

# ***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.....

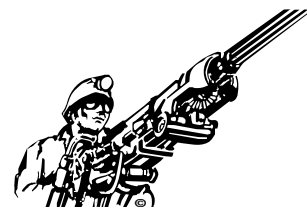
City..... State..... Zip.....

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, 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

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, 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

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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 • www.miningrecord.com

#### AFFILIATED OFFICE LOCATIONS:

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