

The Mining **Explorers**

2009

**Featuring the explorers,
projects and operations
investing in the future of
Alaska and Northwest Canada**

The Mining Explorers, an annual publication from North of 60 Mining News

Advertising Rates & Specifications

The Mining Explorers 2009 publication will be a full color, slick magazine.

Size	Price	Width	Height
Full page bleed	\$2,095	8 1/4"	10 3/4"
Full page	\$2,095	7 1/2"	9 1/2"
1/2 page vert.	\$1,455	3 5/8"	9 1/2"
1/2 page hz.	\$1,455	7 1/2"	4 11/16"
1/2 page isl.	\$1,595	4 15/16"	7 1/8"
1/3 page hz.	\$1,030	7 1/2"	3 3/16"
1/3 page sq.	\$1,030	4 15/16"	4 13/16"
1/4 page	\$780	3 5/8"	4 11/16"
1/6 page sq.	\$685	3 5/8"	3 1/16"
1/6 page hz.	\$685	4 15/16"	2 3/8"
1/8 page	\$560	3 5/8"	2 1/4"
1/12 page	\$420	1 3/4"	3 1/16"

The above rates are for black and white ads. Add \$150 per single processed color; add \$400 for full color.

DEADLINE: Ad placements are due by August 28, 2009; camera-ready ad copy is due by September 11, 2009.

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:
(for ads that are not camera-ready) \$60 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.

DISTRIBUTION: Mining Explorers 2009, a comprehensive annual newsmagazine featuring mining companies exploring the Far North, will be inserted into the Oct. 25, 2009 edition of North of 60 Mining News; posted to the Mining News North Web site Oct. 27; and released at the Alaska Miners Association 2009 Annual Convention Nov. 2-8. The publication also will be distributed at the Yukon Geoscience Forum Nov. 22-25, the Mineral Exploration Roundup 2010 in Vancouver, B.C. Jan. 18-21, and the Nunavut Mining Symposium in the spring of 2010.



Salute Alaska and Northwest Canada's mineral explorers

The 2009 exploration season is proving to be an exciting one for mineral companies exploring Alaska and Northwest Canada. The Mining Explorers will showcase the year's projects and discoveries in Alaska, northern British Columbia, Northwest Territories, Nunavut Territory and Yukon Territory and profile the season's movers and shakers and their perspective on the issues facing the industry and outline what to expect in 2010.

Express your appreciation by advertising in the first edition of the unique annual magazine that features the mineral companies that are investing their time and resources in Alaska and Northwest Canada.

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NORTH OF 60
MINING
NEWS

The monthly North of 60 Mining News is published by Petroleum Newspapers of Alaska LLC, which also publishes a weekly mining newsletter and the weekly Petroleum News.