

# NORTHERN EXPOSURE

North of 60 Mining News marketing & advertising brochure



## NORTH OF 60 MINING NEWS

The Mining Newspaper for Alaska and Canada's North

### The Gold Standard

North of 60 Mining News has set the standard for providing the most reliable and comprehensive coverage of Alaska and Northern Canada's mining sector. Mining executives, government leaders and investors all trust Mining News as the most complete source for mining industry news coverage across the North.

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

To better serve our readers and advertisers, Mining News has launched an in-depth monthly print edition and new optimized website.

On top of delivering up-to-date mining coverage to

subscribers' email each week, the monthly print edition will dig deeper into the issues, projects, companies and people that are vital to ensuring a strong mining sector across Alaska and Canada's North.

The modern Mining News website has been designed to connect people from around the world to the most comprehensive and up-to-date source of news related to mining in Alaska and Canada's North, plus an extensive library of archived articles that chronicle more than a decade of mining in Alaska and northern Canada.

For advertisers, the new North of 60 Mining News provides a wide range of options for reaching out to decision makers in Alaska's mining sector and companies looking to explore and develop the vast mineral wealth the North has to offer.

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



## Digital Edition Monthly Advertising Rates

| WED AD TYPE               | PIXELS  | 3 MONTH | 6 MONTH | 12 MONTH |
|---------------------------|---------|---------|---------|----------|
| Medium Rectangle Story Ad | 300x250 | \$595   | \$550   | \$495    |
| Small Horizontal Lead Ad  | 260x90  | \$505   | \$470   | \$410    |
| Leaderboard Ad            | 728x90  | \$835   | \$725   | \$695    |
| Homepage Splash           | 550x480 | \$805   | \$695   | \$670    |

*All digital ad rates are per month. First month paid prior to contract and then billed monthly.*

North of 60 Mining News' dynamic and popular website provides advertisers with the opportunity to connect their products and services to people seeking to stay informed on the key events shaping the mining industry in Alaska and northern Canada.

Mining News offers four online advertising options in standard web sizes:

**Leaderboard Ad:** At 728x90 pixels, this attention grabbing ad is featured prominently across the North of 60 Mining News homepage and across the top of each Mining News article that is opened. With only three positions available, this is a premium placement available on a first-come-first-serve basis.

**Homepage Splash Ad:** Looking to really grab attention? If so, the Homepage Splash ad placement is for you. At 550x480 pixels, this ad opens up in front of the North of 60 Mining News homepage when the site is open. This ensures your message is the first thing viewed by visitors to the website. (Ask your sales representative about availability and rates for custom duration placements.)

**Medium Rectangle Story Ad:** At 330x250 pixels, this ad appears in multiple locations across the North of 60 Mining News website-digital article platform, providing you with numerous opportunities to be seen with a single ad placement. Only 15 placements are available.

**Small Horizontal Lead Ad:** Small but mighty, this 260x90 ad is placed at the top of the North of 60 Mining News homepage and subpages of the website, making it the first thing potential clients see when they visit the page.

In addition to being viewed on the Mining News website, your advertisement will appear alongside articles that are opened from the website, weekly eBook and North of 60 Mining News' expanding

social media presence.

This powerful suite of advertisements that come with a single placement ensures your North of 60 Mining News website advertisement will be seen by thousands of your most valuable potential clients – those interested in Alaska and northern Canada's mining and mineral exploration sectors.

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.

**Added Value:** Ask our sales representatives about expanding your exposure by advertising both on our website and in our in-depth monthly print edition.

**Circulation:** North of 60 Mining News website; and articles accessed from the website, weekly eBook, and social media network.

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

**Production charges:** \$80 flat rate. (With up to 2 edits. \$20 for each additional change.)

**Placement:** Ads are on a random rotation on multiple pages and articles across North of 60 Mining News' online presence.

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

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

**General information:** We reserve the right to reject any advertising that we deem misleading or objectionable.

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



North of 60 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 November 25, 2019 paid readership was 5,438 excluding newsstand, conference copies and the more than 50,000 individuals not signed up as paid subscribers that visit the Mining News website and social media pages each month.

Core readership is in Alaska, where Mining News captures more than 95% 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

North of 60 Mining News writers are unmatched in their understanding of mining and their ability to report on the sector in a way that is in-depth enough to inform top mining executives, while breaking down the technical aspects in a way that can be understood by the broader audience of investors, government officials and others interested in staying informed about northern mining.

### 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.

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 and northern Canada, providing firsthand insight into the projects and the people working there.

## Add a hotlink to your ad

A hotlink directing potential clients to any page on your web site can be placed in your ad in Mining News' online edition at no extra charge.

NORTH OF 60  
**MINING NEWS**

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[www.miningnewsnorth.com](http://www.miningnewsnorth.com)

## Contact Information

### North of 60 Mining News

P.O. Box 773026  
Eagle River, Alaska 99577  
Main phone: 907.726.1095  
www.miningnewsnorth.com

### Rebecca Lasley

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Email: rebeccaL@miningnewsnorth.com

## General information & specs

**Effective date:** Rates effective January 1, 2020

**Frequency:** The monthly print edition of North of 60 Mining News is a full color, tabloid newspaper published on the last Friday of each month.

**Deadline:** Space reservation deadline is 10 days prior to the publication date; ad copy is due 7 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 (With up to 2 edits. \$20 for each additional change.)

**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.

**Added value:** For an even more influential advertising campaign, ask your sales representative about special rates for combining your print advertisement with exposure to a global audience on our website.

## Monthly Print Advertising Rates

| SIZE          | 1X RATE  | 4X RATE | 6X RATE | 12X RATE |
|---------------|----------|---------|---------|----------|
| Full Page     | \$1,940  | \$1,860 | \$1,745 | \$1,595  |
| 1/2 Page      | \$ 1,390 | \$1,330 | \$1,250 | \$1,140  |
| 1/3 Page      | \$1,090  | \$1,045 | \$980   | \$895    |
| 1/4 Page      | \$880    | \$790   | \$740   | \$670    |
| 1/8 Page      | \$625    | \$595   | \$560   | \$510    |
| 1/12 Page     | \$490    | \$470   | \$440   | \$395    |
| Business Card | \$395    | \$380   | \$335   | \$315    |

Add 20% for additional process or spot color (maximum \$200).  
Add 30% for four color process (maximum \$300).

## 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"     |
| Business Card   | 3" (1.5 col)   | 1.75"  |