

FORTUNE HUNT

ALASKA



**ADVERTISING RATES
AND SPECIFICATIONS**

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Fortune Hunt Alaska will be a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,195	8 1/4"	10 3/4"
Full page	\$2,195	7 1/2"	9 1/2"
1/2 page vert.	\$1,525	3 5/8"	9 1/2"
1/2 page hz.	\$1,525	7 1/2"	4 11/16"
1/2 page isl.	\$1,675	4 15/16"	7 1/8"
1/3 page hz.	\$1,080	7 1/2"	3 3/16"
1/3 page sq.	\$1,080	4 15/16"	4 13/16"
1/4 page	\$820	3 5/8"	4 11/16"
1/6 page sq.	\$720	3 5/8"	3 1/16"
1/6 page hz.	\$720	4 15/16"	2 3/8"
1/8 page	\$590	3 5/8"	2 1/4"
1/12 page	\$440	1 3/4"	3 1/16"

The above rates are for black and white ads. Add \$200 per single processed color; add \$400 for full color. The trim size for full page bleed is 8" x 10.5".

DEADLINE: Ad placements are due by March 25, 2011; camera-ready ad copy is due by April 1, 2011.

RELEASE DATE: May 8, 2011.

NON-PROFIT ADS: 30% off open rates

PRODUCTION SPECIFICATIONS: Ads should be submitted electronically (with a proof). Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer EPS files with fonts outlined but also take PDF, JPEG and TIFF files. We'll also accept Quark files as long as all art and fonts are included. If you send a laser printout to be scanned by our production department, it must be high quality with a resolution of at least 600 dpi and screen resolution of 85 lpi. No photo copies, color copies or inkjet printouts will be accepted.

PRODUCTION CHARGES: \$80 per hour

GENERAL INFORMATION: We reserve the right to reject any advertising that we deem misleading or objectionable. Approved advertising agencies will be granted a 15% commission.

Beat the crowd (and do something good for Alaska)

Fact: Alaska has untapped oil, gas, precious mineral and gem potential.

Fact: We must attract new explorers and project investment to Alaska.

Fact: Your firm benefits from early exposure to new Alaska operators.

The best way to attract new operators to Alaska—and get advance exposure for your company—is to be part of our new annual magazine, Fortune Hunt Alaska, which is taking the place of Big Risk, Big Rewards in 2011. (We decided a title with the word "Risk" in it was inappropriate in today's business climate, even if the risk has nothing to do with the environment.)



For the oil industry, Fortune Hunt Alaska will summarize the geology and petroleum potential of everything on and off-shore that is north of the Brooks Range and in the Cook Inlet basin, identifying some of the untapped hot spots, such as several prospects on the eastern North Slope.



For the mining industry, Fortune Hunt Alaska will provide statewide geologic coverage for precious minerals and gems, including clues of diamonds and other rare elements known to exist in the state.

The full color, perfect-bound magazine will target exploration and business development execs, geologists, geophysicists and landmen throughout the world, with special emphasis on companies already doing business in Canada and the Lower 48.

Fortune Hunt Alaska will be released in early May and will be showcased at the AAPG-SPE conference in Anchorage, AK from May 7-11, 2011. In addition, the publication will be distributed at major oil, gas and mining conferences throughout the following 12 months in Alaska, Canada and Lower 48. It will also be offered to state and federal resource agencies as a handout for conferences and for visitors to their offices.



To secure a good position, contact:

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Fortune Hunt Alaska will be a combined effort between the staffs of North of 60 Mining News and Petroleum News.
PETROLEUM NEWSPAPERS OF ALASKA LLC (PNA) P: 907.522.9469 • www.PetroleumNews.com

