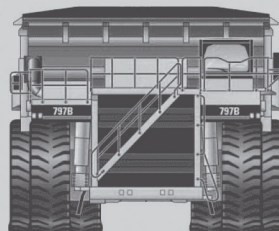




MINERIA
PAN-AMERICANA

THE
MINING
REVOLUTION



2012

The leading mining
magazine for Latin America
and the Spanish speaking
Caribbean since 1987



Minería Pan-Americana,
earning unparalleled
customer loyalty
one reader at a time!

introduction

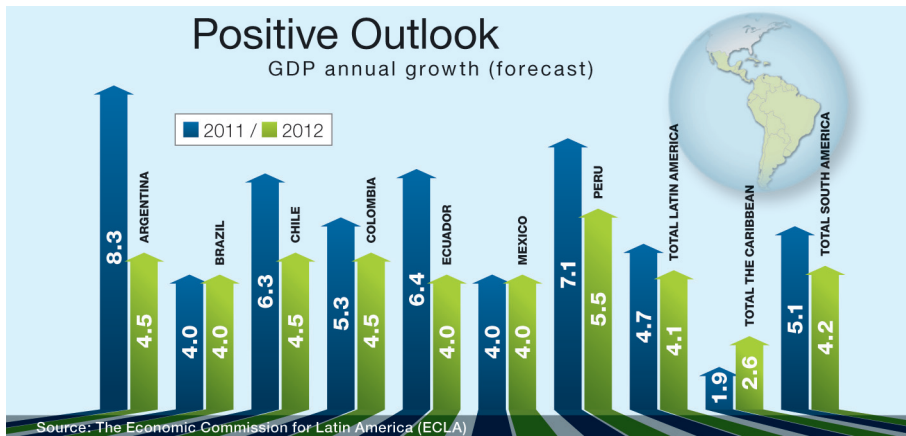


Since its debut in 1987, **Minería Pan-Americana (MPA)**, has become a trusted source of information for the mining industry in the entire Latin American market including Mexico, Central America, South America and the Spanish-speaking Caribbean. In 2012, MPA will proudly celebrate 25 years of serving the region via print, and most recently via digital offerings including a regional online marketplace for used equipment. Its permanence in the ever-changing mining industry is evidence of its value!

More than *93% of readers consider MPA the primary or leading source of information for the industry. Each quarter, over 9,000 copies of MPA are distributed among professionals and end-user firms involved in, but not limited to: underground mining, exploration and production, mineral processing and transport, mining development, earthmoving, lifting and material handling, trucking and hauling, as well as sales, rental, distribution, manufacturing of mining equipment and technology. We ensure cost-free distribution to quality professionals who meet our strict criteria. Seeking out and qualifying each reader, gives your advertising program maximum impact.

MPA's print and digital editorial content features in-depth industry news, technological advances and key economic indicators of the sector. Product reviews, job stories and executive interviews are also regularly presented. Over *80% of our readers have conducted further research based on articles published in MPA.

*Based on 2009 Readers Survey



When it comes to business and economic opportunities in Latin America the best word to describe the near future is: Optimism.

The region has not only overcome the global financial crisis but it is also showing strong signals of rapid growth in most markets. The region is becoming more attractive to international investors especially in both the infrastructure and mining sectors.

According to The Economic Commission for Latin America (ECLA), the GDP of Latin America and the Caribbean is expected to grow by 4.1% in 2012, which is the equivalent of a 3.0% rise in per capita GDP, despite the uncertainty that remains in light of the situation in the rest of the world.

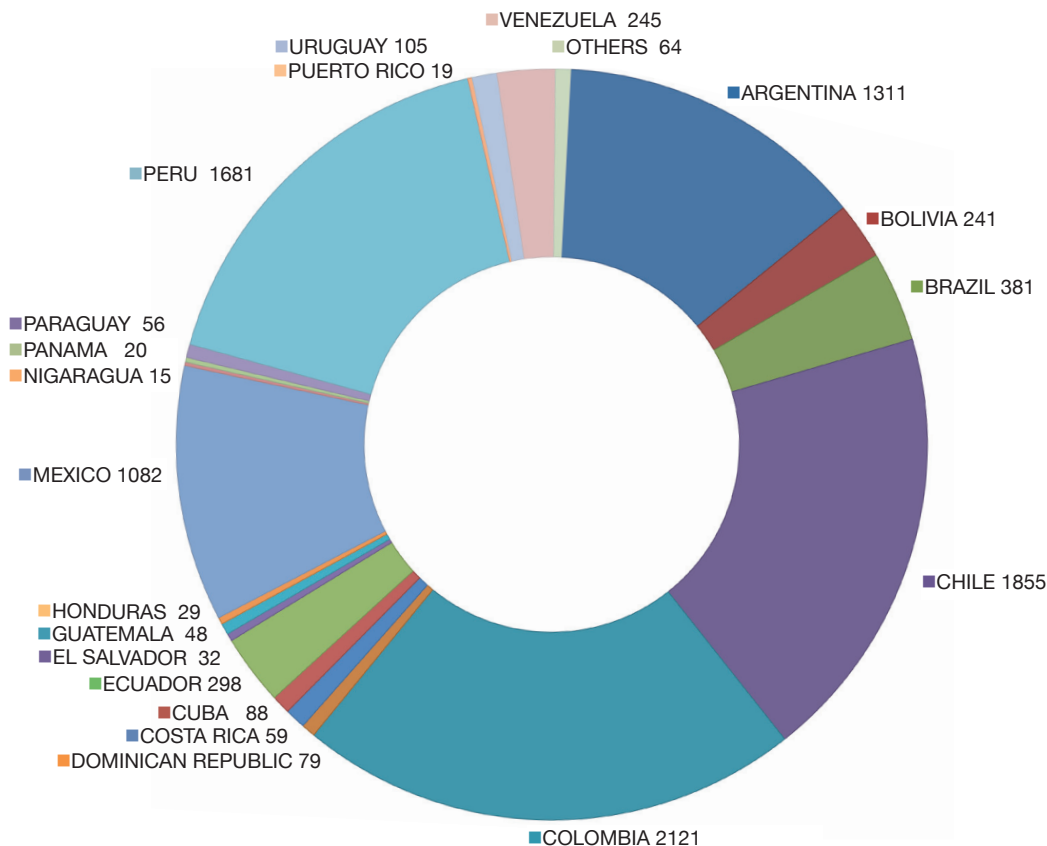
The mining sector in Latin America boasts positive news as well. In fact, one of the main drivers of growth in the region is precisely the outstanding performance of the mining industry.

Regionally, Latin America (led by Mexico, Peru, Chile, Brazil, and Argentina) was the top exploration destination in 2010, a position it has held for the better part of two decades.

According to Metals Economics Group (MEG), resource-hungry emerging and developing economies are projected to continue to lead global GDP growth and demand for metals over the next few years. Latin America is expected to be one of the leading suppliers of the required resources in the near future.

OVER 40,000 READERS!

The overseas pass-along readership of Minería Pan-Americana, estimated at more than 40,000, has a broad base and is highly selective. It includes not only mining companies but also professionals such as mining engineers, contractors and consultants, as well as diversified divisions of mining companies, mining and mineral processing consultants, metallic and non-metallic processors, manufacturers and dealers of mining machinery, equipment and supplies, metal processors and fabricators, government departments and divisions in charge of mining operations, government installations and employees in countries where mining operations are government owned and operated. In addition, Minería Pan-Americana is mailed regularly to the complete membership rosters of all mining chambers of the countries shown below. Mining Chambers include the most active mining companies and contractors in each country. Following is the international territorial distribution and reader breakdown of Minería Pan-Americana.



Total: 9,829

* September 2011

READERSHIP DESCRIPTION & CIRCULATION

16% Mineral producers Developers and owners, includes mining companies and contractors and mining divisions or mining departments of diversified companies	2% Government departments Divisions, government installations, government employees in countries where mining operations are not government owned and operated
16% Metallic and non metallic mining Includes exploration, development, mining, milling, smelting, refining or other extractive processing of metals and nonmetallic except fuels, stone, sand and gravel	3% Research firms Institutions and individuals, universities, colleges, engineering and technical schools, instructors and students
6% Coal mining Includes exploration development, mining, preparation and primary distribution of bituminous, lignite and anthracite coal	1% Financial interests Banks, mining stocks firms in mining properties, associations and libraries
8% All other mining Include exploration, development, mining and/or processing of petroleum, stone, sand and gravel	7% Manufacturers of machinery Equipment and supplies, metal processors and fabricators
11% Mining and mineral processing consulting and construction engineers And their staffs not clarified by segment of industry	19% Distributors Jobbers, dealers, exporters, importers and manufacture's agents in machinery, equipment and supplies
1% Government owned and operated mines	10% Others allied to the field
TOTAL: 100%	

2012 EDITORIAL CALENDAR

Issue	Special Issue	In this Edition	Equipment & Technology	Country Focus
March	Expomin Santiago, Chile April 9-13, 2012 M&T Expo / Elacom Sao Paulo, Brazil May 29- June 2, 2012	Industry Performance Review: Trends and forecast	Underground Mining Mine Planning Software Safety Equipment	Brazil
June	Feria Minera Bogota Bogota, Colombia July 26-28, 2012 Colombia Minera Medellin, Colombia September 6-8, 2012 Expomina Lima, Peru September 12-14, 2012		Surface Mining Electrical Equipment Maintenance	Colombia & Peru
September	Minexpo Las Vegas, Nevada, USA September 24-26, 2012	Leading Mining Projects in Latin America	Haulage Equipment Conveying	Mexico & Central America
December	2013 International Mining Buyers' Guide	The Green Report: Trends in environmentally friendly mining The Year End Review & 2013 Forecasts	Exploration Including Blasting & Drilling Mineral Processing Crushing & Screening Equipment	Chile

The Equipment & Technology Focus section represents the emphasis within each edition. However, the editorial staff will cover all major mining related topics throughout the calendar year.

Other products and services to be covered:

Blast Hole Drilling Rigs	Demolition Equipment	Mine Development	Surface Mining
Blasting Equipment	Drill Consumables	Pumps & Fluid Technology	Tires, Protection Chains & Accessories
Coal Mining Equipment	Electrical Equipment	Raiseboring Equipment	Generators
Communications Equipment	Material Handling	Rock Drilling Equipment	Underground Vehicles
Conveyor Belt Equipment	Material Processing	Safety & Maintenance Equipment	

Advertising Closing Date: On the 1st prior to publication month
 Publication Date: On the 15th of the month



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RATES 2012

QUARTERLY ISSUE
 ADVERTISING CLOSING DATE:
 On the 1st prior to publication month
 DISTRIBUTION DATE:
 On the 15th of publication month

2013 INTERNATIONAL MINING BUYERS' GUIDE
 ANNUAL DIRECTORY
 LISTING CLOSING DATE: August 1st 2012
 ADVERTISING CLOSING DATE: August 15th 2012
 DISTRIBUTION DATE: December 2012

SIZE specifications

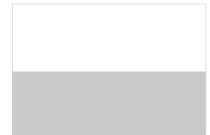
SPREAD

16.75" x 11"
 (425.45 mm x 279 mm)



JR. SPREAD

16.75" x 5.5"
 (425.45 mm x 139.7 mm)



FULL PAGE

8.5" x 11"
 (216 mm x 279 mm)



Trim Size: 8.25" x 10.75"
 (210 mm x 273 mm)

Keep live matter: 0.125" (3.175 mm)
 from the trim size edges

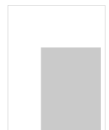
2/3 PAGE

4.7" x 9.75"
 (119 mm x 247.65 mm)



1/2 PAGE ISLAND

4.7" x 6.75"
 (119.5 mm x 171.5 mm)



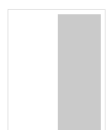
1/2 PAGE HORIZONTAL

7.15" x 4.75"
 (181.6 mm x 120 mm)



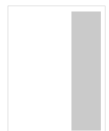
1/2 PAGE VERTICAL

3.5" x 9.75"
 (90.6 mm x 247.65 mm)



1/3 PAGE VERTICAL

2.25" x 9.75"
 (57.15 mm x 247.65 mm)



1/3 PAGE SQUARE

4.7" x 4.75"
 (119.5 mm x 120.65 mm)



1/6 PAGE

2.25" x 4.75"
 (57.15 mm x 120.65 mm)



FOUR COLOR	Rates in US Dollars		
	1 X	3 X	5 X
Two page spread	6880	6500	6180
Jr. spread	4480	4240	4030
Full page	3690	3500	3340
2/3 page	3270	3110	2975
1/2 page isl. / vrt.	2910	2775	2660
1/2 page hrz.	2740	2620	2515
1/3 page	2470	2370	2280
1/6 page	2115	2040	1970

COVER RATES AND SPECIAL POSITIONS	(Non cancellable) Rates in US Dollars		
	1 X	3 X	5 X
Front Cover Plus 3 pages of editorial	9220		
2 nd Cover	4335	4068	3970
3 rd Cover	4135	3885	3790
4 th Cover	4720	4425	4310
Page 3	4335	4070	3970
2 nd Cover & page 3 (spread)	7950	7435	7240

Other Sizes (NET)	(Net rates not subject to any discounts)	
Professional Card A (2" X 3.375")	275	Black & White Rates: Color rate -\$1000
Professional Card B (1" X 3.375")	150	
Dealer Listing (1/3 page b/w)	1150	Other Charges: Guaranteed Positions +10%
Literature Review (3.75" X 3")	850	

MECHANICAL REQUIREMENTS

Ad Material: Due on the 1st prior to publication month

Formats

PDF (preferred) - high resolution 300dpi, CMYK, all fonts included, QuarkExpress, Photoshop, Illustrator, InDesign

Photos

300dpi in JPEG, TIFF or EPS Format; CMYK Color Mode

Fonts

Include both screen and printer fonts used

Material Submission:

Color Proofs recommended for quality control

PUBLISHER RESERVES THE RIGHT TO REFUSE ANY ADVERTISEMENT IF IT DOES NOT MEET THE STANDARDS OF THIS PUBLICATION.

FTP

Visit www.cpa-mpa.com and click the FTP link at the top of the page and follow prompts

CD Rom or DVD

Send to the address below

Special Services:

Translations

Translation of advertising material from English to Spanish is done free of charge for all advertisements. Any other translations including literature, catalogs or websites may be quoted upon request.

Text or ads for translations, material instructions, questions or concerns can be submitted directly to the Production Department at ads@cpa-mpa.com

Design & Production

Production of ad material, typesetting, layout, or retouching may be quoted upon request.

Inserts & Reprints

Gatefolds, bookmarks, tipping, reprints and other promotional material and inserts may be quoted upon request.

Agency Commission:

15% commission is given to recognized advertising agencies only on space and position if payment is made within 30 days of invoice. Commission is not granted on reprints, production charges, etc. and will not be given to accounts that are 60 days past due.

Terms of Payment:

All billings are due and payable 30 days from the date of the invoice and both the advertiser and its agency are jointly liable for the payment of the invoice.

PUBLISHER WILL TREAT ALL POSITION STIPULATIONS ON INSERTION ORDERS AS REQUESTS ONLY AND CANNOT BE GUARANTEED. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the insertion.

Cancellations:

Insertion order cancellations or changes to ad material must be submitted in writing two weeks prior to closing date. An incomplete schedule will be subject to a short-rate computed at the earned rate.



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RATE FREQUENCY DISCOUNT CAN BE COMBINED WITH CONSTRUCCION PAN-AMERICANA TO EARN A LOWER RATE IN BOTH PUBLICATIONS

18th ANNUAL EDITION INTERNATIONAL BUYERS' GUIDE

The only International Mining Buyers' Guide for the multibillion dollar mining industry in Latin America!



MINERÍA PAN-AMERICANA INTERNATIONAL BUYERS' GUIDE 2013 is your company's outlet for added exposure in the booming Latin American mining market. Boasting over 18 years of serving the Latin American market, this easy to use guide includes more than 1,000 manufacturers and suppliers of mining equipment, accessories and technology from all over the world organized in alphabetical order by product listing and company name.

This annual issue is distributed to over 9,000 buyers and decision-makers in the field of mining equipment, supplies and technology in over 20 countries in Latin America and the Spanish-speaking Caribbean. Bonus copies are circulated at mining expositions around the world throughout the year. Additionally, the digital edition of the Guide is available at www.cpampa.com/mpa/guia and provides opportunity for additional exposure and viral sharing by users.

Your general company listing can be included in this guide at no cost simply by logging on to www.cpa-mpa.com/mpa and filling out the Free Listing Verification Form in the Media Kit section of the website. If you have advertised in any issue of Minería Pan-Americana during 2012, your organization will also benefit from a Detailed Company Listing including executive personnel, products, and distributors.

Maximize visibility and enhance your online presence for only \$325 with a four-color logo displayed directly above your Detailed Company Listing and a hotlink to your website.

Additionally, Minería Pan-Americana is offering to **DOUBLE YOUR EXPOSURE FOR THE SAME LOW PRICE**. Companies advertising with a half page or larger will receive a **FREE** corporate profile!



ISSUE DATE: December 2012

LISTING CLOSING DATE: August 1st 2012

ADVERTISING CLOSING DATE: August 15th 2012

FOR MORE INFORMATION, VISIT US ONLINE: www.cpa-mpa.com/mpa



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Did you know that the number of internet users in Latin America is growing exponentially? In 2010 alone, internet usage rose by nearly 113 million users. That is an increase of 15%! It is more important than ever that your brand is actively marketing towards this growing population!

CPA-MPA.com is the portal for the Latin American construction community. The robust website provides users with access to the latest industry news, information on global events, and access to a library of digital issues. In 2011, CPA-MPA.com also launched a virtual used equipment marketplace where users can browse used machinery for sale throughout the region and contact sellers directly – a tool designed to ensure their fleet meets their project's demands.



MINERIA PAN-AMERICANA DIGITAL MEDIA

Web Banners

Rates in US Dollars

Banner	Description	Pixel Size	Net Rate
A	Top Right	300x100	\$650
B	Top Right Side Button	180x150	\$450
C	Vertical Skyscraper	160x600	\$680
D	Side Button	180x150	\$400
E	Horizontal Banner	728x90	\$475

Web Banners will benefit from a dual presence throughout all main sections of both Construcción Pan-Americana and Minería Pan-Americana websites with a limited number of banners in concurrent rotation to ensure maximum exposure.

MPA E-Newsletter Banners

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$730
Side Button	180x150	\$425
Horizontal Banner	728x90	\$505

Exclusive Sponsorship

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1350

Exclusive Sponsorship & Advertorial

(All advertiser content will be labeled as advertorial)

Description	Pixel Size	Net Rate
Vertical Skyscraper	160x600	\$1850

Format Sizes and Specs:

CPA & MPA accepts JPEG, PNG, SWF and GIF files for all web banners and buttons. SWF is not accepted for the e-newsletter.

Total file size should not exceed 40kb. All files and links should be sent to: ads@cpa-mpa.com

Now boasting over 6,000 opt-in subscribers, MPA is proud to announce an increased publication schedule. The informative E-newsletters will now be released on a weekly basis in order to meet the demand expressed by loyal readers. In addition to E-newsletter banner ads, advertisers can now opt to be the exclusive sponsor of an E-newsletter. As a sponsor, your company's message will be exclusively displayed alongside editorial content free of other advertisements. Additionally, sponsors also have the option to include an advertorial to be hosted on CPA-MPA.com with direct links to your website providing maximum exposure and visibility for your brand's message. Get your message heard! Inquire today about availability on CPA-MPA.com; space is moving fast!

*Source: comScore Media Metrix

Webinars

A webinar, or web-based seminar, allows your brand to interact directly with a vast audience interested in your product or service, thus allowing a simple solution to the logistical problem associated with traditional meetings. Imagine being able to position your brand as an expert in the field via an interactive venue while eliminating the cost and time associated with traveling and event hosting!

• Benefits:

- Conduct large scale meetings from hundreds to thousands of participants at a fraction of the cost of traditional seminars.
- Maximize your reach to any location under any condition
- Extend the life and ROI of your event with an archived version for viewing on-demand
- Provide interactive communications

• Features:

- Reinforce your corporate branding and messages with customizable registration pages and event consoles
- Analyze and measure the impact of your initiatives with real-time reporting features
- Provide immediate, hassle-free access to webinars with Windows Media Player or Real Player
- Engage your viewers with interactive polls, surveys, and Q & A's
- Generate Leads!

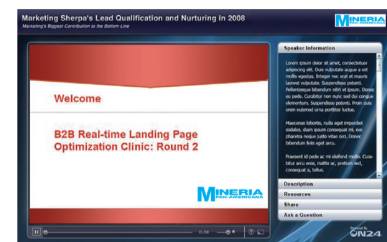
MPA Audio Webinar Sponsorship Packages

- Includes:
 - 60 minute event; Available on-demand for 90 days
 - 500 registrants
 - Audio presentation with slides
 - Custom registration page and console with Corporate Branding
 - Pre-event email & reminder emails
 - Live surveys and Q&A
 - Event promotion on cpa-mpa.com and e-newsletters
 - Post event reporting
- COST: \$6,385 NET (Travel or post production costs additional, if any)

MPA Video Webinar Sponsorship Packages

Includes the comprehensive MPA Audio Webinar Sponsorship Package with the addition of:
One HD camera and basic lighting package.

COST: \$10,755 NET (Travel or post production costs additional, if any) Live and/or Multi-camera events, quoted upon request.



ADVERTISING OFFICES

UNITED STATES

Southwest & West Territories, Florida (USA) & Spain

Teresa Downing
4913 S.W. 75th. Ave. Miami, Florida 33155, USA
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Fax: (305) 668-7774
E-mail: tdowning@cpa-mpa.com

Midwest Territory

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Tel.: (847) 486-1021
Fax: (847) 486-1025
E-mail: hooperhja@aol.com

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Bertha A. Sánchez
P.O. Box 23. Knoxville, TN 37901
Tel.: (865) 681-8846
Fax: (865) 681-8846
E-mail: BeeOrigin@aol.com

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Luiz Fernando Serra
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01326-020, Sao Paulo, Brazil
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Fax: (55) 11-3107-7997
E-mail: engenews@terra.com.br

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E-mail: zhoubx@cmtm.com.cn

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Cel.: (57) 315-339-8675
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E-mail: Baeck-Partner@t-online.de

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Cel.: 51-1-988-031-392
Fax: 51-1-718-6179
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DISTRIBUTION: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay and Venezuela.