

The Most Unique Blend of Editorial and News in the Mining and Aggregates Industry...

**Mining People Magazine is an Official Sponsor of
the 2016 MINExpo International.**

MINExpo Issues

August

MINEXPO INTERNATIONAL PRE-SHOW ISSUE

Deadlines Space: July 15, Material: July 22

Pre-Show Issue!
MINExpo
International 2016
Sept. 26-28

Pre-show promotions, articles and exhibitor profiles.

BONUS DISTRIBUTION: MINExpo International, Las Vegas, NV, Sept. 26-28, minexpo.com.

• Exhibitor profiles showcase equipment, products, and services on exhibit at the event.

ADDED VALUE: FREE FULL PAGE article opportunity for advertisers and an eNewsletter will highlight advertisers with direct active links to their Website.

September

MINEXPO INTERNATIONAL SHOW ISSUE

Deadlines Space: Aug. 19, Material: Aug. 26

Show Issue!
MINExpo
International 2016
Sept. 26-28

Features, exhibitor profiles and related articles.

BONUS DISTRIBUTION: MINExpo International, Las Vegas, NV, Sept. 26-28, minexpo.com.

SHOW SUPPLEMENT: Features advertisers, company profiles, booth number, and articles of special interest.

• *Discounted advertising available.*

October/November

**Buyer's Guide
Issue!**

ANNUAL INDUSTRY-WIDE BUYER'S GUIDE

Deadlines Space: Oct. 14, Material: Oct. 21

**Annual Industry-Wide
Buyer's Guide Issue!**

Equipment, product, and service reference for buyers in all facets of the mining industry.

BUYER'S GUIDE: A listing of more than 700 products and services available for the mining and aggregates industries.

MINEXPO POST-SHOW COVERAGE: Mine'ing our Business and show photos/comments.

December

HOLIDAY ISSUE / HALF-PRICE ADVERTISING

Deadlines Space: Nov. 18, Material: Nov. 25

**Half-Price
Advertising!**

Feel-good issue of the year. Half-price display advertising!

Send a personalized Season's Greeting to the industry with a full color Holiday block ad for \$200.

The Most Unique Blend of Editorial and News in the Mining and Aggregates Industry... In-Print and On-Line

Mining People Magazine, formerly, *Coal People*, is considered the industry's **Best Read Publication**, offering a unique blend of editorial and news serving all aspects of the global mining and aggregates industries.

Through print and online editions, *MPM* allows executives, managers and other decision-makers in the mining, aggregates and energy exploration sectors to keep up with personnel moves, industry news, legislative and regulatory issues, and technology trends.

With a format comparable to no other, *Mining People Magazine* features stories about individuals, companies, technologies, and news.

MPM's In-Print and On-Line editions enable buyers and sellers of equipment and supplies to develop new business opportunities.

ADVERTISING RATES & MECHANICS

ADDED VALUES

Bi-weekly eNewsletters:

Mining People Magazine sends a bi-weekly eNewsletter containing on-line current issue, industry news and updates, shows and events, and links to advertiser's Website.

Article Opportunity:

Advertisers may choose an issue for a business-style article highlighting a product or service and/or recent event.

Advertisers in Action:

A full color section will highlight your company's news and current press releases with contact information and photos.

See following page for more added values!

ARTWORK

Electronic files only.

Artwork must be supplied to exact size specifications.

Mining People Magazine will not be held liable for errors on ad design provided by an outside agency.

ELECTRONIC AD SUBMISSION

E-mail ads and artwork in pdf format to: cpm@ntelos.net

•FTP site available for artwork uploads. Inquire.

All placed images should be 300 dpi and should be saved as CMYK, .tiff, .pdf or .eps files.

GENERAL

CONTRACT REQUIREMENTS: Multiple insertion advertising must be inserted within one year of the first insertion to remain eligible for frequency discounts. Space cancellations must be received five days prior to space deadline date to be considered canceled.

AGENCY COMMISSION: A 15 percent agency commission applies to recognized agencies. Commission applies when ad is provided in completion (e-mail, CD). Insertion order required. Agency forfeits commission if payment is not received within 60 days of invoice.

MECHANICAL REQUIREMENTS

| | |
|----------------------------------|------------------|
| Bleed Full Page (trim size)..... | 8-1/4" X 10-3/4" |
| Non-Bleed Full Page..... | 7-1/4" X 9-3/4" |
| 1/2 Page - Horizontal..... | 7-1/4" X 4-1/2" |
| - Vertical..... | 3-1/4" X 9-3/4" |
| - Island..... | 4-3/4" X 7-1/4" |
| 1/3 Page - Horizontal..... | 7-1/4" X 3" |
| - Vertical..... | 2-1/4" X 10" |
| - Block Style..... | 4-3/4" X 4-3/4" |
| 1/4 Page - Horizontal..... | 7-1/4" X 2-1/4" |
| - Vertical (Standard)..... | 3-1/4" X 4-1/2" |
| 1/8 Page..... | 3-1/4" X 2-1/4" |

SPECIFICATIONS

Bleed Advertisements: Trim Size: 8-1/4" X 10-3/4"
Add an additional 1/8" gripper space beyond border on all bleed advertisements.

DISPLAY ADVERTISING - In-Print

Black & White - Per Monthly Insertion

| | 1 X | 3 X | 6 X | 10 X |
|-----------------|---------|------|------|------|
| Full Page | \$ 3400 | 3080 | 2970 | 2825 |
| 1/2 Page | \$ 2500 | 2300 | 2165 | 1975 |
| 1/3 Page | \$ 2090 | 1965 | 1870 | 1785 |
| 1/4 Page | \$ 1750 | 1650 | 1595 | 1510 |
| 1/8 Page | \$ 990 | 935 | 880 | 825 |

Color Options:

Spot Color.....add \$ 275 to black & white rate
Full Color.....add \$ 900 to black & white rate

Premium Positions:

Back Cover.....\$ 4500 Reserve Cover Positions Early!
Inside Front Cover.....\$ 4350

ON-LINE ADVERTISING

Full Color - Quarterly On-line rate

Open Rate 1/2-Price Rate

| | | | |
|-------------------------|-------|------|-----------------------|
| Side Banner..... | \$500 | 250. | (180px wide X 265px) |
| Double side banner..... | \$750 | 375. | (360px wide x 265 px) |

*Print ad must be scheduled within the same quarter to receive discount.

Place a Print Ad and Receive a 1/2-Price Quarterly On-Line Rate!

BUYERS GUIDE ADVERTISING

| | |
|--|---|
| Block Ad (2-1/4" wide X 2" high)..... | \$200 1st Block (\$100 for each additional) |
| Double Block Ad (2-1/4" wide X 4" high)..... | \$300 1st Block (\$200 for each additional) |

CLASSIFIED ADVERTISING In-Print and On-line Package

Includes Full Color Classified Ad In-Print and On-Line for One year.

| | |
|--|-------------------------------|
| Single-Block Ad, Full Color (2-1/4" wide X 2" high) Printed Version Size | |
| • Annual Fee..... | \$2000 (\$500 annual savings) |
| • Monthly Rate..... | \$250 per insertion |
| Double-Block Ad, Full Color (2-1/4" wide X 4" high) Printed Version Size | |
| • Annual Fee..... | \$3000 (\$750 annual savings) |
| • Monthly Rate..... | \$375 per insertion |

Sample On-line Page

On-line classified ad will be customized and displayed by category on MPM's Home Page and linked to advertiser's Website.

| | | | | |
|---|--|---|---|--|
| CROMPION Specialty Stainless Solutions for the Next Century 225.343.4219 | CBP Abrasion-Resistant Lining Materials 800.468.1180 | McLanahan Manufacturers of Chromium-Carbide Overlay Plate 205.343.9100 | THERMO Industrial Heating and Cooling 877.862.8453 | Precision Samplers, Inc. The Source for ALL Your Mechanical Sampling System Requirements 800-401-1100 304.744.5534 |
| James A. Redding Company Automated Sampling Specialists 814.444.7200 | Lincoln Contracting & Equipment Coal Prep Plant Design 814.629.6641 | Strata Polaris Condes 724.745.5030 | FARNHAM & PFLE Preparation Plants 724.653.1010 | CROMPION Precision Samplers, Inc. 800-401-1100 304.744.5534 |
| Industrial Resources, Inc. Engineering 814.629.6641 | Marland 314.731.6100 | LI HUGHES & SONS, INC. 304.872.1111 | GARDNER 800.821.5709 | James A. Redding Company 814.444.7200 |

Sample In-Print Page

| | | |
|---|---|--|
| CBP Increase efficiency Reduce downtime Extend life of key processing equipment 800-401-1100 www.cbpsolutions.com | CROMPION INTERNATIONAL Abrasion Resistant Steel 247-511-1100 | HARDSTEEL, INC. Manufacturers of Chromium-Carbide Overlay Plate 205.343.9100 www.hardsteel.com |
| THERMO GO THERMO! Industrial Heating and Cooling 877.862.8453 | PRECISION SAMPLERS, INC. 800-401-1100 304.744.5534 | McLanahan 814.629.6641 |
| James A. Redding Company Automated Sampling Specialists 814.444.7200 | Lincoln Contracting & Equipment 814.629.6641 | LI HUGHES & SONS, INC. 304.872.1111 |

ADDED VALUE for ADVERTISERS

In Addition to the Premium Coverage Received from Advertising, Many Options are Available to Maximize Your Advertising Budget.

MINING PEOPLE MAGAZINE, formerly COAL PEOPLE, is the most comprehensive and unique editorial blend of human interest and news in the mining and aggregate industries, in print and on-line.

Average Mailed Circulation per issue: 12,500

Average E-mail Circulation per issue: 22,000

Circulation

- **Circulation Updated Daily**
- Geographical Distribution: United States, Canada, Mexico and International Territories.
- Industry and Business: Mining, Aggregates / Quarry, Utilities / Users Mined Materials, Gov't Department, Division or Institution, Transportation, Manufacturers of Equipment, Sales, Research Firms / Universities / Labs, Financial Institutions
- Mailed to the Specific Names of Administrative Executives, Department Heads, Sales/Marketing Managers, Production Executives, Production Supervisors and Foremen, Production Personnel when available.

Free Article Opportunities

- Full Page Business Articles Available to Advertisers at No Extra Charge in Select Issues, Printed in Full Color
- Articles Posted on www.miningpeople.org for Current Month
- "Advertisers in Action" Articles In Print and Posted On-line for One Year
- PDF Version of Article Available to Customers to Upload on Website
- Article Reprints Available at a Discounted Rate, No Set-Up Fee
- No Extra Charge for Article Set-Up and Design
- Advertising Reprints Available at a Discounted Rate

Index Coverage

- "Find it Fast" Index In Print and On-Line with Direct-Link Access to Advertiser's Home Page
- Alphabetical Index with Web Address and Page Number in Each Issue
- Advertisers Listed in All Buyer's Guide and Show Indexes

Buyer's Guides

- Available Year-Round as a Buying Reference
- Annual Buyer's Guides In Print and On-line in Full Flip-Page Format and Downloadable PDF Files
- One-Year In Print Shelf Life as well as Posted on-Line for One Year
- Index Listing with All Contact Information and Company Profile
- Unlimited Categories for Advertisers
- Discounted Advertising on Block Ads Placed with Category

CORPORATE HEADQUARTERS

629 Virginia St., West • PO Box 6247 • Charleston, WV 25362
Toll Free: 800-235-5188 Phone: 304-342-4129 • Fax: 304-343-3124

EDITORS

Editor **Al Skinner** E-mail: alskinner@ntelos.net
Managing Editor **Christina Martin** E-mail: cpm@ntelos.net

PRODUCTION DEPARTMENT

Contact **Christina Martin** E-mail: cpm@ntelos.net

Toll Free: (800) 235-5188

Production Direct Shipping Address:
629 Virginia St., West Charleston, WV 25302

Events Coverage

- Bonus Circulation at all Participating Shows / Events
- Pre-Show Exhibitor Profile Coverage In Print and On-Line Prior to Participating Events
- Exhibitor's Profiles Circulated via E-mail Prior to Show with Direct Link to Advertiser's E-mail and Website
- Exhibitor Profile Printed in Highlighted Show Section to Maximize Show Exposure
- Show Coverage After the Show Featuring MPM's Very Own "Mining Our Business," with Photos, and Post-Show Comments

News

- Priority Placement in News Sections with Full Color Photo for Every Advertiser Submitting a News Item
- News Sections Available to Accommodate Various Topics Including: Capsule News; Product News; People in the News; Worldwide News; Energy News; and Aggregates & Quarry News

On-Line Opportunities – www.miningpeople.org

- Banner advertising and promotions available in bi-weekly eBlasts
- Entire Current Magazine Posted in Flip-Page Format with direct links to advertisers Websites.
- "Find it Fast" Index Categories Displayed Prominently by Product or Service with Direct Link to Advertiser's Home Page
- "Advertiser's in Action" Posted On-line for Full-Year Accessibility
- Show Profiles Posted Weeks Prior to Show with Direct E-mail and Website Link
- Post-Show Photos and Comments Posted for Two Years
- Buyer's Guides Posted for Full Year in Flip-Page Format
- Archived Issues Available in Flip-Page Format
- Free On-line Advertising and Listings for In-Print Advertisers
- Current Classified Section On-Line for Quick Access
- E-mail Prompts Announcing Monthly Updates, News and Features

No-Charge Ad Production

- Complimentary Layout and Design on Advertising Used Exclusively in *Mining People Magazine*
- Article Reproduction and Pdf Formatting Available Upon Request

Custom Printing Service

- A Full Service Production Department is Available to Design Company Brochures, Catalogs, Business Cards, and Other Printed Material
- Printing Services Discounted for MPM Advertisers

MPM's Sales Staff Is Available to Help You Every Step of the Way!

Contact Your Sales Representative Today for Assistance in Implementing A Marketing Plan to Suit Your Companies Needs and Budget!

To Suggest a Human Interest and/or Feature Article Idea:

Contact Al Skinner at alskinner@ntelos.net or call (800) 235-5188.