

# 2010 Editorial Calendar & Convention Schedule

The following schedule is a tentative listing of the known events at this early date.

## February/March 2010

Environmental: Dust Control, Reclamation & Revegetation; Rules & Regulations; Permit & Start Up

**Ad Space Deadline: January 18, 2010**

**Ad Copy Deadline: January 21, 2010**

### **Additional Distribution:**

Society of Mining Engineers (SME)  
Alaska Miners Association—Juneau  
Prospectors & Developers Association of Canada (PDAC)  
Colorado Mining Association  
World of Asphalt Show & Conference  
The World Truck Show (NTEA)



## April/May 2010

Drilling, Blasting, and Explosives Safety Procedures

**Ad Space Deadline: March 15, 2010**

**Ad Copy Deadline: March 18, 2010**

### **Additional Distribution:**

Canadian Mining Institute (CIM)  
Coal Prep  
International Investment Conference (NY)  
Best in the West Blasting Conference  
Eastern Coal Council

Lead Editorial topics for each issue as well as additional bonus distribution events where the Miners News will be distributed at.

## June/July 2010

Mining & Aggregate Equipment, Equipment Repair & Preventative Maintenance

**Ad Space Deadline: May 17, 2010**

**Ad Copy Deadline: May 20, 2010**

### **Additional Distribution:**

Elko Mining Expo  
Wyoming Mining Association  
Longwall USA  
Rocky Mtn. Mineral Law Foundation  
Rocky Mtn. Coal Mining Institute

**Remember!  
You can't buy  
better coverage  
at a better price!**

## August/September 2010

The World of Coal / Coal Preparation

**Ad Space Deadline: July 19, 2010**

**Ad Copy Deadline: July 22, 2010**

### **Additional Distribution:**

Nevada Mining Association  
Utah Mining Association  
Illinois Mining Institute  
New Mexico Mining Association  
International Investment Conference (LV)  
Silver Summit

Every issue also includes articles, news, and information on:

- ✧ Feature articles on Domestic & International Mining
- ✧ Safety
- ✧ Legal Issues
- ✧ Equipment
- ✧ Product Releases
- ✧ Mining History
- ✧ People on the Move
- ✧ Women in Mining
- ✧ Company Profiles
- ✧ Industry updates
- ✧ And much more!

## October/November 2010

Processing—Gold, Silver, Zinc, Copper, Tacanite, Sand & Gravel, Etc.

**Ad Space Deadline: September 13, 2010**

**Ad Copy Deadline: September 16, 2010**

### **Additional Distribution:**

California Construction & Industrial Materials Association (CalCIMA)  
Alaska Miners Association—Anchorage  
Hard Assets Investment Conference (SF)  
Manitoba Mining & Mineral Association

## December/January 2011

Technology: Computers, GPS, Equipment Controls; Automation Controls & Equipment

**Ad Space Deadline: November 15, 2010**

**Ad Copy Deadline: November 18, 2010**

### **Additional Distribution:**

Northwest Mining Association  
International Society of Explosives Engineers (ISEE)  
Kentucky Blasting Conference  
Mineral Exploration RoundUp 2010

# MINERS NEWS NEWSPAPER DISPLAY ADVERTISING

(All prices listed are for indicated coverage period, billed prior to printing – U.S. funds only)

Size	Specifications (Width x Height)	Single Issue (2 Months of Coverage)		3 Issues (6 Months of Coverage)		6 Issues (12 Months of Coverage)	
		Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
<b>Double Truck *</b> (2 Full Page Ads)	20.50" x 15.00"	\$3,200.00	\$4,300.00	\$9,300.00	\$12,600.00	\$18,000.00	\$24,500.00
<b>Full Page Ad</b>	10.00" x 15.00"	\$1,800.00	\$2,550.00	\$5,100.00	\$7,150.00	\$9,600.00	\$13,550.00
<b>Mini Page Ad</b>	10.00" x 10.00" 8.50" x 11.00"	\$1,400.00	\$2,100.00	\$3,900.00	\$6,000.00	\$7,200.00	\$11,400.00
<b>1/2 Page Ad</b>	10.00" x 7.50" 7.25" x 10.00" 4.75" x 15.00"	\$1,000.00	\$1,600.00	\$2,700.00	\$4,500.00	\$5,100.00	\$8,400.00
<b>1/3 Page Ad</b>	10.00" x 5.00" 7.25" x 6.75" 4.75" x 10.00"	\$800.00	\$1,200.00	\$2,100.00	\$3,300.00	\$3,900.00	\$6,000.00
<b>1/4 Page Ad</b>	10.00" x 3.75" 7.25" x 5.00" 4.75" x 7.50"	\$600.00	\$1,000.00	\$1,650.00	\$2,700.00	\$3,000.00	\$5,100.00
<b>1/6 Page Ad</b>	7.25" x 3.50" 4.75" x 5.25" 2.25" x 11.00"	\$400.00	\$700.00	\$1,200.00	\$1,950.00	\$2,100.00	\$3,750.00
<b>1/8 Page Ad</b>	7.25" x 2.50" 4.75" x 4.00" 2.25" x 8.00"	\$325.00	\$575.00	\$975.00	\$1,650.00	\$1,800.00	\$3,150.00
<b>1/10 Page Ad</b>	7.25" x 2.00" 4.75" x 3.00" 2.25" x 6.50"	\$225.00	\$425.00	\$750.00	\$1,170.00	\$1,350.00	\$2,250.00
<b>1/12 Page Ad</b>	7.25" x 1.50" 4.75" x 2.25" 2.25" x 4.75"	\$200.00	\$350.00	\$540.00	\$990.00	\$990.00	\$1,890.00
<b>Business Card</b> (1/16 Page Ad)	4.75" x 2.00" 3.00" x 3.00"	\$150.00	\$280.00	\$390.00	\$780.00	\$690.00	\$1,440.00

A complimentary listing in our Advertisers Index in each issue plus a FREE website link on our website ([www.minersnews.com](http://www.minersnews.com)) is provided at no additional cost for our Display Advertisers.

SPECIAL PLACEMENT OPTIONS:	COLOR:
Inside Front Cover or Outside Back Cover: <b>Add 20%</b> Inside Back Cover or Center Pages: <b>Add 10%</b> Negotiated Placement: <b>Add 15%</b>	<b>Spot Color:</b> \$150.00 per color <b>PMS Color:</b> \$225.00 per PMS color <b>Full Color:</b> Varies (based on ad size)
	<ul style="list-style-type: none"> <li>A 50% color discount applied on the 2nd page of the double truck.</li> </ul>
MECHANICAL:	ADVERTISING AGENCIES:
Trim Size: 10.75" wide by 16.5" tall Image Area: 10" wide by 15" tall 0.5" margins, 0.125" margins between columns. 5 column width – 1.85" columns	Up to 15% discount of gross billing allowed to recognized advertising agencies on space and color. Commission is not allowed for other charges such as production, trimming, printing of inserts or other charges.

# Newspaper Advertising

## PROFESSIONAL DIRECTORY

*Sold on a yearly basis*  
*Column Inch: 3-1/8" wide by 1-1/2" tall*

HEIGHT	PER YEAR B & W	PER YEAR FULL COLOR
1-1/2"	\$450.00	\$700.00
3"	\$750.00	\$1,100.00
4-1/2"	\$1,050.00	\$1,600.00
6"	\$1,350.00	\$2,000.00
7-1/2"	\$1,650.00	\$2,450.00
9"	\$1,950.00	\$2,850.00
10-1/2"	\$2,250.00	\$3,350.00
12"	\$2,550.00	\$3,750.00
13-1/2"	\$2,850.00	\$4,250.00
15"	\$3,150.00	\$4,500.00

**Add your Professional Directory listing to our website for an additional \$250.00 for 12 months!**

## INSERTS

8-1/2" x 11" inserts of an advertisement, product or news release, brochures, etc., offer a great way to get your message across to our readers. Discounts available for frequency.  
 Contact us for rates and options.

## CLASSIFIED LISTINGS

*Non-commissionable*  
*Column Inch: 1-1/2" wide by 1" tall*

### OPEN RATE:

\$25.00 / col. in.

### BOX SERVICES:

Add \$15.00

### COLOR:

Add \$20.00 per color

### FREQUENCY DISCOUNT:

**3 Issues:** \$18.00 / col. in.

**6 Issues:** \$12.00 / col. in.

**Classified Listings will appear on our website at no extra cost!**

## WEBSITE / E-MAIL DIRECTORY

*Non-commissionable*

TYPE	Single Issue	6 Months	12 Months
Website <b>OR</b> E-Mail Address	\$35.00	\$75.00	\$165.00
Website <b>AND</b> E-Mail Address	\$55.00	\$125.00	\$225.00
Add Logo to Your Listing (Up to 2" x 2")	\$40.00	\$75.00	\$175.00

## REPRINTS *(Non-commissionable)*

Using reprints of articles and advertisements can be an effective marketing tool. We offer this service at a nominal cost. Contact us with your specific requirements!

# Website Advertising

## WEBSITE DISPLAY BANNER ADVERTISING

BANNER TYPE	SIZE (IN PIXELS)	3 MONTHS	6 MONTHS	12 MONTHS
Button	88 x 31	\$75.00	\$125.00	\$200.00
Rectangle (Small)	120 x 60	\$150.00	\$225.00	\$425.00
Rectangle (Large)	120 x 90	\$225.00	\$375.00	\$625.00
Square	125 x 125	\$325.00	\$575.00	\$925.00
Skyscraper	120 x 240	\$600.00	\$1,000.00	\$1,675.00
Half Banner	468 x 30	\$775.00	\$1,350.00	\$2,200.00
Story Ad (Island)	300 x 250	\$900.00	\$1,575.00	\$2,600.00
Standard Banner	468 x 60	\$1,125.00	\$1,975.00	\$3,150.00
Leaderboard	728 x 90	\$2,100.00	\$3,675.00	\$5,875.00

A One-Time Set Up fee of \$50.00 will be applied for new advertisers.

### Internet Display Ad File Requirements:

- Animated or static .GIF or .JPG files (No Flash [.SWF] files)
- 72 dpi web-ready images; RGB color format

**Production charges apply (\$55.00 per hour) for any ads corrected to file requirements.**

## PROFESSIONAL DIRECTORY

### DISPLAY SIZES:

(IN PIXELS)

300 x 120

120 x 300

### 3 MONTHS:

**\$225.00**

### 6 MONTHS:

**\$400.00**

### 12 MONTHS:

**\$600.00**

**Add multiple listings together for maximum exposure!**

## CLASSIFIED LISTINGS

Text Only Rates shown.

(Up to 240 x 240).

### RATES:

**1 Month:** \$30.00

**3 Months:** \$75.00

**6 Months:** \$110.00

**1 Year:** \$200.00

Add your logo to any listing for \$10/month.  
 (up to 180 x 180 in size)