

FOR DAILY MINING NEWS
VISIT WWW.NORTHERNMINER.COM

THE NORTHERN MINER

SINCE
1915

THE GLOBAL MINING NEWSPAPER

www.northernminer.com



Media Kit 2012

Print & Online Advertising Opportunities

www.northernminer.com/mediakit/

SINCE 1915!



The Northern Miner has been reporting on mining company activities and sector investing each week since 1915, covering all the market fluctuations. It's the mining industry's number one source for quality information on junior, mid-tier and major mining companies. Readers enjoy under-the-surface, on-site reports by experienced journalists, who cross the globe, investigating both the established players and up-and-coming juniors.

The credibility and reputation of *The Northern Miner's* editorial content, produced by a team of professional editors and publishers with years of experience in the mining industry, ensures that the newspaper is the highest quality, most cost-effective mining publication available to advertisers.

Inside The Northern Miner...

- ◆ mining industry news
- ◆ drilling results
- ◆ exclusive on-site reports
- ◆ people news
- ◆ special feature sections
- ◆ investment news
- ◆ suppliers news
- ◆ mergers & acquisitions
- ◆ editorials
- ◆ joint ventures
- ◆ mining stock tables
- ◆ mining markets updates
- ◆ career opportunities
- ◆ metal prices



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TORONTO OFFICE: 80 Valleybrook Drive, Toronto, Ontario M3B 2S9 Canada
VANCOUVER OFFICE: 1112 West Pender Street, Ste 912, Vancouver, BC V6E 2S1 Canada



TYPES OF ADVERTISING

DISPLAY

Build awareness and preference for your company, products and/or services.

CAREERS

Attract that “hard to find” employee!

APPOINTMENT NOTICES

Introduce your new employee(s) to the mining and investment communities.

PROFESSIONAL DIRECTORY

A cost-efficient advertising section devoted to supply and service companies.

WEBSITE ADVERTISING

The Northern Miner Online offers a full range of electronic advertising options including banners, skyscrapers, buttons, contextual ads, logos, links, etc.

NORTHERNMINERJOBS.COM

Post your job on our website and search our database of candidates.

SUPPLEMENTARY ADVERTISING SERVICES

The Northern Miner provides advertisers with a multitude of valuable services to improve and enhance their advertising campaigns such as:

Bonus Distribution

The Northern Miner will be distributed at 20+ mining industry and investment conferences/trade shows throughout 2012. Schedule your ad in a “bonus distribution” issue and enjoy increased exposure at no extra cost.

Reprints

Use reprints of your advertisement or even articles from The Northern Miner or northernminer.com as marketing tools. Reprints of advertisements and articles are available at a nominal cost.

Inserts

Put your insert in the hands of the readers of The Northern Miner. Consult your sales representative for details on using this targeted method to provide an added boost to your advertising campaign.

Custom Publishing

Customized publications can be produced in a variety of formats (ie. magazine, newspaper or electronic). They heighten awareness, enhance image and educate readers about specific countries, regions, companies or organizations. The Northern Miner’s customized publications reach thousands of industry personnel and investors. They help you reach the visible and “hidden” buying influences in the industry.



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CANADA'S MINING INDUSTRY IS MASSIVE!

Examine These Facts & Figures

- ◆ Active Canadian Exploration Companies1000
- ◆ Direct Employment.....306,974
- ◆ Minerals and Metals GDP\$32.0 billion
- ◆ Total Mining Capital Expenditures\$11.88 billion
- ◆ Exploration Spending in Canada.....\$2.162 billion
- ◆ Research & Development Expenditures\$615 million *
- ◆ Value of Mineral Production.....\$40.45 billion
- ◆ Percentage of total Canadian exports19%
- ◆ Number of suppliers of mining goods & services3223
- ◆ In 2009 1434 mining companies were listed on the TSX and 1103 mining issuers listed on the TSX Venture Exchange
- ◆ TSX listed companies had 8971 mineral projects worldwide in 2010

** Most updated figure from 2006*

Source: Facts & Figures 2010, The Mining Association of Canada



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2012 FEATURE ISSUES

DATE	FEATURE	BONUS DISTRIBUTION	AD CLOSING
JANUARY 16	PDAC 2012 PRE CONVENTION SUPPLEMENT	VANCOUVER RESOURCE INVESTMENT CONFERENCE January 22-23 MINERAL EXPLORATION ROUNDUP Vancouver, January 23-26	Dec 29/11
JANUARY 23	EXPLORATION IN BC, YUKON & NWT	VANCOUVER RESOURCE INVESTMENT CONFERENCE January 22-23 MINERAL EXPLORATION ROUNDUP Vancouver, January 23-26	Jan 5/12
FEBRUARY 6	MINING & EXPLORATION IN WEST AFRICA	CALIFORNIA RESOURCE INVESTMENT CONFERENCE Palm Springs, February 11-12	Jan 19
FEBRUARY 20	PRECIOUS METALS MINING IN THE USA	SME ANNUAL MEETING Seattle, February 19-22	Feb 2
MARCH 5	EXPLORATION 2012	PDAC 2012 Toronto, March 4-7	Feb 16
MARCH 26	CENTRAL AMERICAN EXPLORATION	CALGARY RESOURCE INVESTMENT CONFERENCE March 30-31	Mar 8
APRIL 9	GLOBAL COPPER EXPLORATION	WORLD COPPER CONFERENCE Santiago, Chile, April 16-18	Mar 22
APRIL 23	GLOBAL GOLD		Apr 5
MAY 7	MINING & EXPLORATION IN THE CANADIAN PRAIRIES	CIM-AGM Edmonton, May 3-9 SASKATCHEWAN INVESTMENT CONFERENCE May 4-5	Apr 19
MAY 21	NEW FRONTIERS IN CANADA'S OIL SANDS		May 3

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2012 FEATURE ISSUES

DATE	FEATURE	BONUS DISTRIBUTION	AD CLOSING
JUNE 4	MINEXPO 2012	WORLD RESOURCE INVESTMENT CONFERENCE Vancouver, June 3-4 MINEXPO Las Vegas, September 24-26	May 17
JUNE 25	MINING & EXPLORATION IN CHILE & PERU		Jun 7
AUGUST 27	MINING IN MEXICO		Aug 9
SEPTEMBER 10	MINING & EXPLORATION IN SOUTHEAST ASIA	TORONTO RESOURCE INVESTMENT CONFERENCE September	Aug 23
SEPTEMBER 17	ONTARIO & QUEBEC GOLDEN TRIANGLE		Aug 30
OCTOBER 1	AUSTRALIAN EXPLORATION	MINES & MONEY AUSTRALIA Sydney, September	Sep 13
OCTOBER 15	GLOBAL SILVER EXPLORATION	THE SILVER SUMMIT Spokane, October	Sep 27
OCTOBER 29	RARE EARTH MINERALS		Oct 11
NOVEMBER 5	AME BC'S MINERAL EXPLORATION ROUNDUP 2013 PRE CONVENTION SUPPLEMENT		Oct 18
NOVEMBER 12	MINING & EXPLORATION IN THE FAR NORTH	MANITOBA MINING & MINERALS Winnipeg, November MONTREAL INVESTMENT CONFERENCE November QUEBEC EXPLORATION 2012 Quebec City, November	Oct 25
NOVEMBER 26	EXPLORATION ANNUAL REVIEW AND FORECAST	NORTHWEST MINING ASSOCIATION ANNUAL MEETING Spokane, December 3-7 MINES & MONEY London, England, Dec	Nov 8
DECEMBER 10	OUTLOOK 2013		Nov 22

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2012 ADVERTISING RATES

DISPLAY ADVERTISING										
(Black & White)								COLOR (in addition to black & white space charge)		
	Width	Height	1X	6X	12X	26X	52X	1 Extra Color	2 Extra Colors	4 Color
1 Page	10"	15¾"	\$7,869	\$7,572	\$7,179	\$6,727	\$6,338	\$855	\$1485	\$2330
1/2 Page	8" 10"	10" 8"	\$3,999	\$3,844	\$3,636	\$3,423	\$3,294	\$855	\$1485	\$2330
1/3 Page	6" 4" 8"	8½" 12¾" 6½"	\$2,549	\$2,455	\$2,330	\$2,179	\$2,056	\$855	\$1485	\$1750
1/4 Page	6" 4" 8"	6¾" 10" 5"	\$1,999	\$1,925	\$1,821	\$1,712	\$1,616	\$855	\$1485	\$1750
1/6 Page	4" 6" 8"	6½" 4¼" 3¼"	\$1,294	\$1,243	\$1,187	\$1,109	\$1,035	\$855	\$1485	\$1750
1/8 Page	4" 6"	5" 3¼"	\$997	\$957	\$913	\$855	\$805	\$855	\$1485	\$1750
1/12 Page	4"	3¼"	\$648	\$624	\$592	\$558	\$523	\$855	\$1485	\$1750
1/16 Page	4"	2½"	\$499	\$478	\$451	\$422	\$400	\$855	\$1485	\$1750
Minimum Size	2"	1"	\$106	\$102	\$97	\$91	\$85	\$855	\$1485	\$1750

PROFESSIONAL DIRECTORY <i>(non-commissionable) sold on a yearly basis width = 3¼"</i>		
Height	Per Year	Per Issue
1/2"	\$1,958	\$37.66
3/4"	\$2,907	\$55.90
1"	\$3,829	\$73.64
1-1/4"	\$4,724	\$90.84
1-1/2"	\$5,591	\$107.51
1-3/4"	\$6,432	\$123.69
2"	\$7,254	\$139.50
2-1/4"	\$8,066	\$155.12
2-1/2"	\$8,818	\$169.58
2-3/4"	\$9,560	\$183.86
3"	\$10,275	\$197.61
3-1/4"	\$10,972	\$211.00
3-1/2"	\$11,639	\$223.83
3-3/4"	\$12,282	\$236.19

CAREERS \$12.40 per agate line
<ul style="list-style-type: none"> ◆ column width = 1½" ◆ ¼" space between columns ◆ 6 columns per page ◆ minimum size = 3¼" wide by 1" deep ◆ Box Service = \$23.00 per insertion
APPOINTMENT NOTICE \$168/column inch
YOUR NOTICE WILL ALSO APPEAR ON OUR WEB SITE AT NO EXTRA CHARGE
STOCK TABLE AD \$1,865/unit
5" wide X 4" high or 10" wide by 2" high
INSERTS
We will distribute to any regional segment or all of our circulation.
GUARANTEED POSITION
25% of Total Space Cost

MECHANICAL SPECS
<ul style="list-style-type: none"> ◆ Tabloid Newspaper published weekly on Monday ◆ Closing Date for Advertising: 10 days prior to publication date—18 days for feature sections ◆ Printed Web Offset ◆ Type Page Size: 10-1/4" x 15-3/4" ◆ Column width: 1-15/16", 5 columns per page ◆ Agency commission: 15% of gross billing to recognized agencies. Commission not allowed on Professional or Website Directory and other charges, such as trimming, printing of inserts and inserting charges.

Need Help Finding the Perfect Candidate?



CAREERS SECTION

**THE INTERNATIONAL CAREER MARKETPLACE
FOR THE MINING INDUSTRY!**



2012 Advertising Rates

(\$Cdn)

Mechanical Specifications

Per agate line: \$12.40

Columns per page = 6

2 columns: 3¼"

3 columns: 5"

4 columns: 6¾"

5 columns: 8½"

6 columns: 10¼"

Color

(in addition to space charge)

1 extra color \$855.00

2 extra colors \$1485.00

four color process (more than 1/3 pg) \$2330.00

(1/3 pg or less) \$1750.00

(Minimum size-2 columns wide by 1" high)

Career ads also appear on our Job Board at no extra charge

www.northernminerjobs.com

CONTACT

Michael Winter

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80 Valleybrook Drive, Toronto, Ontario M3B 2S9 Canada

Maintain & Build your Company's Position in the Mining Marketplace!



PROFESSIONAL DIRECTORY

Remind Your Customers & Prospects that you're "AT THEIR SERVICE"

Insure weekly exposure of your company at extremely cost-effective rates. Your professional card listing will generate inquiries and results.

BE PART OF THIS EFFECTIVE DIRECTORY FOR AS LITTLE AS \$37.66 PER ISSUE!

CONTACT US TODAY!

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The Northern Miner Online specializes in mining industry information, publishing daily news, an electronic version of The Northern Miner newspaper, daily stock tables, mining company data, archival information and much more.

2012 Advertising Rates



SUPER BANNER
 Appears on all of our web pages
MAXIMUM EXPOSURE!
 728 pixels x 90 pixels
 Maximum file size: 30KB/GIF OR FLASH
\$895/month

LOGO LINKS
 Live company logo links scroll across our main home page and are listed on our Mining Company Link Page
 200 pixels x 200 pixels/Maximum file size-30KB/GIF OR JPEG
\$330/year

BIG BOX
 Appears on our home page
 300 pixels x 250 pixels
 Maximum file size-30KB
\$555/month

BUTTON
 Appears on our home page
 120 pixels x 90 pixels/Maximum file size-10KB/GIF OR FLASH
\$365/month

ALSO AVAILABLE!

SKYSCRAPER: On news stories page. 160 pixels x 600 pixels/Max file size-30KB/GIF OR FLASH—**\$630/month**

KEYWORD BANNER: When specific word search is used, banner appears above story. 234 pixels x 60 pixels/Maximum file size-15KB/GIF OR FLASH—**\$1060/year**

HOT LINKS: Live text link appearing on our Mining Company or Mining Supplier Link Page—**\$225/year**

CONTACT US TODAY:

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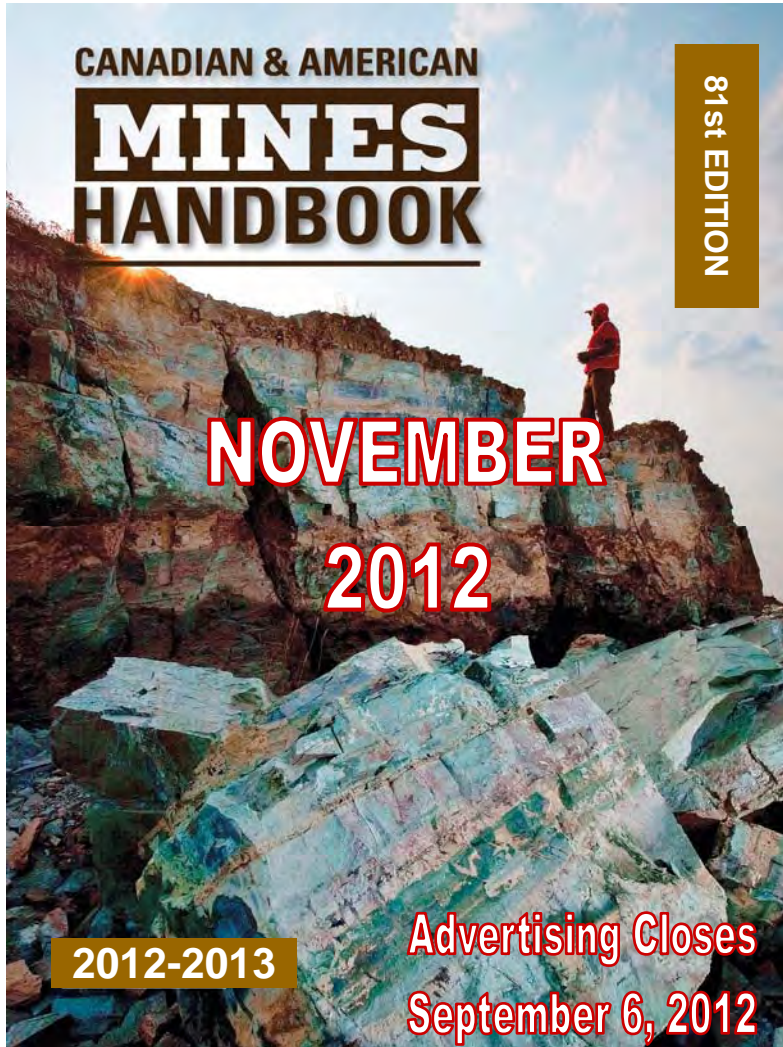
TARGET YOUR CUSTOMERS & PROSPECTS

CANADIAN & AMERICAN **MINES** HANDBOOK 2012-2013

The most comprehensive & authoritative directory of North American Mining Companies

THIS MASSIVE DIRECTORY (APPROXIMATELY 800 PAGES) IS REFERRED TO REPEATEDLY THROUGHOUT THE YEAR MEANING MULTIPLE EXPOSURES FOR YOUR ADVERTISEMENT!

The Canadian and American Mines Handbook has been an essential reference source for the mining industry for the past 80 years. It is the central depository for all available facts and figures on North American mining companies.



ADVERTISING RATES

Size	Width	Depth	Cost	COLOR	
1 page	7"	10"	\$4160	1 Extra Color: \$570 2 Extra Colors: \$975 4-Color: \$1865	
2/3 page	4 ¹ / ₂ "	10"	\$3745	MINING COMPANY LOGOS (placed above your listing) 2 ¹ / ₄ " wide by 1" deep = \$430	PROFESSIONAL DIRECTORY 6 ⁷ / ₈ " wide by 1" deep = \$710
1/2 page	7" 3 ³ / ₈ "	4 ⁷ / ₈ " 10"	\$2775		
1/3 page	2 ¹ / ₈ " 4 ¹ / ₂ " 7"	10" 4 ⁷ / ₈ " 3 ¹ / ₄ "	\$2075	COVERS (includes 4-color) 2nd & 3rd \$7520 4th..... \$8540 Bleed Size (covers only) - 8 ¹ / ₈ " wide by 10 ⁷ / ₈ "	MECHANICAL SPECIFICATIONS Printed.....Sheet Fed Offset Binding.....Perfect Line Screen.....133 Type Page Size.....7" wide by 10" deep Book Trim Size.....8 ¹ / ₈ " by 10 ⁷ / ₈ "
1/4 page	3 ³ / ₈ " 4 ¹ / ₂ " 7"	4 ⁷ / ₈ " 3 ³ / ₈ " 2 ¹ / ₄ "	\$1655		

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ELECTRONIC FILES

WE CANNOT ACCEPT ANY ADS OR GRAPHICS SUBMITTED IN WORD PROCESSING OR OFFICE TYPE SOFTWARE SUCH AS MS WORD, WORD PERFECT, EXCEL OR POWER POINT

We can receive electronic files in the following applications:

MACINTOSH

- Quark XPress 6.5*
- Adobe Illustrator 12 or lower
- Adobe Acrobat 4.0 (pdf) **
- Adobe Photoshop 9 or lower

WINDOWS

- Quark XPress 5*
- Adobe Illustrator 7.0
- Adobe Acrobat 4.0 (pdf) **

* *Quark Passport files must be saved in single language format. See (<http://www.quark.com/support/techinfo/tech-notes.jsp?idx=90>) for more information.*

** *Adobe Acrobat files must be distilled with "Press Optimized" Settings.
All fonts must be EMBEDDED*

PREPARING FILES: *To avoid reproduction problems and additional charges*

- Include all printer and screen fonts and supporting postscript fonts and graphics with your ad file. If fonts are not included, we reserve the right to substitute fonts that closely match the original.
- Ensure all color is converted from RGB to CMYK and/or is set for process separation (CMYK printing)
- Confirm that the file is prepared to the size that is booked.
- If the ad is to print black & white, confirm that all color graphics have been changed to Greyscale.
- Allow 20-30% for dot gain in midtones and tritones.
- Graphics and Scans should be at 300dpi and saved in an appropriate format.
- GIF's are NOT acceptable for publication (see above for acceptable formats).
- JPEG compressed files are NOT the preferred format for printing. They may be acceptable if they are not highly compressed and the resolution is 300dpi or higher. The JPEG format compresses files by throwing away data, high compression and/or low resolution will result in jagged images and text.
- TIF(F) format is acceptable, do NOT use compression when saving in the TIF format.
- Please include a plain text file that lists all the files/formats/fonts included when sending via email/FTP. Please fax a hardcopy of ad to Sales Rep/Art Director or send one along with your disk. Please relay the method and time of transmission of your files to your Sales Rep so we may know where and when to expect your files.

Note: *Proof charges will apply. Any technical corrections or author's corrections will be charged at the rate of \$50 per hour.*

TRANSPORT MEDIA ACCEPTED/MODES OF DELIVERY: Compress all files (.sit or Zip) before emailing them. Do NOT send self-extracting files (.sea or .exe). Please name your files to indicate the ad being transmitted. CD Rom Macintosh HFS or ISO 9660 format only.

Emailing: Up to 5 megs in size, email directly to your sales rep.
For files over 5 megs in size, please contact your sales rep for specific instructions.

COPY AND CONTRACT REGULATIONS

- Advertiser and Advertising Agency assume liability for all content (including text, representation, and illustrations) of advertisements printed. They will also assume responsibility for any claims arising there from made against the publisher and will indemnify the publisher against any claim that may be brought by any person arising out of the publication of any such advertisements. The publisher reserves the right to reject any advertising he feels is not in keeping with the publication's standards.
- Advertising contracts will be honored for twelve months from the date of first insertion, at the rate prevailing at the date of the contract - provided the first insertion is used within two months. If the first insertion is not used within two months from the date of the contract, and new rates are issued, the new rates apply.
- Publisher is not bound by any condition, printed or otherwise, appearing on contracts or copy instructions, when such conflicts with policies covered by this rate card. Verbal agreements are not recognized.
- Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to ensure that the publication will be distributed.
- Publisher will not be responsible for reproduction of color advertisements unless progressive proofs, as specified, are supplied. Production costs for photographs, artwork, plates, etc. will be charged to the advertiser. Customers duties and sales taxes on imported inserts are chargeable to the advertiser.
- Advertiser and agency agree that the publication shall be under no liability for their failure for any cause to insert any advertisement.
- Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.