

# MINEXPO PREVIEW EDITION

Showcase your company's products to prospective buyers and attendees!

DEADLINE MAY 31, 2021 - PREVIEW EDITION



**GET READY!**  
**MINEXPO® 2021 WILL BE IN PERSON SEPTEMBER 13-15**

## **THE MINING RECORD**

Since 1889, The Mining Industry's Leading News Source



90% are prepared to buy new products and services



45% only attend MINExpo



50% are first time attendees

### PREVIEW EDITION DISTRIBUTION:

RMD: (20,132) • PEAU: (6,000+)  
AEMA (2,000+) • NVMA (426)  
MCH U.S.: (198) • MPO U.S.: (326)  
MCATD: (8,400+) • DDE: (20,000)

**57,482 PREVIEW EDITION ISSUE READERSHIP TOTAL**

+/- Above supporting details: Readership Mailing Distribution (20,132) • Plus: Prior Exhibitors and Attendees (Mining Record Current & Past Database Update) (6,000+) • AEMA (2,000+) • Nevada Mining Association Members (426) • Mining Company Headquarters W.U.S. (198) • Mines, Projects and Operations W.U.S. (326) • NEW Collective Target Audience Digital Copy Request Representatives (8,400+) • Direct Digital Edition Media Partnership (20,000)

**10%** *Discount Available for advertisers that wish to be in both the Preview and Show Editions!*

SEE REVERSE SIDE FOR RATES, BOOKING, AND ATTENDING INFORMATION.

# 2021 MINEXPO PREVIEW EDITION

BONUS..ELKO MINING EXPO DISTRIBUTION

ADVERTISING DEADLINE: MAY 31, 2021

## THE MINING RECORD 2021 ADVERTISING RATES:

B&W = Black and White

<b>Business Card Size - B&amp;W</b>	<b>\$225.00</b>	...4 col. inches....	3 7/8" x 2"
<b>1/8 page - B&amp;W</b>	<b>\$425.00</b>	...10 col. inches...	Horizontal.....5 3/4" x 3 1/2" Vertical.....3 3/4" x 5"
<b>1/6 Page - B&amp;W</b>	<b>\$575.00</b>	...15 col. inches...	Vertical.....5 3/4" x 5"
<b>1/4 page - B&amp;W</b>	<b>\$695.00</b>	...20 col. inches...	Horizontal.....7 3/4" x 5" Vertical.....5 3/4" x 6 3/4"
<b>1/3 page - B&amp;W</b>	<b>\$795.00</b>	...27 col. inches...	Horizontal.....7 3/4" x 6 3/4" Vertical.....5 3/4" x 9"
<b>1/2 page - B&amp;W</b>	<b>\$1,095.00</b>	...40 col. inches...	Horizontal.....9 3/4" x 8" Vertical.....7 3/4" x 10"
<b>2/3 page - B&amp;W</b>	<b>\$1,145.00</b>	...46 col. inches...	Vertical.....7 3/4" x 15 1/4"
<b>Full page - B&amp;W</b>	<b>\$1,525.00</b>	...79 col. inches...	.....9 3/4" x 15 3/4"
<b>Full Back page - B&amp;W</b>	<b>\$1,795.00</b>	...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.....\$90.00 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 IN THE:**

(15% MAXIMUM AGENCY DISCOUNT)

PLACE MY ADVERTISEMENT IN THE **2021 PREVIEW EDITION - ELKO MINING EXPO SPECIAL.**

ADVERTISING DEADLINE FOR ELKO MINING EXPO ISSUE IS: MAY 31, 2021.

PLACE MY ADVERTISEMENT IN **BOTH SPECIAL EDITIONS** (PREVIEW (JUNE '21) & MINEXPO (SEPTEMBER '21))  
**10% DISCOUNT PER ADVERTISEMENT.**

ADVERTISING DEADLINE FOR BOTH ISSUES DISCOUNT: MAY 31, 2021.

AD ON HAND AT THE MINING RECORD.  NEW AD ENCLOSED ON ZIP DISK OR CD.  AD COMING  FLASH DRIVE/CD  EMAIL/FTP

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

COMPANY..... TEL: .....

NAME..... DATE: .....

EMAIL: ..... SIGNATURE.....

**FOR FURTHER INFORMATION ABOUT ADVERTISING CONTACT: 800-441-4748**

Fax, Email 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

ATTENDING: Elko Mining Expo (ECVA): mineexpo@elkocva.com • MINExpo 2021: minexpo@nma.org