

Critical Minerals Alliances

For a Reenergized North America

INVESTMENT

SUSTAINABILITY

RESEARCH

NORTH AMERICAN MINING

COMMUNITY ENGAGEMENT

HIGH-TECH

ENVIRONMENT

RECYCLING

BATTERIES

ELECTRIC VEHICLES

MANUFACTURING

POLICY

Advertising Rates and Specifications

Critical Minerals Alliances will be a full color, slick magazine.

DEADLINE: Ad placement due July 15, 2021; Camera ready due July 25, 2021.

NON-PROFIT ADS: 30% off open rates

PRODUCTION SPECIFICATIONS: Ads should be submitted electronically. Files must be at least 300 dpi and the same dimensions as the space reserved. We prefer PDFs but also accept EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material.

PRODUCTION CHARGES: \$80 flat rate. (With up to 2 edits. \$20 for each additional change.)

GENERAL INFORMATION: We reserve the right to reject any advertising that we deem misleading or objectionable.

APPROVED AGENCIES: Approved advertising agencies granted a 15% discount.

DISTRIBUTION: Critical Minerals Alliances will be mailed to North of 60 Mining News and Metal Tech News subscribers in September; posted to the Metal Tech News website (www.metaltechnews.com) on September 13; posted to Mining News website (www.miningnewsnorth.com) on September 17; and mailed to policymakers in Washington D.C. The magazine will also be distributed at MINExpo International 2021 and other mining conventions and critical mineral conferences in the U.S. and Canada.

Exploring North American Critical Mineral Alliances

From 5G networks and the smartphones that connect to them, to lithium batteries and the electric vehicles they power, advanced technology and low-carbon energy are demanding staggering quantities of critical minerals.

The US and Canada have begun to form an alliance to create responsible and reliable supplies of critical mineral that will supply this enormous demand being powered by North America's renewable energy, battery, and high-tech manufacturing supply chains.

Critical Minerals Alliances is a unique magazine the delves into the energy and tech metals markets driving

the rocketing demand for critical minerals and metals; US and Canadian projects poised to deliver these materials to North American markets; and the alliances being forged along the entire critical mineral supply chains.

This full-color magazine will deliver a complete resource to policymakers considering ways to secure reliable critical mineral sources; investors looking for companies feeding these minerals and metals into EV, green energy, and high-tech supply chains; mining and manufacturing executives looking to position themselves along these value chains; and North American consumers that are increasingly concerned about the environmental and social impacts of the products they use every day.

Don't miss your chance to be a part of this special magazine brought to you by Data Mine North.

SIZE	WIDTH	HEIGHT	PRICE
Full page bleed	8 1/4"	10 3/4"	\$2,740
Full page	7 1/2"	9 1/2"	\$2,740
1/2 page vertical	3 5/8"	9 1/2"	\$1,950
1/2 page horizontal	7 1/2"	4 11/16"	\$1,950
1/2 page island	4 15/16"	7 1/8"	\$1,950
1/3 page horizontal	7 1/2"	3 3/16"	\$1,510
1/3 page square	4 15/16"	4 13/16"	\$1,510
1/4 page	3 5/8"	4 11/16"	\$1,240
1/6 page square	3 5/8"	3 1/16"	\$1,040
1/6 page horizontal	4 15/16"	2 3/8"	\$1,040
1/8 page	3 5/8"	2 1/4"	\$870

Add 20% for spot color (maximum \$200). Add 30% for full color (maximum \$300). Trim size for full page is 8" x 10 1/2".

North of 60 Mining News sales contact

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NORTH OF 60
MINING NEWS
The Mining Newspaper for Alaska and Canada's North