

MINEXPO 2021 EDITION

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

ADVERTISING DEADLINE SEPTEMBER 3, 2021


2021
MINEXPO
INTERNATIONAL
SEPTEMBER 13-15, 2021
LAS VEGAS, NEVADA, USA

SPONSORED BY



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

SPECIAL 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)

35,000 PROJECTED ATTENDEES
57,482 EDITION READERSHIP

+/- 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 the Show Edition & Western Mining Directory!*

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

Assuring maximum industry representation: 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.

MINExPO INTERNATIONAL EDITION

ADVERTISING DEADLINE: SEPTEMBER 3, 2021

THE MINING RECORD 2021 ADVERTISING RATES:

B&W = Black and White

Business Card Size - B&W	\$225.00	...4 col. inches....	3 7/8" x 2"
1/8 page - B&W	\$425.00	...10 col. inches...	Horizontal.....5 3/4" x 3 1/2" Vertical.....3 3/4" x 5"
1/6 Page - B&W	\$575.00	...15 col. inches...	Vertical.....5 3/4" x 5"
1/4 page - B&W	\$695.00	...20 col. inches...	Horizontal.....7 3/4" x 5" Vertical.....5 3/4" x 6 3/4"
1/3 page - B&W	\$795.00	...27 col. inches...	Horizontal.....7 3/4" x 6 3/4" Vertical.....5 3/4" x 9"
1/2 page - B&W	\$1,095.00	...40 col. inches...	Horizontal.....9 3/4" x 8" Vertical.....7 3/4" x 10"
2/3 page - B&W	\$1,145.00	...46 col. inches...	Vertical.....7 3/4" x 15 1/4"
Full page - B&W	\$1,525.00	...79 col. inches...9 3/4" x 15 3/4"
Full Back page - B&W	\$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.....\$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 MINExPO INTERNATIONAL SPECIAL EDITION.**

ADVERTISING DEADLINE FOR MINExPO INTERNATIONAL SPECIAL EDITION IS: SEPTEMBER 3, 2021.

PLACE MY ADVERTISEMENT IN **2021 MINExPO EDITION & WESTERN MINING DIRECTORY.**
10% DISCOUNT PER ADVERTISEMENT.

ADVERTISING DEADLINE FOR WESTERN MINING DIRECTORY IS: AUGUST 20, 2021 - COMPLETE DIRECTORY MEDIA PACKET WILL BE SENT TO YOU.

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: 2021 MINExPO INTERNATIONAL: Email: minexpo@nma.org • Web: www.minexpo.com