

FORTUNE HUNT

# ALASKA



**ADVERTISING RATES  
AND SPECIFICATIONS**

# ADVERTISING RATES & SPECIFICATIONS

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

Size	Price	Width	Height
Full page bleed	\$2,305	8 1/4"	10 3/4"
Full page	\$2,305	7 1/2"	9 1/2"
1/2 page vert.	\$1,600	3 5/8"	9 1/2"
1/2 page hz.	\$1,600	7 1/2"	4 11/16"
1/2 page isl.	\$1,760	4 15/16"	7 1/8"
1/3 page hz.	\$1,135	7 1/2"	3 3/16"
1/3 page sq.	\$1,135	4 15/16"	4 13/16"
1/4 page	\$860	3 5/8"	4 11/16"
1/6 page sq.	\$755	3 5/8"	3 1/16"
1/6 page hz.	\$755	4 15/16"	2 3/8"
1/8 page	\$620	3 5/8"	2 1/4"
1/12 page	\$520	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 June 29, 2012; camera-ready ad copy is due by July 6, 2012.

**RELEASE DATE:** August 2012

**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. All camera ready ads must have the transparencies and layers flattened, prior to submittal.

**PRODUCTION CHARGES:** \$40 flat rate

**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 operators to Alaska—and get advance exposure for your company — is to be part of our new annual magazine, Fortune Hunt Alaska.

For the oil industry, Fortune Hunt Alaska will summarize the geology and petroleum potential of everything on and offshore 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.

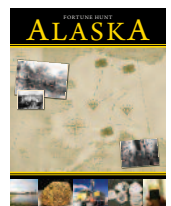


For the mining industry, Fortune Hunt Alaska will provide statewide geologic coverage for precious minerals and gems, including clues of diamonds and other rare elements known to exist in the state.



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 August 2012. In the 12 months that follow the magazine will be showcased at minerals and oil and gas conferences throughout Alaska and elsewhere in North America. In addition, Fortune Hunt Alaska will be offered to state and federal resource agencies as a handout for visitors to the state and for meetings and events attended by government officials looking to draw investment to the state.



### 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.  
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