

THE MINING RECORD™

THE VOICE OF THE MINING INDUSTRY

135 YEARS AS THE INDUSTRY'S COVERAGE LEADER

SME Society for
Mining, Metallurgy
& Exploration®

MINE>XCHANGE

2024 SME Annual Conference & EXPO

FEBRUARY 25-28, 2024 | PHOENIX, AZ

**ATTENDANCE FROM
ACROSS THE GLOBE**

THE MINING RECORD:

- Main Traffic Exhibit Hall Location.
- Largest Conference Distribution.
- The Leader For Company Representation.
- Largest Target Audience Penetration.

**MINEXCHANGE 2024 IS YOUR
CONFERENCE TO ACHIEVE YOUR GOALS**

MINEXCHANGE 2024 SME ANNUAL CONFERENCE & EXPO is the only conference dedicated to all disciplines of mining engineering. Featuring a wide variety of technical sessions and speakers combined with our expansive exhibit hall, **MINEXCHANGE** attracts thousands of mining professionals from around the world.

ADVERTISING DEADLINE: FEBRUARY 9, 2024

ADVERTISING RATES & HOW TO ATTEND ON REVERSE SIDE.....

BONUS TARGET AUDIENCE MAILING FOR THIS SPECIAL CONVENTION EDITION:

U.S. MINING COMPANIES • WESTERN U.S. MINES AND PROJECTS • ASSOCIATIONS MEMBERS • MINING RECORD READERSHIP/SUBSCRIBERS • DIGITAL EDITION SUBSCRIPTION AND TARGET AUDIENCE DIRECT LINKS.



Industry Innovation
Modern mining means exciting advances in AI, data implementation, nanotech, and ideas just in their infancy.



Responsible Mining
As the stewards of many of our natural resources, we're emphasizing ESG and initiatives important to a sustainable future.



Workforce Development
Support and create strategies to develop the next generation of mining engineers and foster a future of educated professionals.



Health & Safety
Connect with a community focused on health & safety in the industry. After all, the best thing to come out of a mine is a miner.

EXHIBITOR - THE MINING RECORD WILL COVER THIS MAJOR EVENT AND AVAILABLE TO THE INDUSTRY'S DECISION MAKERS. IT IS CRITICAL DURING THIS TIME IN MINING THAT SUPPLIERS MAINTAIN THEIR PRESENCE IN THE INDUSTRY.

THE MINING RECORD 2024 ADVERTISING RATES:

Business Card Size	\$325.00	...4 col. inches....	3 7/8" x 2"
1/8 page	\$425.00	...10 col. inches...	Horizontal.....5 3/4" x 3 1/2" Vertical.....3 3/4" x 5"
1/6 Page	\$575.00	...15 col. inches...	Vertical.....5 3/4" x 5"
1/4 page	\$695.00	...20 col. inches...	Horizontal.....7 3/4" x 5" Vertical.....5 3/4" x 6 3/4"
1/3 page	\$795.00	...27 col. inches...	Horizontal.....7 3/4" x 6 3/4" Vertical.....5 3/4" x 9"
1/2 page	\$1,095.00	...40 col. inches...	Horizontal.....9 3/4" x 8" Vertical.....7 3/4" x 10"
2/3 page 1/4"	\$1,145.00	...46 col. inches...	Vertical.....7 3/4" x 15
Full page	\$1,525.00	...79 col. inches...9 3/4" x 15 3/4"
Full Back page	\$1,795.00	...79 col. inches...9 3/4" x 15 3/4"

COLOR — \$175.00 (one color) • 4 - **COLOR RATES** — \$2,495.00 (Full Page) \$2,135.00 (2/3 Page)
\$1,895.00 (Half Page)

ADVERTISING AGENCIES

15% commission paid to recognized agencies. — Production charges to agencies.....\$60.00 per hour
Maximum frequency discount for advertisements placed through agencies.....5%

MECHANICAL (Electronic Format): Printed electronically by offset. Five columns width. 11 pica column width (1 7/8"), 15 3/4" inches depth. One pica (5/16") between columns. Centerfold gutter, 6 picas (1"). Edge bleeds not accepted. Advertisements and/or artwork must be sent in JPEG or PDF format at a minimum of 300 resolution. Original Artwork accepted for advertisement design.

PLACE MY ADVERTISEMENT:

(15% MAXIMUM AGENCY DISCOUNT)

☐ PLACE MY ADVERTISEMENT IN THE 2024 SME MINEXCHANGE ANNUAL SPECIAL EDITION.
ADVERTISING DEADLINE FEBRUARY 9, 2024

☐ AD ON HAND AT THE MINING RECORD. ☐ NEW AD ENCLOSED ON ZIP DISK OR CD. ☐ AD COMING (☐ USB - FLASH/THUMB DRIVE ☐ EMAIL/FTP)

* EMAIL ADVERTISEMENTS SHOULD BE SENT TO: advertising@miningrecord.com

COMPANY: TEL:

NAME: EMAIL:

SIGNATURE: TITLE:

FOR FURTHER INFORMATION ABOUT ADVERTISING CALL TOLL FREE: 800-441-4748

Fax or Mail order to The Mining Record • Post Office Box 1630 • Castle Rock, Colorado 80104-6130 USA

Fax: 303-663-7823 Tel: 303-663-7820 Email: advertising@miningrecord.com www.miningrecord.com

HOW TO ATTEND: SME • Tel: 800-763-3132 or 303-948-4200 • Email: sme@smenet.org • www.smenet.org