3rd party | 32.9 |
| 2022 - PAN - Banner ads on 3rd Party - NM | PFW: Banner ads on 3rd party | 32.9 |
| 2022 - PAN - Banner ads on 3rd Party - NM | PW: Banner ads on 3rd party | 32.9 |
| 2022 - PAN - Facebook + LinkedIn - NM | PW: 5000 - 15000 | 4100 |
| 2022 - PAN - Facebook + LinkedIn - NM | PW: 15000+ | 4900 |
| 2022 - PAN - Facebook + LinkedIn - NM | PW: 0 - 5000 | 3600 |
| 2022 - PAN - Facebook + LinkedIn - NM | AW: 5000 - 15000 | 4100 |
| 2022 - PAN - Facebook + LinkedIn - NM | AW: 15000+ | 4900 |
| 2022 - PAN - Facebook + LinkedIn - NM | AW: 0 - 5000 | 3600 |
| 2022 - PAN - Facebook + LinkedIn - NM | PFW: 5000 - 15000 | 4100 |
| 2022 - PAN - Facebook + LinkedIn - NM | PFW: 15000+ | 4900 |
| 2022 - PAN - Facebook + LinkedIn - NM | PFW: 0 - 5000 | 3600 |
| 2022 - PAN - Facebook + LinkedIn - NM | HCP: 5000 - 15000 | 4100 |
| 2022 - PAN - Facebook + LinkedIn - NM | HCP: 15000+ | 4900 |
| 2022 - PAN - Facebook + LinkedIn - NM | HCP: 0 - 5000 | 3600 |
| 2022 - PAN - Facebook + LinkedIn - NM | OEM: 5000 - 15000 | 4100 |
| 2022 - PAN - Facebook + LinkedIn - NM | OEM: 15000+ | 4900 |
| 2022 - PAN - Facebook + LinkedIn - NM | OEM: 0 - 5000 | 3600 |
| PAN - Facebook -NM2022 | PW: 5000 - 15000 | 2700 |
| PAN - Facebook -NM2022 | PW: 15000+ | 3500 |
| PAN - Facebook -NM2022 | PW: 0 - 5000 | 1800 |
| PAN - Facebook -NM2022 | AW: 5000 - 15000 | 2700 |
| PAN - Facebook -NM2022 | AW: 15000+ | 3500 |
| PAN - Facebook -NM2022 | AW: 0 - 5000 | 1800 |
| PAN - Facebook -NM2022 | PFW: 5000 - 15000 | 2700 |
| PAN - Facebook -NM2022 | PFW: 15000+ | 3500 |
| PAN - Facebook -NM2022 | PFW: 0 - 5000 | 1800 |
| PAN - Facebook -NM2022 | HCP: 5000 - 15000 | 2700 |
| PAN - Facebook -NM2022 | HCP: 15000+ | 3500 |
| PAN - Facebook -NM2022 | HCP: 0 - 5000 | 1800 |
| PAN - Facebook -NM2022 | OEM: 5000 - 15000 | 2700 |
| PAN - Facebook -NM2022 | OEM: 15000+ | 3500 |
| PAN - Facebook -NM2022 | OEM: 0 - 5000 | 1800 |
| PAN - Facebook -NM2022 | MP: 20000-25000 | 3075 |
| PAN - LinkedIn Sponsored Post -NM2022 | PW: LinkedIn: 0 - 5000 | 2500 |
| PAN - LinkedIn Sponsored Post -NM2022 | AW: LinkedIn: 0 - 5000 | 2500 |
| PAN - LinkedIn Sponsored Post -NM2022 | PFW: LinkedIn: 0 - 5000 | 2500 |
| PAN - LinkedIn Sponsored Post -NM2022 | HCP: LinkedIn: 0 - 5000 | 2500 |
| PAN - LinkedIn Sponsored Post -NM2022 | OEM: LinkedIn: 0 - 5000 | 2500 |
| PAN - LinkedIn Sponsored Post -NM2022 | PW: LinkedIn: 5000 - 15000 | 3400 |
| PAN - LinkedIn Sponsored Post -NM2022 | AW: LinkedIn: 5000 - 15000 | 3400 |
| PAN - LinkedIn Sponsored Post -NM2022 | PFW: LinkedIn: 5000 - 15000 | 3400 |
| PAN - LinkedIn Sponsored Post -NM2022 | HCP: LinkedIn: 5000 - 15000 | 3400 |
| PAN - LinkedIn Sponsored Post -NM2022 | OEM: LinkedIn: 5000 - 15000 | 3400 |
| PAN - LinkedIn Sponsored Post -NM2022 | PW: LinkedIn: 15000 + | 4100 |
| PAN - LinkedIn Sponsored Post -NM2022 | AW: LinkedIn: 15000 + | 4100 |
| PAN - LinkedIn Sponsored Post -NM2022 | PFW: LinkedIn: 15000 + | 4100 |
| PAN - LinkedIn Sponsored Post -NM2022 | HCP: LinkedIn: 15000 + | 4100 |
| PAN - LinkedIn Sponsored Post -NM2022 | OEM: LinkedIn: 15000 + | 4100 |
| 2022 - PAN - Native ads on 3rd Party - NM | AW: Native ads on 3rd Party | 81.25 |
| 2022 - PAN - Native ads on 3rd Party - NM | HCP: Native ads on 3rd Party | 81.25 |
| 2022 - PAN - Native ads on 3rd Party - NM | OEM: Native ads on 3rd Party | 81.25 |
| 2022 - PAN - Native ads on 3rd Party - NM | PFW: Native ads on 3rd Party | 81.25 |
| 2022 - PAN - Native ads on 3rd Party - NM | PW: Native ads on 3rd Party | 81.25 |
| 2022 - PAN - Targeted Direct Mail (add'l 1000 names) - NM | AW: Targeted Direct Mail (add'l 1000 names) | 300 |
| 2022 - PAN - Targeted Direct Mail (add'l 1000 names) - NM | HCP: Targeted Direct Mail (add'l 1000 names) | 300 |
| 2022 - PAN - Targeted Direct Mail (add'l 1000 names) - NM | OEM: Targeted Direct Mail (add'l 1000 names) | 300 |
| 2022 - PAN - Targeted Direct Mail (add'l 1000 names) - NM | PFW: Targeted Direct Mail (add'l 1000 names) | 300 |
| 2022 - PAN - Targeted Direct Mail (add'l 1000 names) - NM | PW: Targeted Direct Mail (add'l 1000 names) | 300 |
| 2022 - PAN - Targeted Direct Mail - NM | AW: Targeted Direct Mail | 1800 |
| 2022 - PAN - Targeted Direct Mail - NM | HCP: Targeted Direct Mail | 1800 |
| 2022 - PAN - Targeted Direct Mail - NM | OEM: Targeted Direct Mail | 1800 |
| 2022 - PAN - Targeted Direct Mail - NM | PFW: Targeted Direct Mail | 1800 |
| 2022 - PAN - Targeted Direct Mail - NM | PW: Targeted Direct Mail | 1800 |
| PAN - Video Pre-roll 3rd Party -NM2021 | AW: Video Pre-roll 3rd Party | 117.5 |
| PAN - Video Pre-roll 3rd Party -NM2021 | PW: Video Pre-roll 3rd Party | 117.5 |
| PAN - Video Pre-roll 3rd Party -NM2021 | PFW: Video Pre-roll 3rd Party | 117.55 |
| PAN - Video Pre-roll 3rd Party -NM2021 | HCP: Video Pre-roll 3rd Party | 117.5 |
| PAN - Video Pre-roll 3rd Party -NM2021 | OEM: Video Pre-roll 3rd Party | 117.5 |
| 2022 - PAN - Video pre-roll editing - NM | AW: Video pre-roll editing | 600 |
| 2022 - PAN - Video pre-roll editing - NM | HCP: Video pre-roll editing | 600 |
| 2022 - PAN - Video pre-roll editing - NM | MP: Video pre-roll editing | 600 |
| 2022 - PAN - Video pre-roll editing - NM | OEM: Video pre-roll editing | 600 |
| 2022 - PAN - Video pre-roll editing - NM | PFW: Video pre-roll editing | 600 |
| 2022 - PAN - Video pre-roll editing - NM | PW: Video pre-roll editing | 600 |
| 2022 - PAN - Video Pre-roll 3rd Party - NM | AW: Video Pre-roll 3rd Party | 83.71 |
| 2022 - PAN - Video Pre-roll 3rd Party - NM | HCP: Video Pre-roll 3rd Party | 83.71 |
| 2022 - PAN - Video Pre-roll 3rd Party - NM | OEM: Video Pre-roll 3rd Party | 83.71 |
| 2022 - PAN - Video Pre-roll 3rd Party - NM | PFW: Video Pre-roll 3rd Party | 83.71 |
| 2022 - PAN - Video Pre-roll 3rd Party - NM | PW: Video Pre-roll 3rd Party | 83.71 |