


Resumen del formulario

Applicant Name and Title	North Coast Journal, Inc., [REDACTED]
Applicant Address	[REDACTED]
Applicant Phone	[REDACTED]
Applicant Email	melissa@northcoastjournal.com
Applicant interest in project/site	Cannabis Magazine Distribution and Marketing
Business/Association Name	North Coast Journal, Inc.
Are you applying as a Humboldt County based business, cooperative, association, or nonprofit organization?	Yes
Are 75% or more of its operations based in Humboldt County?	Yes
Are you currently licensed and registered to operate in Humboldt County?	Yes
If you are not licensed or registered to operate in Humboldt County, are you in the process of doing so?	
Are the activities of your business, association, or organization, specific to the cultivation, processing, manufacturing, distribution or retail of cannabis, or whose organization provides support and/or services to the cannabis industry?	Yes
\$10,000 Eligibility	Cannabis Support Business
Cultivation Lighting (as defined in Humboldt County Code 719-3)	
\$50,000 Eligibility	Other
[[[]]]	
If Other, please explain	We have already established partnerships with the HCGA and the SHBVB and could propose addition projects for qualification for 50K eligibility.
What amount of the business is Humboldt-owned? "Humboldt-owned" is defined by registered residency of owners	100% Humboldt-owned
Ownership Structure and Owners	[REDACTED]

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# of FTE Employees	16
Summarize the business/association and its activities Word Limit: 250	The North Coast Journal, Inc. is a multimedia publishing company that produces both digital and print publications. Weekly newspaper, tourist magazines, cannabis magazine and many others.
Program / Project Name	Humboldt Cannabis Magazine - Added Outreach
Requested Amount	USD 10000.00
Total project cost/funding needed:	USD 31100.00
Additional Funding Sources	Advertising and Owner
Type of project	Other
If Other, please explain	Cannabis Marketing, Humboldt County Cannabis Education and Community Outreach
Project Address	
Project Assessor's Parcel Number (APN):	N/A
Does the project/business consist of a qualified outdoor cultivating operation (as per Humboldt County Land Use Ordinance) that produces less than 10,000 sq. ft. of cannabis (not including co-ops and associations whose cumulative area may exceed 10,000 square feet)?	No
Licenses & Permits	Jurisdiction Business License, Federal Employer Identification Number (FEIN)
Licenses, Permits, & Agreements	archive-1.zip
Word Limit: 500	The proposed project is asking for assistance in growing the circulation of Humboldt Cannabis Magazine from 5,000 copies to 10,000 copies for the Spring/Summer 2021 issue.
Word Limit: 500	By doubling the magazine circulation, we can now send multiple copies to dispensaries and allow them to hand them out to consumers to begin creating a direct connection between the consumer and Humboldt only products. Ultimately resulting in the consumer purchasing and or requesting more Humboldt cannabis products at their local dispensary.

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Word Limit: 500

Every issue of the Humboldt Cannabis Magazine has at least four editorial articles in addition to the product and farm directories. History & Culture, Environment, Innovations and Farmer Profiles.

From the start, the editorial in the Humboldt Cannabis Magazine not only focused on Humboldt's cannabis products but the people behind the plants and what they were doing for Humboldt that was making our environment better and more sustainable. Humboldt Cannabis Magazine is also called a novelty piece by many in the industry. Having extra marketing elements to the magazine like a live terpene scratch & sniff or 3D glasses, makes it a magazine that isn't easily something that's thrown away or recycled.

Word Limit 500

Humboldt Cannabis Magazine is funded solely by advertisers. Only Humboldt County based businesses are allowed to purchase advertising in the Humboldt Cannabis Magazine. Current ad rates would decrease if grant funds were captured for printing. This would hopefully entice more farmers and industry aligned companies to advertise. To date, Humboldt Cannabis Magazine has had over 120 licensed farms and companies advertise.

Word Limit: 250

First Place 2018 & 2019 for PrintROCKS! Magazines & Magazine Inserts
Web: Heatset

PrintROCKS! was created in 2008 to celebrate print. Each year, printing companies from our 7 states – Washington, Oregon, California, Idaho, Alaska, Hawaii and Utah submit their best pieces to be judged against the others as one of the best in the industry.

Over the Top Marketing Elements
Live Cannabis Terpene Scratch & Sniff -
3D Glasses with 3D imaging -
Adhesive Stickers -
Dynamic Cover Advertising -

Available online www.humboldtcannabismagazine.com for free to anyone 21 years or older to view.

Personal Subscriptions - Demand for the magazine initiated this option at \$20 per year.

Project Budget

[archive-2.zip](#)

Select each item being uploaded.

Any accompanying and supportive project documents such as site maps, equipment specifications, contractor bids and estimates., Timeline with expected project milestones and completion dates, Letters of support: attach documentation of collaboration and/or project need in the form of Letters of Support, Letters of Partner Commitment, and/or Memoranda of Understanding, Brief resumes of key personnel

Resumen del formulario

File upload

[archive-3.zip](#)