

Looking For A Better Way To **STRETCH** Your Advertising Dollar?



ICMJ's **PROSPECTING and MINING JOURNAL** The Magazine for the Independent Miner —Published Since 1931

A publication of California Mining Journal, Inc.
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DISPLAY ADVERTISING offers an extremely cost-effective way to market to the mining community. Our rates are the **BEST** in the industry and our in-house production

All **DISPLAY ADVERTISERS** receive a complimentary listing in our Advertisers Index at the front of each issue, plus a **FREE link** on Our website (www.icmj.com).

With such a strong Internet presence as ours, advertisers might also consider purchasing a web banner for an additional \$75/month. Web banners appear on **EVERY** page of our site.*

*Banners on Mining Stock Quotes page must be purchased separately.

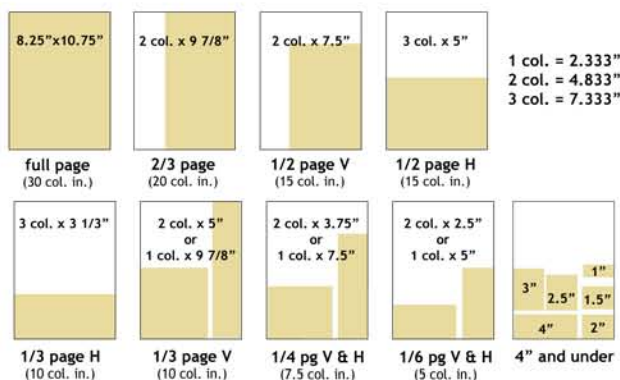
Deadlines are always on the 10th of the month prior to publication. Please call for ad specs or visit www.icmj.com

ICMJ's affordable advertising rates, targeted audience, and quick deadline-to-press turnaround offer you more value for your dollar. We've been bringing mining products and services to our readers for almost 80 years! With a readership of more than 31,000—across the US and in 23 countries—our familiar golden cover has become an industry standard.

Our subscribers represent a cross-section of the mining industry: large & small mining companies; equipment manufacturers and dealers; small-scale, corporate and independent, professional miners; financial advisors, governmental & educational institutions; and libraries.

With the reputation we've been building over the years, you might expect our advertising rates to be astronomical. As you can see, they are not. We're committed to providing you with the **BEST** advertising for your dollar.

2012 DISPLAY ADVERTISING INFORMATION



FULL COLOR RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
5" (1/6 pg)	\$ 274	\$ 261	\$ 254
7.5" (1/4 pg)	319	301	291
10" (1/3 pg)	360	336	324
15" (1/2 pg)	517	482	465
20" (2/3 pg)	614	567	544
30" (full pg)	769	704	671
60" (2-pgs)	1,400	1,259	1,189
Center spread	1,686	1,484	1,383
Inside Covers	1,242	1,093	1,018
Back Cover	1,516	1,334	1,243

*6-month and 12-month rates require a signed Advertising Contract.

SPOT COLORS

Under half page add \$46/color
Half page or larger add \$60/color

BLACK & WHITE RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
1" x 1 col.	\$ 29	\$ 25	\$ 24
1.5" x 1 col.	43	38	35
2" x 1 col.	53	47	44
2.5" x 1 col.	62	56	52
3" x 1 col.	76	67	62
4" (2" x 2 col.)	93	82	75
5" (1/6 pg)	111	98	91
7.5" (1/4 pg)	156	138	128
10" (1/3 pg)	197	173	161
15" (1/2 pg)	291	256	239
20" (2/3 pg)	388	341	318
30" (full pg)	543	478	445
60" (2-pgs)	1,174	1,033	963

*6-month and 12-month rates require a signed Advertising Contract.

PROFESSIONAL DIRECTORY ADS

Promote your business or service on our Professional Directory page. These business card style ads are 1.5" tall by 1 column wide and include one spot color—for just \$50/month.