

# NORTHERN EXPOSURE

North of 60 Mining News marketing & advertising brochure



## The Gold Standard

North of 60 Mining News is the standard for reliable and comprehensive coverage of Alaska and Northern Canada's mining sector. Executives from across the entire span of the mining supply chain, government leaders, and investors all trust Mining News to deliver accurate and in-depth coverage of issues important to mining across the North.

If your company is seeking to do business or expand its scope in Alaska and Canada's North, there is no better place to advertise than an industry institution – like North of 60 Mining News.

From a sleek and modern website, to weekly newsletters, and in-depth monthly print newspapers, North of 60 Mining News offers a broad spectrum of options for companies wanting to put their products and services in front of tens-of-thousands of readers with one thing in common – interest

in the mining and mineral exploration sectors in Alaska, Northern British Columbia, Yukon, Northwest Territories, and Nunavut.

The modern Mining News website is designed to connect people from around the world to the most comprehensive and up-to-date source of news related to mining in Alaska and Canada's North, plus an extensive library of archived articles that chronicle two decades of mining and mineral exploration in Alaska and Northern Canada.

For advertisers, North of 60 Mining News' weekly newsletters, monthly newspaper, and dynamic website provides a wide range of options for reaching out to decision makers in Alaska and Canada's mining sector and companies looking to explore and develop the vast mineral wealth the North has to offer.

**Are you ready to place your company in front of Alaska and Canada's mining sector? Start by turning the page ...**

## Digital Edition Monthly Advertising Rates



WEB AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Medium Rectangle Story Ad	300x250	\$864	\$814	\$724
Small Horizontal Lead Ad	260x90	\$732	\$687	\$610
Leaderboard Ad	728x90	\$1,201	\$1,093	\$978
Homepage Splash	550x480	\$1,328 per month. Ask for details.		

All digital ad rates are per month. First month paid prior to contract and then billed monthly.

North of 60 Mining News' dynamic and popular website provides advertisers with the opportunity to connect their products and services to people seeking to stay informed on the key events shaping the mining industry in Alaska and northern Canada.

Mining News offers four online advertising options:

**Leaderboard Ad:** At 728x90 pixels, this attention grabbing ad is featured prominently on the North of 60 Mining News homepage and across the top of each Mining News article that is opened. With only four positions available, this is a premium placement available on a first-come-first-serve basis.

**Homepage Splash Ad:** Looking to really grab attention? If so, the Homepage Splash ad placement is for you. At 550x480 pixels, this ad opens up in front of the North of 60 Mining News homepage when the site is opened, ensuring your message is the first thing viewed by visitors to the website. (Ask about availability and rates for custom duration placements.)

**Medium Rectangle Story Ad:** At 330x250 pixels, this ad appears in multiple locations across the North of 60 Mining News website-digital article platform, providing numerous opportunities to be seen with a single ad placement. Only 20 placements are available.

**Small Horizontal Lead Ad:** Small but mighty, this 260x90 ad is placed at the top of the North of 60 Mining News homepage, making it the first thing potential clients see when they visit the page.

In addition to being viewed on the Mining News website, your advertisement will appear alongside articles that are opened from the website, weekly eBook email newsletter, from online searches, and North of 60 Mining News' expanding social media presence.

This powerful suite of advertisements that come with a single placement ensures your North of 60 Mining News website advertisement will be seen by thousands of your most valuable potential clients – those interested in Alaska and northern Canada's mining and mineral exploration sectors.

Your advertisement links your future directly to the industry developments as they happen, providing your company with countless opportunities to grab the attention and interest of our growing audience.

**Added Value:** Ask your sales representatives about expanding your exposure with an advertising campaign that includes advertisements on our website, weekly email newsletter, and in-depth monthly edition.

**Circulation:** North of 60 Mining News website; weekly email newsletter; online searches; and social media network.

**Production specifications:** Ads should be submitted electronically (with a proof). Files must be at least 72 dpi. The image should be the same size (measured in pixels) as the space reserved.

**Production charges:** \$100 flat rate. (With up to 2 edits. \$25 for each additional change.)

**Placement:** Ads are on a random rotation on multiple pages and articles across North of 60 Mining News' online presence.

**Non-profit and political ads:** 30% off open rates.

**Approved agencies:** Approved advertising agencies will receive a 15% discount on the net price.

**General information:** We reserve the right to reject any advertising that we deem misleading or objectionable.



# Newsletter Advertising Rates

Newsletter Ad Type	pixels	3 mo. (13 wks)	6 mo. (26 wks)	12 mo. (52 wks)
Newsletter Story Ad	300x250	\$194	\$174	\$163
Newsletter Sponsor Ad	728x90	\$228	\$208	\$182

*Digital ad rates are per week. First month paid prior to contract and then billed monthly or prepay in full for a 5% discount.*



Beyond standard website advertising, North of 60 Mining News offers your company the opportunity to advertise on the weekly digital newsletter delivered to subscribers each week – providing a direct connection between your company and its future customers.

North of 60 Mining News offers two newsletter advertising options in standard web sizes:

**Newsletter Sponsor Ad:** At 728x90 pixels, this is an attention-grabbing ad placement on the newsletter. The four positions available for this is premium placement are available on a first come-first serve basis. (Newsletter Sponsor Ad positions are rotated weekly.)

**Newsletter Story Ad:** At 330x250 pixels, these ads are featured with the story summaries emailed to subscribers each week. Only 3 placements are available.



## Doing business in Alaska & Canada's North? Don't be left out of North of 60 Mining News.

North of 60 Mining News writers are unmatched in their understanding of mining and their ability to report on the sector in a way that is in-depth enough to inform top mining executives, while breaking down the technical aspects so they can be understood by the broader audience of investors, stakeholders, policymakers, and others interested in staying informed about northern mining.

Our writers scout for news the old-fashioned way – digging through agency reports, scrutinizing U.S. and Canada financial filings, and developing contacts within mining companies – because industry executives want the latest, most insightful news.

Mining News writers often visit mining and mineral exploration sites across Alaska and northern Canada, providing firsthand insight into the projects and the people working there.

## Add a hotlink to your ad

A hotlink directing potential clients to any page on your company's website can be added to your Mining News website and newsletter ads at no extra charge.

NORTH OF 60  
**MINING NEWS**

The Mining Newspaper for Alaska and Canada's North

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

## Contact Information

### North of 60 Mining News

P.O. Box 773026  
Eagle River, Alaska 99577  
Main phone: 907.726.1095  
www.miningnewsnorth.com

### Rebecca Lasley

Direct phone: 907.242.6084  
Email: RebeccaL@miningnewsnorth.com

## General information & specs

**Effective date:** Rates effective January 1, 2025

**Frequency:** The monthly print edition of North of 60 Mining News is a full color, tabloid newspaper published on the first Friday of each month.

**Deadline:** Space reservation deadline is 10 days prior to the publication date; ad copy is due 7 days prior to publication date.

**Non-profit and political ads:** 30% off open rates

**Printing/mechanical specifications:** North of 60 Mining News is printed on 32# re-brite stock using an 85-line screen. The page trim size is 11 1/2" x 17".

**Production specifications:** Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but also accept EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

**Production charges:** \$100 flat fee (With up to 2 edits. \$25 for each additional change.

## Stake the Best Claim for your Company!

Front page – Back Page – Directory Pullout

Ask your Mining News advertising representative about premium placement availability and pricing.

**Advertising agencies:** Approved advertising agencies will receive a 15% discount on the net price.

## Conferences = MORE EXPOSURE

Conference distribution gives advertisers more exposure. Ask our sales representatives for the schedule of local, national and international conferences Mining News will be distributed at in the next year. It is updated monthly for your convenience.

## Monthly Full Color Print Advertising Rates

SIZE	1X RATE	4X RATE	6X RATE	12X RATE
Full Page	\$3,014	\$2,900	\$2,868	\$2,575
1/2 Page	\$2265	\$2,189	\$2,074	\$1,947
1/3 Page	\$1,858	\$1,794	\$1,668	\$1,604
1/4 Page	\$1,528	\$1,461	\$1,401	\$1,272
1/8 Page	\$1,189	\$1,130	\$1,056	\$981
1/12 Page	\$909	\$860	\$810	\$750
Business Card	\$710	\$684	\$635	\$594

Contact your North of 60 Mining News marketing specialist for black & white or spot color pricing for any of the print sizes and placement frequencies in the table above.

## Advertising Dimensions

SIZE	WIDTH	HEIGHT
Full page	9.818" (4 col)	15.25"
1/2 pg (island)	7.3" (3 col)	10"
1/2 pg (horiz)	9.818" (4 col)	7.5"
1/2 pg (vert)	4.818" (2 col)	15.25"
1/3 pg (horiz)	9.818" (4 col)	5"
1/3 pg (square)	7.3" (3 col)	7.25"
1/4 pg (horiz)	9.818" (4 col)	4"
1/4 pg (vert)	4.818" (2 col)	7.5"
1/4 pg (square)	7.3" (3 col)	5"
1/8 pg (horiz)	7.3" (3 col)	2.5"
1/8 pg (vert)	2.3" (1 col)	7"
1/8 pg (square)	4.818" (2 col)	3.75"
1/12 pg (horiz)	4.818" (2 col)	2.5"
1/12 pg (vert)	2.3" (1 col)	5"
Business Card	3" (1.5 col)	1.75"