AdSesh™

The Advertising System the Cannabis Economy Has Been Waiting For

National + State-Compliant Advertising Infrastructure

Cannabis Advertising Didn't Fail — Infrastructure Did

- Brands were told:
- • You can't advertise nationally
- • Run state by state
- • Wait for federal clarity

- Reality:
- • Audiences consolidated
- • Media fragmented
- • Compliance costs rose

The Core Insight

- Advertising fails when rules are vague.

- Advertising scales when rules are enforced.

- Cannabis requires:

- • Clarity first

- • Enforcement first

- • Scale second

What AdSesh™ Actually Is

- AdSesh™ is a lane-based advertising system.

- Not:
- • CPM auctions
- • Impression buying
- • Platform roulette

- It is controlled advertising infrastructure.

Why Advertising Lanes Matter

- Traditional ad tech mixes everyone together.

- AdSesh™ separates first, then delivers.

- This eliminates:

- • Accidental violations

- • Brand safety risk

- • State law conflicts

Two Core AdSesh™ Lanes

- AdSesh™ is built on intentional separation:

- • Plant-Touching Lanes
- • Non-Plant-Touching Lanes

- Each lane has strict rules and enforcement.

Plant-Touching Ad Lanes

- For brands that touch the plant:
- • Cannabis products
- • Dispensaries
- • Delivery services

- These lanes are:
- • State-restricted
- • Geo-fenced
- • Compliance reviewed

Non-Plant-Touching Ad Lanes

- For brands that require national reach:
- • No cannabis depiction
- • No sales or consumption
- • No plant handling

- Nationwide delivery without plant risk.

This Is More Than Advertising

- Most advertisers think they are buying ads.

- They are actually buying:
- • Infrastructure access
- • Reserved capacity
- • Regulatory clarity
- • Long-term positioning

What You're Really Purchasing

- Each AdSesh™ lane includes:
- • Dedicated delivery capacity
- • Controlled rotation
- • Defined neighbor rules

- No auctions. No dilution.

Why Brands Have Waited Years for This

- Brands wanted:
- • National reach
- • Cannabis-aware audiences
- • Zero regulatory exposure

- AdSesh™ removes the tradeoffs.

Why Subscriptions, Not Campaigns

- Campaigns are temporary.

- Infrastructure compounds.

- Subscriptions provide:

- • Stability

- • Predictability

- • Position locking

Scarcity by Design

- AdSesh™ lanes are intentionally limited.

- This ensures:

- • Predictable delivery

- • Stable pricing

- • No overcrowding

Exactly What the Market Needed

- For the first time:
- • Rules are written
- • Lanes are separated
- • Risk is known
- • Scale is possible

The Quiet Flex

- AdSesh™ doesn't promise virality.
- It promises access.

- This is what cannabis advertising
- should have looked like years ago.