

Rate Card

Effective January 2010 (Retail)

Distribution

Mining & Exploration has compiled a list of key decision-makers in the mining and exploration industry throughout British Columbia, Alberta, Saskatchewan and Manitoba. We distribute to these decision-makers as well as to members of some of the most influential mining and exploration organizations in Western Canada.

Alberta, British Columbia,
Manitoba, Saskatchewan

Total distribution 10,000

Personnel

PublisherKeith G. Powell
Advertising Sales CoordinatorCathy Conroy
Production CoordinatorMurray Shellborn
Creative DirectorKerry Shellborn
Distribution CoordinatorNicole Field

Sending electronic files

E-mail: info@kpimedia.com

Please don't send files that are larger than 5 megabytes. For large files use our FTP site. Logins can be given out on request at info@kpimedia.com.

We accept the following formats:

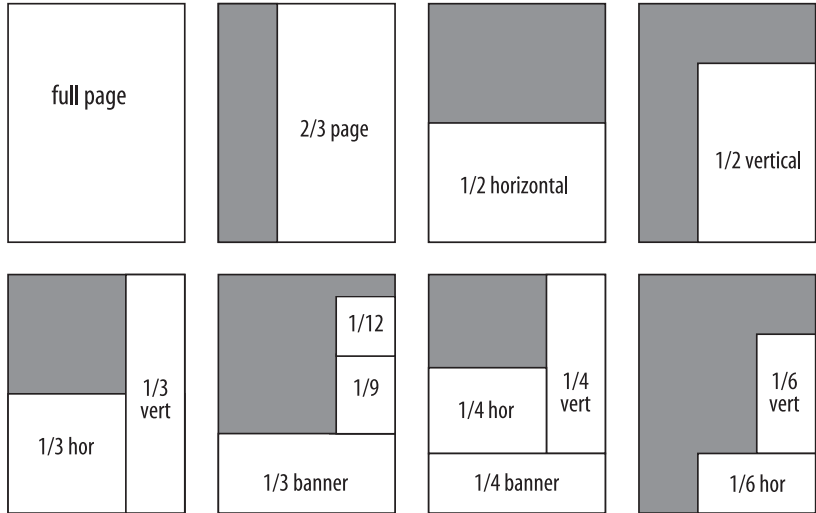
- High resolution PDF files: Please make sure the colour that is in the file is CMYK and there is no spot colour. Save as 300 dpi with no crop marks.
- QuarkXpress 8 Mac & PC
- Adobe Illustrator CS Mac & PC
- EPS, TIFF & high-quality JPEG files



Koocanusa
publications inc.

Mining & Exploration magazine is published by Koocanusa Publications Inc. Suite 100, 100 - 7th Ave. S., Cranbrook, BC V1C 2J4

Display ad sizes



Ad sizes

Full Page

Image size: 7" W x 9⁹/₁₆" H
Trim size: 8¹/₄" W x 10³/₄" H
Bleed size: 8³/₄" W x 11¹/₄" H

2/3 page 4⁹/₁₆" W x 9⁹/₁₆" H

1/2 page

Horizontal: 7" W x 4⁵/₈" H
Vertical: 4⁹/₁₆" W x 7" H

1/3 page

Horizontal: 4⁹/₁₆" W x 4⁵/₈" H
Vertical: 2¹/₄" W x 9⁹/₁₆" H
Banner: 7" W x 3" H

1/4 page

Horizontal: 4⁹/₁₆" W x 3¹/₂" H
Vertical: 2¹/₄" W x 7" H
Banner: 7" W x 2¹/₄" H

1/6 page

Horizontal: 4⁹/₁₆" W x 2¹/₄" H
Vertical: 2¹/₄" W x 4⁵/₈" H

1/9 page 2¹/₄" W x 3" H

1/12 page 2¹/₄" W x 2¹/₄" H

Ad rates

	1x	2x	4x
Full page	\$3,089	\$2,935	\$2,780
2/3 page	\$2,261	\$2,148	\$2,035
1/2 page	\$1,849	\$1,757	\$1,664
1/3 page	\$1,336	\$1,269	\$1,202
1/4 page	\$1,079	\$1,025	\$971
1/6 page	\$771	\$732	\$694
1/9 page	\$549	\$522	\$494
1/12 page	\$425	\$404	\$383
Back cover	\$3,999	\$3,799	\$3,599
Inside cover	\$3,544	\$3,367	\$3,190

All ad rates include full colour and free ad design!

Lewis Bonder at Mining Publications International
lbonder@miningpublications.com • www.miningpublications.com
Effective Marketing Programs For Our Industry
Phone: 514-485-3083 • Cell: 514-949-1845 • Fax: 514-489-5250

Phone (250) 426-7253
Fax (250) 426-4125
Toll Free 1-800-663-8555
www.koocanusapublications.com
E-mail: info@kpimedia.com

