

# NORTHERN EXPOSURE

North of 60 Mining News marketing & advertising brochure



## The Gold Standard

North of 60 Mining News has set the standard for providing the most reliable and comprehensive coverage of Alaska's mining sector. Mining executives, government leaders and investors all trust Mining News as the most complete and up-to-date source for mining industry news coverage of this mineral enriched state.

If your company is seeking to do business or expand its scope in Alaska, there is no better place to advertise than an industry institution – like North of 60 Mining News.

*North of 60 Mining News, however, is not resting on its laurels.*

To better serve both readers and advertisers, Mining News has launched a weekly print and online newspaper. This new format merges the in-depth reporting readers expect from the monthly editions of North of 60 Mining News with the all-inclusive and up-to-date coverage of the weekly online newsletters.

For advertisers, this weekly edition provides greater market saturation by reaching the entire range of North of 60 Mining News readership.

**Are you ready to place your company in front of Alaska's mining sector? Start by turning the page ...**



## Digital Edition Advertising Rates

FREQUENCY	SMALL 200PX X 105PX	MEDIUM 200PX X 210PX	LARGE 200PX X 315PX
3 months	\$523/month	\$729/month	\$1,033/month
6 months	\$499/month	\$696/month	\$986/month
12 months	\$474/month	\$661/month	\$937/month

The North of 60 Mining News' Weekly eBook is an important tool for people who want to stay informed on the key events shaping the mining industry in Alaska.

Mining executives, government leaders and investors are among the 6,000 subscribers who trust North of 60 Mining News to deliver directly to their inbox comprehensive coverage of the week's mining news and events in this dynamic and mineral enriched jurisdiction. These individuals are serious about staying informed about important happenings in Alaska and Canada's mining industry.

By advertising your products or services in the weekly digital edition of North of 60 Mining News, your message will reach business and government professionals, investors and other discerning individuals when they will be their most receptive to learning about what you have to offer.

In addition to being delivered weekly to the inboxes of your company's potential clients, your eBook advertisement will be viewed online by thousands of readers around the world who regularly visit the North of 60 Mining News website. It also will appear alongside the news articles opened by these visitors to the website, providing multiple opportunities for advertising exposure at no additional cost.

Your advertisement links your future directly to industry developments as they happen, providing your company with countless opportunities to grab the attention and interest of our growing audience.

**Circulation:** North of 60 Mining News' weekly digital edition has more than 6,000 subscribers. Your ad will also be placed on the North of 60 Mining News' website at no additional charge.

**Frequency:** Distributed weekly on Fridays; rates above are on a consecutive basis.

**Non-profit and political ads:** 30% off contract rate

**Production specifications:** Ads should be submitted electronically (with a proof). Files must be at least 72 dpi. The image should be the same size as the space reserved. (Measured in pixels.)

**Production charges:** \$80 per hour.

**Placement:** Ads are on a random rotation.

**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.



## Doing business in Alaska? Don't be left out of North of 60 Mining News.



Mining News is a weekly newspaper based in Anchorage, Alaska, that is distributed in both a traditional print format and online as an eBook. As of January 15, 2015 paid readership was 17,325 using a conservative multiple of three readers per issue, but excluding newsstand, conference copies and thousands of web hits each week from individuals not signed up as paid subscribers.

The newspaper's primary news coverage area is Alaska.

Core readership is in Alaska, where Mining News captures more than 95 percent of the professionals and executives in the mining industry, along with about 70% of the executives in related government, oil and gas, transportation and construction sectors.



The newspaper's secondary audience is in western and northern Canada, where North of 60 Mining News is best known for its coverage of the challenges and opportunities of exploring and developing this resource rich but remote northern region.

### Why Mining News is best for you

The edge North of 60 Mining News has over other publications is the excellence and timeliness of its content.

Our writers scout for news the old-fashioned way — digging through agency files, scrutinizing U.S. and Canada financial filings, and developing contacts within mining companies — because industry executives want the latest, most insightful news.

Mining News writers often visit mining and mineral exploration sites across Alaska, providing firsthand insight into the projects and the people working there.

#### **Conferences = MORE EXPOSURE**

Conference distribution gives advertisers more exposure. Ask our sales representatives for the schedule of local, national and international conferences Mining News will be distributed at in the next year. It is updated monthly for your convenience.

### Why is no editorial calendar better for you?

Because your ad has a better chance of getting noticed in a newspaper that is being read. The alternative is placing ads in publications that surround your message with stale, repackaged 'news' designed to hook advertisers, not readers.

### More exposure from Petroleum News

Mining News is a weekly pull-out section of Petroleum News, the go-to source for oil and gas news in Alaska and Canada's North. Our research tells us that our subscribers read both publications, but if you want to be sure your message is reaching the petroleum industry you can ask to have some of your ads placed in Petroleum News. Ask our salespeople for more information.

### Add a hotlink to your ad

A hotlink to your web site can be placed in your ad in Mining News' online edition at no extra charge. Email [tkearney@petroleumnews.com](mailto:tkearney@petroleumnews.com) for details.

## Contact Information

### North of 60 Mining News

Petroleum Newspapers of Alaska (PNA)

P.O. Box 231647

Anchorage, Alaska 99523

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### Susan Crane

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## General information & specs

**Effective date:** Rates effective April 1, 2016

**Frequency:** North of 60 Mining News is a weekly, full color, tabloid newspaper; publication date is Sunday, but is posted at [www.MiningNewsNorth.com](http://www.MiningNewsNorth.com) the Friday before.

**Deadline:** Space reservation deadline is 12 days prior to the Sunday publication date; ad copy is due 10 days prior to publication date.

**Non-profit and political ads:** 30% off open rates

**Printing/mechanical specifications:** North of 60 Mining News is printed on 32# re-brite stock using an 85-line screen. The page trim size is 11 1/2" x 17."

**Inserts accepted:** Ask our salespeople for details.

**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:** \$80 flat fee (for ads that are not camera-ready)

**Placement:** You are given the opportunity to request placement in a specific section of North of 60 Mining News. We will make every attempt to meet your request but cannot guarantee placement unless you secure it with a 10% surcharge.

**Reserve right to reject ads:** We reserve the right to reject any advertising we deem objectionable.

**Advertising agencies:** Approved advertising agencies will receive a 15% discount on the net price.

## Advertising Rates

SIZE	1X RATE	6X RATE	12X RATE	26X RATE	52X RATE
Full Page	\$1,945	\$1,850	\$1,750	\$1,655	\$1,555
1/2 Page	\$1,340	\$1,275	\$1,210	\$1,140	\$1,070
1/3 Page	\$1,025	\$975	\$925	\$870	\$820
1/4 Page	\$720	\$685	\$650	\$610	\$575
1/8 Page	\$515	\$490	\$465	\$440	\$410
1/12 Page	\$395	\$375	\$355	\$335	\$315
Banner	\$335	\$320	\$300	\$285	\$270

Add \$200 per additional process or spot color.

Add \$400 for four-color process.

## Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9.818" (4 col)	15.25"
1/2 pg (island)	7.3" (3 col)	10"
1/2 pg (horiz)	9.818" (4 col)	7.5"
1/2 pg (vert)	4.818" (2 col)	15.25"
1/3 pg (horiz)	9.818" (4 col)	5"
1/3 pg (square)	7.3" (3 col)	7.25"
1/4 pg (horiz)	9.818" (4 col)	4"
1/4 pg (vert)	4.818" (2 col)	7.5"
1/4 pg (square)	7.3" (3 col)	5"
1/8 pg (horiz)	7.3" (3 col)	2.5"
1/8 pg (vert)	2.3" (1 col)	7"
1/8 pg (square)	4.818" (2 col)	3.75"
1/12 pg (horiz)	4.818" (2 col)	2.5"
1/12 pg (vert)	2.3" (1 col)	5"
Banner (horiz)	4.818" (2 col)	1.75"
Banner (vert)	2.3" (1 col)	3"