

# MINING

EXPLORERS

DISCOVERING  
THE FUTURE  
OF ALASKA  
AND CANADA'S  
NORTH



# Advertising Rates & Specifications

The Mining Explorers 2017 publication 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	\$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 placement due September 22, 2017; Camera ready due September 29, 2017

**NON-PROFIT ADS:** 30% off open rates

**PRODUCTION SPECIFICATIONS:** Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept, EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

**PRODUCTION CHARGES:**  
(for ads that are not camera-ready) \$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.

**DISTRIBUTION:** Mining Explorers 2017, a comprehensive annual news magazine featuring mining companies exploring the Far North, will be inserted into the Nov. 5, 2017 edition of Petroleum News; posted to Mining News North website Nov. 3; and released at the Alaska Miners Association Annual Convention Nov. 4-10. The magazine will also be distributed at the annual Yukon Geosciences Forum & Trade Show and Roundup 2017, Vancouver, BC.



## Salute Alaska and Northwest Canada's mineral explorers

Alaska, British Columbia, Yukon Territory, Northwest Territories and Nunavut are among the richest mineral provinces on earth. Despite this world-class endowment, the ongoing drought of venture capital is weighing on many of the companies seeking to unlock the untapped mineral potential of these vast Far North regions. Continuing a tradition of providing unparalleled coverage of mineral exploration in Alaska and Canada's North, the 2017 Mining Explorers will share valuable insights into opportunities and challenges faced by the industry.

Don't miss your chance to be a part of this informative annual magazine and show your support for the explorers with the resilience to continue unlocking the vast mineral potential in Alaska and Canada's North.

## Mining News sales contact

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