



MARKETING  
RESOURCES  
& PRODUCTS



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Vision

Creation

Implementation

Reality

# THE MINING RECORD COMPANY

— HOWELL INTERNATIONAL ENTERPRISES, LLC

“The Voice of the Mining Industry”

For 132 years, The Mining Record has been based in Colorado. The Mining Record was Denver's Daily Newspaper created during the Gold Rush Mining Boom. It quickly became the leading mining news publication. The Mining Record experienced continued growth with the expansion of mining. Once a designated news source for the Western States, it quickly expanded throughout the entire United States and Internationally. Today, The Mining Record is the most sought out mining publication for news and services.



## **Headquarters:**

P.O. Box 1630  
Castle Rock, CO 80104-6130 USA  
Toll Free (US and Canada): 800-441-4748  
Tel: 303-663-7820  
Fax: 303-663-7823

## **Regional Office:**

Highlands Ranch, CO 80129 USA  
Tel: 303-663-7820  
Fax: 303-663-7823

## **Associate Offices:**

Littleton, CO USA  
Vancouver, BC Canada  
SA-CA-MEX

## **Satellite Office:**

WS-Gunnison, CO USA

Corporate General Counsel: Lakewood, CO USA  
Corporate CPA: Frederick, CO USA  
Corporate Business Advisory: Englewood, CO USA

Distribution Mail House: Denver, CO USA  
Publication Printing Facility: Tucson, AZ USA

New Advertisers: [advertising@miningrecord.com](mailto:advertising@miningrecord.com)  
Webmaster: [webmaster@miningrecord.com](mailto:webmaster@miningrecord.com)  
Questions or Comments: [questions@miningrecord.com](mailto:questions@miningrecord.com)  
Customer Service: [customerservice@miningrecord.com](mailto:customerservice@miningrecord.com)  
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Production Department: [production@miningrecord.com](mailto:production@miningrecord.com)  
Editorial: [editor@miningrecord.com](mailto:editor@miningrecord.com)



[www.miningrecord.com](http://www.miningrecord.com)

**THE MINING RECORD NEWSPAPER** - The Mining Record has been in continuous publication for 132 years and is recognized as the industry's leading newspaper. The Mining Record has an international readership. It focuses on timely and credible news reporting on exploration, discovery, development, production, joint ventures, acquisitions, operating results, legislation, government reports and metals prices. Its readership is concentrated in the mining industry proper - mining companies, engineers, geologists, mine supervisory personnel, company officers and individuals engaged in exploration and large or small mine production. Every year, The Mining Record devotes an issue to the major conventions in the western U.S., Canada and Latin America. The newspaper is available monthly (print media) or daily (online).



#### **PRODUCTS PRODUCED BY THE MINING RECORD COMPANY AND HIE, LLC**

**THE LATIN AMERICA MINING RECORD NEWSPAPER** - The Latin America Mining Record publication was created in 1994. It quickly became a staple in Latin America mining news coverage. Editorial on exploration, discovery, development, production, joint ventures, acquisitions, operating results and Latin American currencies. An incorporated news publication of The Mining Record.

**WESTERN MINING DIRECTORY FLASH DRIVE** - Mining Companies and Mines sections of the Western Mining Directory are available in interactive PDF format with direct links. These sections list over 230 mining companies, 180 mines and 360 projects and properties. Mining Companies alphabetical section contains corporate officers, addresses of corporate offices, regional offices, exploration offices and mines. Mine information includes names of managers, location, open pit, underground, type of recovery, product, operator, reserves, grade, mining rate and number of employees. The second section lists mining companies geographically. The third section lists mines alphabetically with complete mine information and the fourth section lists mines geographically with complete mine information. The Directory further contains information on: Suppliers to the Industry. The CD contains a Contents file which enables you to reference each section. In addition the CD contains no security settings, allowing you to copy and paste text from the CD into your word processing documents. You are therefore able to add your own information to the data found on the CD and customize the data base to fit your needs. The Directory is a great companion to the Western States Mines Map. The Directory covers gold, silver, platinum, copper, molybdenum and coal mines in Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming.

**WESTERN MINING DIRECTORY CD** - Mining Companies and Mines sections of the Western Mining Directory are available in interactive PDF format with direct links. These sections list over 230 mining companies, 180 mines and 360 projects and properties. Mining Companies alphabetical section contains corporate officers, addresses of corporate offices, regional offices, exploration offices and mines. Mine information includes names of managers, location, open pit, underground, type of recovery, product, operator, reserves, grade, mining rate and number of employees. The second section lists mining companies geographically. The third section lists mines alphabetically with complete mine information and the fourth section lists mines geographically with complete mine information. The Directory further contains information on: Suppliers to the Industry. The CD contains a Contents file which enables you to reference each section. In addition the CD contains no security settings, allowing you to copy and paste text from the CD into your word processing documents. You are therefore able to add your own information to the data found on the CD and customize the data base to fit your needs. The Directory is a great companion to the Western States Mines Map. The Directory covers gold, silver, platinum, copper, molybdenum and coal mines in Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming.

**WESTERN STATES MINES MAP** - This edition shows locations of over 130 gold, silver, platinum, copper, molybdenum and coal mines in the eleven western United States. For each mine, the Map lists the state and county, its reserve, grade, mine operator and whether it is underground or open pit. The Map is 26.75" x 40" in size and is printed in contrasting colors on enamel stock for increased legibility showing states, capitols and major highways.

**MINES OF SOUTH AMERICA MAP** - This edition lists and shows locations of approximately 200 precious and base-metal mines and projects that are in operation, development, feasibility or construction. It identifies the owner and/or operator and states the current level of activity. The Map is 30" x 36" and is printed in contrasting colors on enamel stock for increased legibility.

**MEXICO PRECIOUS & BASE METALS MAP** - This edition lists and locates over 200 operating underground and open pit mines, as well as development and exploration projects for precious and base metals. It identifies the owner, operator, product and status of activity for each property. The Map is 30" x 42" and printed in contrasting colors on enamel stock for increased legibility showing states, capitols and major highways.

**MINES OF AUSTRALIA MAP** - The Australia Mines Map lists and locates 275 precious metals, base metals, uranium and coal mines that are in operation, under construction, development or undergoing feasibility. It identifies the mine's owner, minerals produced, the current level of activity and whether the mine is surface or underground. The map is 30" x 42", printed in contrasting colors for increased legibility, on enamel stock

**OPERATING MINES IN CANADA MAP** - The map, Operating Mines in Canada, lists and locates 86 precious, base metals, uranium and coal mines that are in operation. It identifies the mine's owner, mineral products produced and if it is a surface or underground operation. The map is 30" x 33", printed in contrasting colors for increased legibility, on enamel stock.

**SOCIAL MEDIA AVENUES (FACEBOOK, TWITTER, LINKEDIN, ETC.):** While our company does have registered accounts, our users security is top priority. Our Facebook, Twitter, and LinkedIn pages are designed with no interaction allowed at this point. Consumer Protection Agency reported that scams on social media skyrocketed by 150 percent across Facebook, Twitter and LinkedIn in 2019. And the number is likely to continue climbing as more cyber crooks see social as a fruitful target. Our users and clients security will not be compromised with these media outlets at this time. Our web security service for [www.miningrecord.com](http://www.miningrecord.com) site provides our users information for the industry with peace of mind. [www.miningrecord.com](http://www.miningrecord.com) is universal with complete availability through desktop, laptop and all mobile devices. It will remain our focal form for online media access to our users and clients.

**www.miningrecord.com** was created in 1994. With a foothold in the industry at the early stages of the Internet Information Boom, [www.miningrecord.com](http://www.miningrecord.com) is a daily source for the industry. With this came demand for representation from industry mining companies and suppliers. [www.miningrecord.com](http://www.miningrecord.com) limits the number of advertisers on it's site, so as not to take away from it's information directed format. [www.miningrecord.com](http://www.miningrecord.com) has become another valued advertising tool for the industries leading companies through it's Executive Industry Member, Tile Ads and the newly introduced Suppliers Section. Industry companies use both the publications and online medium together, which has generated an increase in volume - that sustains any cycle the industry may experience. The numbers have shown to keep business at a constant.

**TRADITION OF EXCELLENCE "Always do more than is required of you." – George Patton**

The founders of HIE, have a combined 78 years of industry service. The Mining Record and associated companies continue to provide the highest quality products available. For 131 years the standard of excellence is the company's cornerstone. All personnel uphold this standard day in, and day out.

While awards and appreciations are an honor for our executives, it is the relationships that truly represent The Mining Record and the core foundation it has maintained since 1889. "The Voice Of The Mining Industry".

Over the years The Mining Record established itself as the most sought after publication for mining news and company advertising. The company has employed industry professionals, and students fresh out of mining schools to assist in their careers. Many of these fresh new faces are now executives in the industry. The Mining Record continues to be sought out for promoting and building the leading conferences.

### **Recognition and Awards:**

#### **The Mining Record Company**

2020 Executive Mining Excellence Award. Recognized for continued industry support.  
2019 Executive Mining Excellence Award. Recognized for continued industry support.  
2018 Executive Mining Excellence Award. Recognized for continued industry support.  
2017 Executive Mining Excellence Award. Recognized for continued industry support.  
2016 Executive Mining Excellence Award. Recognized for continued industry support.  
... additional

#### **Howell International Enterprises, LLC**

2020 Executive Excellence Award.  
2019 Executive Excellence Award.  
2018 Executive Excellence Award.  
2017 Executive Excellence Award.  
2016 Executive Excellence Award.  
... additional

#### **Individual Executive Awards:**

63 Individual and Company Awards Received From Associations and Conferences.

#### **Noteworthy Executive Honors:**

St. Barbara's Award. Society of Mining Engineers and Colorado Mining Association.  
Life Time Achievement Award Northwest Mining Association.  
4 Educating Our Youth Awards. DCS (Douglas County Schools).  
3 Commitment To Mining Awards. Phoenix Mine Presentation.  
11 Company Excellence Awards. International Investment Conferences.  
5 Conference Accelerator Awards. IIC Americas.  
Denver Gold Group - Conference Creation Award.  
... additional



**\* 1889 Denver Metro Chamber of Commerce – Presented to Denver's Daily Mining Newspaper**

# ***THE MINING RECORD***

THE VOICE OF THE MINING INDUSTRY

# 2021

**CONVENTION SCHEDULE & ADVERTISING RATES**

THE MOST COST EFFECTIVE MINING PUBLICATION SINCE 1889



**PRESENT AT ALL MAJOR  
INDUSTRY EVENTS IN 2021**

**PUT YOUR COMPANY IN FRONT OF  
ALL LEVELS  
OF INDUSTRY REPRESENTATIVES**

**Online Daily News At:  
[www.miningrecord.com](http://www.miningrecord.com)**

In the event of any show conversion to remote, virtual, postponement and/or cancellation, your advertisement will still be published in that issue. The Mining Record will send this issue in a promotional mailing to Industry leaders in order to achieve bonus circulation.

# THE MINING RECORD

HEADQUARTERS USA: P.O. Box 1630 • Castle Rock, CO 80104 USA • Toll Free: 800-441-4748  
Tel: 303-663-7820 • Fax: 303-663-7823 • Email: questions@miningrecord.com • www.miningrecord.com

## CONVENTION SCHEDULE FOR 2021

### ❑ **JANUARY ISSUE. . .**

**DISTRIBUTED AT TWO CONVENTIONS**  
*Advertising Deadline January 7, 2021*

#### **VANCOUVER INVESTMENT CONFERENCE 2021**

January 17-18, 2021  
Venue To Be Announced  
Vancouver, BC Canada

**THE MINING RECORD - TABLE TOP EXHIBITOR**

#### **AME REMOTE CONFERENCE 2021**

January 18-22, 2021 • Vancouver, BC Canada  
**THE MINING RECORD IS A VIRTUAL SUPPORTER  
DISTRIBUTION VIA VIRTUAL EXHIBIT LINKS AND LARGEST  
DIRECT MAILING AND DIRECT DIGITAL TARGET AUDIENCE**

### ❑ **FEBRUARY ISSUE. . .**

**DISTRIBUTION AT TWO CONVENTIONS**  
*Advertising Deadline February 22, 2021*

#### **2021 MINEXCHANGE - VIRTUAL EVENT**

#### **SME ANNUAL CONFERENCE & EXPO AND**

#### **CMA 123RD NATIONAL WESTERN MINING CONFERENCE**

March 1-5, 2021 • Denver, Colorado  
**THE MINING RECORD IS A VIRTUAL EXHIBITOR  
DISTRIBUTION VIA VIRTUAL EXHIBIT, LINKS, AND LARGEST  
DIRECT MAILING AND DIRECT DIGITAL TARGET AUDIENCE**

#### **2021 PDAC INTERNATIONAL CONVENTION**

March 7-10, 2021  
Metro Toronto Convention Center  
Toronto, Canada

**THE MINING RECORD - TABLE TOP EXHIBITOR**

### ❑ **MARCH ISSUE. . .**

**THE MINING RECORD IS DISTRIBUTING**  
*Advertising Deadline March 12, 2021*

#### **NORTH AMERICA MINING SPECIAL EDITION**

**Key Executives, Purchasing Agents and more..**  
March 17-19, 2021 - Direct Target Distribution House

#### **ARGENTINA MINING 2021**

March 17-19, 2021  
Convention Center Salta  
Salta, Argentina

**THE MINING RECORD EXHIBITOR STAND**

### ❑ **APRIL ISSUE. . .**

*Advertising Deadline April 5, 2021*

#### **EXPOMIN CHILE 2021**

April 19-23, 2021  
Centro de Convenciones Espacio Riesco  
Santiago, Chile  
**THE MINING RECORD EXHIBITOR STAND**

#### **2021 CURRENT TRENDS IN MINING FINANCE AND OPERATORS CONFERENCE**

May, 2021 - TBA  
Princeton Club  
New York, New York  
**THE MINING RECORD - TABLE TOP EXHIBITOR**

### ❑ **MAY ISSUE. . .**

*Advertising Deadline April 24, 2021*

#### **2021 CANADIAN INSTITUTE OF MINING CONVENTION**

May, 2021 - TBA  
Venue To Be Announced  
**THE MINING RECORD WILL BE DISTRIBUTED**

### ❑ **JUNE ISSUE. . .**

**MINEXPO 2021 PREVIEW EDITION**  
**THE MINING RECORD IS AN EXHIBITOR**  
*Advertising Deadline May 31, 2021*

#### **35TH ANNUAL ELKO MINING EXPO CONVENTION**

June 7-11, 2021  
Elko Convention Center, Elko, Nevada  
**THE MINING RECORD IS AN EXHIBITOR AT ENTRANCE**

### ❑ **JULY ISSUE. . .**

*Advertising Deadline June 22, 2021*

#### **RMCM ANNUAL CONVENTION**

July 2021 - TBA, Convention In Colorado  
**THE MINING RECORD - TABLE TOP EXHIBITOR**

### ❑ **AUGUST ISSUE. . .**

*Advertising Deadline August 5, 2021*

#### **UTAH MINING ASSOCIATION ANNUAL CONVENTION**

August, 2021 - TBA  
Venue To Be Announced  
**THE MINING RECORD IS AN EXHIBITOR**

# THE INDUSTRY'S MOST COST EFFECTIVE PUBLICATION!

## **SEPTEMBER ISSUE. . .**

**2021 OFFICIAL MEDIA PUBLICATION  
DIRECT TARGET AUDIENCE PLACEMENT**  
*Advertising Deadline September 3, 2021*

### **MINExPO 2021**

September 13-15, 2021  
Las Vegas Convention Center  
Las Vegas, Nevada

**THE MINING RECORD IS AN EXHIBITOR**

### **INCORPORATING THE NEVADA MINING ANNUAL PREMIER EDITION 2021**

**DIRECTLY MAILED TO:** Nevada Association Members, Nevada  
Mining Companies, Mine Operations and Subscriber Base

## **OCTOBER ISSUE. . .**

*Advertising Deadline October 4, 2021*

### **NEW ORLEANS 2021 INVESTMENT CONFERENCE**

October 2021 - TBA  
Hilton New Orleans Riverside  
New Orleans, Louisiana

**THE MINING RECORD - TABLE TOP EXHIBITOR**

## **NOVEMBER ISSUE. . .**

**THE MINING RECORD - TABLE TOP EXHIBITOR**  
*Advertising Deadline October 22, 2021*

### **ALASKA MINERS ASSOCIATION CONVENTION**

November 2021 - TBA  
Dena'ina Center  
Anchorage, Alaska

**THE MINING RECORD - TABLE TOP EXHIBITOR**

### **THE SILVER SUMMIT 2021**

San Francisco, California - TBA

## **DECEMBER ISSUE. . .**

**THE MINING RECORD BONUS EOY DISTRIBUTION**  
*Advertising Deadline November 18, 2021*

### **2021 ANNUAL AMERICAN EXPLORATION & MINING ASSOCIATION CONVENTION**

December 2021 - TBA  
Venue To Be Announced  
Reno, Nevada or Spokane, Washington

**THE MINING RECORD IS AN EXHIBITOR**



**CHECK CONVENTION ISSUES YOU WOULD LIKE YOUR ADVERTISEMENT TO APPEAR IN. COMPLETE THE INFORMATION BELOW. RETURN TO: [ADVERTISING@MININGRECORD.COM](mailto:ADVERTISING@MININGRECORD.COM) OR FAX: 303.663.7823.**

Company.....

Contact.....

Address.....

City..... State..... Zip.....

Signature.....

Telephone.....

Email.....

**15% Discount Available**



**SINCE 1889...**

**THE MOST DEMANDED MINING PUBLICATION**

**ADVERTISEMENT SIZES AND PRICING  
AVAILABLE ON FOLLOWING PAGE.**

Ad Size Interested In: \_\_\_\_\_ Color **Black and White** Send Quote

Ad Copy Coming. Ad Copy On Hand At The Mining Record.

10% discount for Advertising all 12 issues.

5% for Pre-Payment

In the event of any show conversion to remote, virtual, postponement and/or cancellation, your advertisement will still be published in that issue. The Mining Record will send this issue in a promotional mailing to Industry leaders in order to achieve bonus circulation.

# THE MINING RECORD

"THE INDUSTRY'S LEADING MINING NEWSPAPER"

## 2021 DISPLAY ADVERTISING RATES PER INSERTION

<b>OPEN RATE</b>	<b>\$75.00 per column inch</b>		
<b>1/8 page</b>	<b>\$425.00</b>	...10 col. inches...	Horizontal.....5 <sup>3</sup> / <sub>4</sub> " x 3 <sup>1</sup> / <sub>2</sub> " Vertical.....3 <sup>3</sup> / <sub>4</sub> " x 5"
<b>1/6 Page</b>	<b>\$575.00</b>	...15 col. inches...	Vertical.....5 <sup>3</sup> / <sub>4</sub> " x 5"
<b>1/4 page</b>	<b>\$695.00</b>	...20 col. inches...	Horizontal.....7 <sup>3</sup> / <sub>4</sub> " x 5" Vertical.....5 <sup>3</sup> / <sub>4</sub> " x 6 <sup>3</sup> / <sub>4</sub> "
<b>1/3 page</b>	<b>\$795.00</b>	...27 col. inches...	Horizontal.....7 <sup>3</sup> / <sub>4</sub> " x 6 <sup>3</sup> / <sub>4</sub> " Vertical.....5 <sup>3</sup> / <sub>4</sub> " x 9"
<b>1/2 page</b>	<b>\$1,095.00</b>	...40 col. inches...	Horizontal.....9 <sup>3</sup> / <sub>4</sub> " x 8" Vertical.....7 <sup>3</sup> / <sub>4</sub> " x 10"
<b>2/3 page</b>	<b>\$1,145.00</b>	...46 col. inches...	Vertical....7 <sup>3</sup> / <sub>4</sub> " x 15 <sup>1</sup> / <sub>4</sub> "
<b>Full page</b>	<b>\$1,525.00</b>	...79 col. inches...	.....9 <sup>3</sup> / <sub>4</sub> " x 15 <sup>3</sup> / <sub>4</sub> "
<b>Full Back page</b>	<b>\$1,795.00</b>	...79 col. inches...	.....9 <sup>3</sup> / <sub>4</sub> " x 15 <sup>3</sup> / <sub>4</sub> "

### MULTIPLE ADVERTISING DISCOUNT

6 times.....	5%
12 times.....	10%
Pre-payment.....	5%



**Color** — \$175.00 (one color)

4 - Color Rates — \$2,495.00 (Full Page) \$2,195.00 (2/3 Page) \$1,895.00 (Half Page)

300 Minimum Resolution — 4 Color Advertisements To Exact Size Must Be Furnished To Publisher.

**Inserts:** One Page (both sides) = \$1,835.00 (8<sup>1</sup>/<sub>2</sub>" x 11")

Two Page (4 sides) = \$2,300.00

Prepayment Required

### CLASSIFIED ADVERTISING RATES

\$2.50 per line (1-3 times) 25 characters per line, 4 times or more \$2.25 per line

Forward to Box Number: \$4.00 per line

### PROFESSIONAL DIRECTORY (3 month minimum)

Open Rate.....\$75.00 per column inch  
(per insertion)

### ADVERTISING AGENCIES

15% commission paid to recognized agencies. — Production charges to agencies.....\$80.00 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 (**Email: dale@miningrecord.com**). Original Artwork accepted for advertisement design.

**ADVERTISING DEADLINE:** Due by 1:00 p.m. on deadline date indicated on schedule.

U.S. HEADQUARTERS: Post Office Box 1630 • Castle Rock, CO 80104-6130 • (800) 441-4748 • (303) 663-7820

Fax: (303) 663-7823 • Website: www.miningrecord.com • Email: advertising@miningrecord.com • questions@miningrecord.com



## EDITORIAL 2021 - THE MINING RECORD

The Mining Record has been in continuous publication for 132 years and is recognized as the industry's leading newspaper. The Mining Record has an international readership. It focuses on timely and credible news reporting on exploration, discovery, development, production, joint ventures, acquisitions, operating results, legislation, government reports and metals prices. Its readership is concentrated in the mining industry proper - mining companies, engineers, geologists, mine supervisory personnel, company officers and individuals engaged in exploration and large or small mine production.

Every year, The Mining Record devotes issues to the major conventions in the western U.S., Canada and Latin America. The newspaper is available monthly (print media, digitally) or daily (online).

Editorial Submissions accepted from all industry related service providers, operators and mining companies.

*Note: Due to the amount of editorial received for immediate publication, The Mining Record does have to prioritize based on predetermined guidelines.*

Advertisers submitting editorial have the option of placing within a page of their position or can be in another location of the publication.

### Editorial Per Issue:

Industry News: Feature Story and Interior News is the most recent available in the industry. Based on location of major events, the focus on that geographic area will be highlighted when possible. The articles content consist of: Exploration, discovery, development, production, joint ventures, acquisitions, operating results, legislation, government reports and metals prices.

Advertisers and Service Companies: Announcements and Product Releases must be no longer than 1000 words to assure text placement fits layout. Photos can be provided and will be included if page content allows. Photos must be provided in PDF or JPEG format - minimum of 300 resolution.

Editorial can be submitted to: [editor@miningrecord.com](mailto:editor@miningrecord.com), fax: 303.663.7823, mail: The Mining Record, P.O. Box 1630, Castle Rock, CO 80104

Editorial with Advertisement can be submitted to: [advertising@miningrecord.com](mailto:advertising@miningrecord.com)

Editorial Deadline: The Mining Record requests that editorial be submitted 2 weeks prior to the deadline of the publication as shown on the 2021 Schedule and Rates. Should you need additional time for editorial submission, please contact our editorial department - [editor@miningrecord.com](mailto:editor@miningrecord.com), 800.441.4748, or 303.663.7820.

*Products and/or Services advertised in The Mining Record are not endorsed by The Mining Record. Publisher reserves the right to refuse advertising that is competitive with his publications or which, in the publisher's opinion, does not meet with the format of mining publications.*

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#### HEADQUARTERS USA

P.O. Box 1630 • Castle Rock, CO 80104 USA

Tel: 303-663-7820 • Toll Free: 800-441-4748 • Fax: 303-663-7823

Email: [questions@miningrecord.com](mailto:questions@miningrecord.com) • [www.miningrecord.com](http://www.miningrecord.com)

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#### EXECUTIVE CENTER USA

Highlands Ranch, CO - HIEBD

Tel: 303-663-7820 • Toll Free: 800-441-4748 • Fax: 303-663-7823

Email: [questions@miningrecord.com](mailto:questions@miningrecord.com) • [www.miningrecord.com](http://www.miningrecord.com)

#### AFFILIATED OFFICE LOCATIONS:

DENVER, CO • LITTLETON, CO • LAKEWOOD, CO • GUNNISON, CO • COLORADO SPRINGS, CO • DTC ENGLEWOOD, CO • MENDOZA, ARGENTINA • VANCOUVER, BC

2021 - TMRCO

CV Subscription Services  
DEN Distribution House  
CLICK Direct Client Group

\*Approval dated: 09/22/20

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Published Monthly

Business Hours: Monday - Friday 8:00 a.m. - 5:00 p.m.

Headquarters:  
Post Office Box 1630  
Castle Rock, Colorado 80104 USA  
Toll Free: 1-800-441-4748 USA/Canada  
Tel: (303) 663-7820 • Fax: (303) 663-7823  
Website Address: [www.miningrecord.com](http://www.miningrecord.com)

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\*Publication Specifics: The Mining Record trade publication provides information that is in demand and not always available elsewhere. Industry specific. Established history and brand name. Brand name is recognized more than any other industry publication. Has been in continuous publication since 1889. Publication demonstrates powerful positioning that generates business for advertisers. 90% of The Mining Record advertisers have been clients for 20 years or more.

Readership: 54,123

Quarterly Premier Editions Readership: 99,805

Circulation/Issue: 25,773

Geographical: North America: 65%;  
South America: 20%; Other: 15%

Additional Circulation: 10,850

Publication shows consistent yearly readership growth and demand.

Additional Circulation Readership: 45,027

\*SURVEY: 90% of readers say industry publication keeps them informed.

\*NNC 2020 Calculations: Average number of individual members readership per paper = 2.1; Average number of office-location-project members readership per paper = 4.15

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Published monthly - \$8.00 per copy

The articles published in The Mining Record are obtained from sources considered reliable, but are not to be construed as a solicitation for investment purposes or to buy or sell stock.

Subscription Rate

For U.S.: \$55 per year, Canada & Mexico: \$82 per year

Foreign: \$99 per year

Email: [subscriptions@miningrecord.com](mailto:subscriptions@miningrecord.com)

Editorial Submissions: Email: [editor@miningrecord.com](mailto:editor@miningrecord.com)

Regional Office: Highlands Ranch, CO 80129 USA.

Associate Offices: Contact headquarters for locations.

Advertising: Display and Classified Media Kit Available upon request. Email: [advertising@miningrecord.com](mailto:advertising@miningrecord.com).

Postage: Periodicals Postage Paid in Colorado.

Postmaster: Send address changes to The Mining Record, P.O. Box 1630, Castle Rock, CO 80104 USA.

Distribution Mail House: Denver, Colorado USA • Publication Printing Facility: Tucson, AZ USA. Products and/or Services advertised in The Mining Record are not endorsed by The Mining Record. Publisher reserves the right to refuse advertising that is competitive with his publications or which, in the publisher's opinion, does not meet with the format of mining publications.

\*Social Media Communications Posted In Publication and Online: While our company does have registered accounts, our users security is top priority. Our Facebook, Twitter, and Associated Instant Apps pages are designed with no interaction allowed at this point. Consumer Protection Agency reported that scams on social media skyrocketed by 150 percent across Facebook, Twitter and Associated Instant Apps. And the number is likely to continue climbing as more cyber crooks see social as a fruitful target. Our users and clients security will not be compromised with these media outlets at this time. Our web security service for [www.miningrecord.com](http://www.miningrecord.com) site provides our users information for the industry with peace of mind. [www.miningrecord.com](http://www.miningrecord.com) is universal with complete availability through desktop, laptop and all mobile devices. It will remain our focal form for online media access to our users and clients.

The Mining Record Company and Howell International Enterprises, LLC uses services considered reliable with top industry ratings for circulation review and reports. Subscribers, circulation and readership changes continuously with new subscribers, expirations and sources. The Mining Record Company and Howell International Enterprises, LLC accepts no responsibility or liability for any errors in calculations or representation.



# **2022 Western Mining Directory**

**2021 Edition Published Winter Of 2020**

**MINING COMPANIES  
MINES & OPERATIONS  
SUPPLIERS BY SERVICES  
SUPPLIERS ALPHABETICALLY**

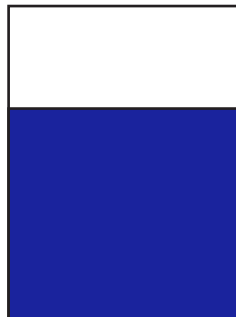
# 2022

# Western Mining Directory

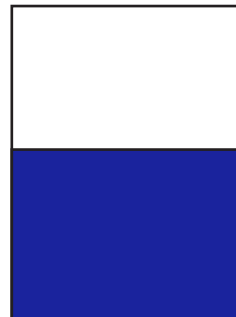
## — RATES & ADVERTISING SPECIFICATIONS —



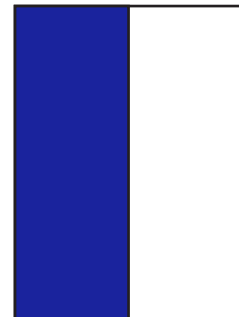
FULL PAGE



2/3 PAGE



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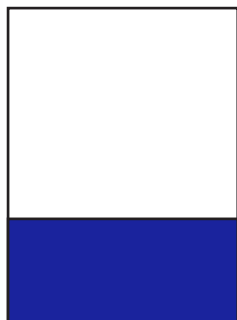
WIDTH X DEPTH (In inches)

FULL PAGE	.. 7-1/2 x 10	.... \$1345
2/3 PAGE	... 7 x 6-3/4	..... \$1,100
1/2 PAGE	..... 7 x 5	..... \$950
1/2 PAGE	... 3-1/2 x 10	..... \$950
1/3 PAGE	.... 7 x 3-3/8	..... \$850
1/4 PAGE	... 7 x 2-1/2	..... \$615
1/4 PAGE	.... 3-1/2 x 5	..... \$615
1/8 PAGE	.. 3-1/2 x 2-1/2	... \$490

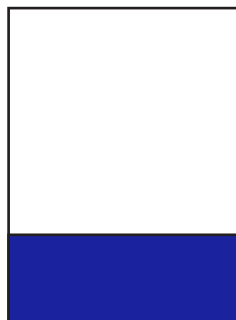
### SPECIAL POSITION & COLOR RATES

(Full Page Only)

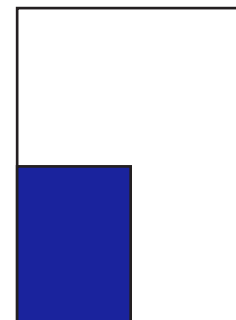
BACK COVER (including 4- color)	..... \$2445
INSIDE FRONT COVER	..... \$1750
INSIDE BACK COVER	..... \$1750
FULL PAGE (special position)	..... \$1375
GUARANTEED POSITIONS (other)	.... add 20%
ADDITIONAL CHARGES PER COLOR	.... \$400
ADDITIONAL CHARGES FOR 4- COLOR	.. \$1,100



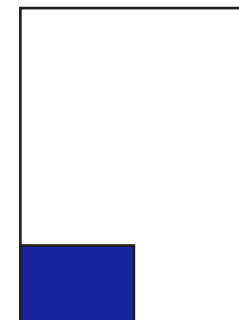
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1/4 PAGE



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# 2022 WESTERN MINING DIRECTORY

The Western Mining Directory has been published for 36 years. The directory will list over 225 mining companies, 180 mines and 280 projects and properties. The Mining Company section contains telephone numbers, websites and addresses for corporate, regional, exploration and mine offices, and all principle officers. Mine information includes names of managers, its location, and whether it is open pit or underground, its type of recovery, products, operator, grade, mining rate and number of employees.

## Controlled Marketing

The directory is unique in that a complimentary edition is mailed to all directory-listed mining companies and personnel at their mine sites.

**The Western Mining Directory** will provide maximum exposure for its advertisers to the decision makers of the industry for an entire year. The Directory occupies a vital niche in the information marketplace for the entire industry and is thus a prime venue for representing your company's services and products to the industry.

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# MINING INDUSTRY DETAILED MAPS - CORPORATE LOGO DISPLAY PLACEMENT -

HOWELL INTERNATIONAL ENTERPRISES, LLC



## WESTERN STATES MINES MAP

This edition shows locations of over 130 gold, silver, platinum, copper, molybdenum and coal mines in the eleven western United States.

For each mine, the Map lists the state and county, its reserve, grade, mine operator and whether it is underground or open pit.

The Map is 26.75" x 40" in size and is printed in contrasting colors on enamel stock for increased legibility showing states, capitols and major highways.



## SOUTH AMERICA MINES MAP

This edition lists and shows locations of approximately 260 precious and base-metal mines and projects that are in operation, development, feasibility or construction.

It identifies the owner and/or operator and states the current level of activity.

The Map is 30" x 36" and is printed in contrasting colors on enamel stock for increased legibility.



## MEXICO PRECIOUS METALS MINES MAP

This edition lists and locates over 210 operating underground and open pit mines, as well as development and exploration projects for precious and base metals. It identifies the owner, operator, product and status of activity for each property.

The Map is 30" x 42" and printed in contrasting colors on enamel stock for increased legibility showing states, capitols and major highways.



## MINES OF AUSTRALIA MAP

The Australia Mines Map lists and locates 275 precious metals, base metals, uranium and coal mines that are in operation, under construction, development or undergoing feasibility. It identifies the mine's owner, minerals produced, the current level of activity and whether the mine is surface or underground.

The map is 30" x 42", printed in contrasting colors for increased legibility, on enamel stock.



## OPERATING MINES IN CANADA MAP

The map, Operating Mines in Canada, lists and locates 90 precious, base metals, uranium and coal mines that are in operation.

It identifies the mine's owner, mineral products produced and if it is a surface or underground operation.

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\*Approval dated: 09/22/20

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January 2, 1994

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Visitor Sessions (+/- average)	
Direct	19,664
Referral	21,026
Organic	21,061
Total Month	326,265
Five Day Week Base	

All Page Views by Type (+/- average)	
Total Month	252,432
Five Day Week Base	
Pages	30,480
Products	15,237
Categories	17,391

Unique Visitor Traffic by Source (+/- average)	
Direct	9,451
Referral	8,385
Organic	11,680
Total Month	242,740
Five Day Week Base	

*Above shows a summary of all traffic, analytic, and conversion data. (+/- average).*

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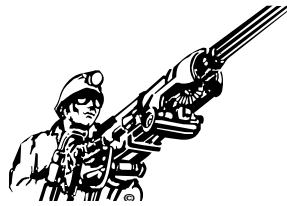
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