

# Digital Communications

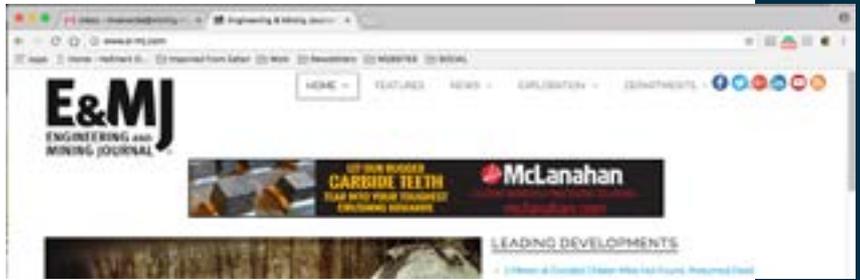
*E&M/Coal Age/Equipo Minero*



## Website Advertising Social Media

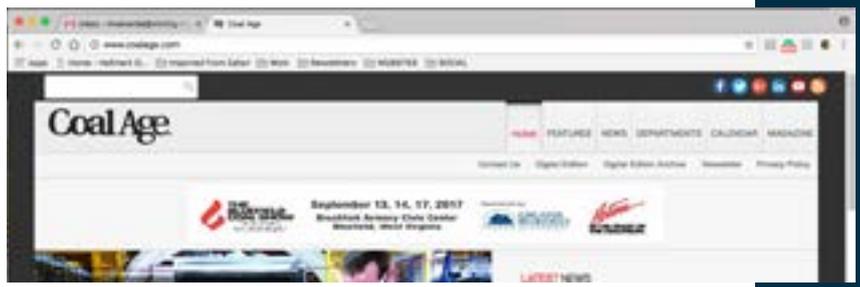
### Website Advertising

Mining Media's websites, including e-mj.com, coalage.com, and equipo-minero.com, feature regular news updates, online versions of publications, and are designed to engage readers and encourage repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.



### Fresh, Current Look.

During 2017, we completed a rehaul of mining-media.com, e-mj.com, coalage.com and equipo-minero.com. We created a fresh look with pages that load quickly, which improves the stickiness of websites.



### Niche Specific Websites

A simple design enables you to maintain a presence on some of the most popular websites for mining and mineral processing.

### Search Engine Optimization

Search engine optimization (SEO) is a strategy for drawing new and unique visitors to a website. With our new websites, we will be using expanded SEO techniques to grow the amount of visitors, which increases our placement in search engines, such as Google, Bing, Yahoo!, etc.



*Build a Web Presence With Us*



# Website Marketing

Mining Media's sites, including e-mj.com, coalage.com, and equipo-minero.com, feature regular news updates, online versions of publications, and a design that engages readers and encourages repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.

Electronic advertising is an affordable way to strengthen your brand and initiate interaction with potential customers. As our readers move toward gathering news and information online, it's also an outlet that you can't afford to neglect.

Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

Advertising opportunities are available on all Mining Media websites. Ad availability is targeted for 7,500 to 10,000 impressions per advertiser per month. For site traffic details, contact your sales representative.



## Half Page (V) (H)

This format provides a larger space for advertisers to get their message across and can offer users rich engagement.

The Half Page advertising options will be placed next to prominent feature articles and leading development stories for maximum exposure.



## Leaderboard

With the top position on the website, the Leaderboard banners are our most popular advertising option. These are placed above our main content.

## Inline Rectangle (Boom Box)

A cost-effective option offering nearly the same visibility as the Leaderboard is the Inline Rectangle. There are three positions available: top, center and bottom. Prices vary depending on placement.





### Half Page (V)(H)

Pixel Size (w x h)  
 (V) 300 px x 600 px  
 (H) 600 px x 300 px  
 File Size limit: 40k/15



#### Monthly Cost

	1x	3x	6x	12x
1st Position	\$3,600	\$3,060	\$2,600	\$2,210
2nd Position	\$3,060	\$2,600	\$2,210	\$1,880



### Leaderboard

Pixel Size (w x h)  
 970 px x 90 px  
 File Size limit: 40k/15

#### Monthly Cost

	1x	3x	6x	12x
Run of Site	\$1,750	\$1,490	\$1,265	\$1,075



### Inline Rectangle (Boom Box)

Pixel Size (w x h)  
 300 px x 250 px  
 File Size limit: 40k/15

#### Monthly Cost

	1x	3x	6x	12x
1st Position	\$1500	\$1,275	\$1,085	\$920
2nd Position	\$1275	\$1,085	\$920	\$785
3rd Position	\$920	\$785	\$665	\$565

