

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 — your ad in the *Journal* is seen in both print AND online. Our rates are the BEST in the industry and in most cases ad design fees are complimentary! Increase visibility by adding color. We also offer full and spot colors.

All **DISPLAY ADVERTISERS** receive a complimentary listing in our Advertisers Index at the front of each issue and on our website (www.icmj.com). Larger ads also come with a **FREE** web banner!

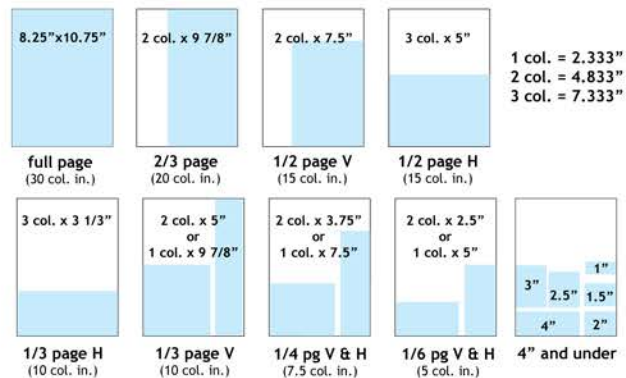
With such a strong Internet presence as ours, advertisers might also consider purchasing one of our Premium web banners for an additional \$89/month. Need help with web banner design? We can help with that too!

Deadlines are always on the 10th of the month prior to publication, unless the 10th falls on a weekend. 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 90 YEARS! With a readership of more than 31,000—across the US, Canada and 20+ other countries—the “ICMJ” or “Mining Journal” has become an industry standard.

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

With the reliable 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.



FULL COLOR RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
5" (1/6 pg)	\$ 298	\$ 285	\$ 278
7.5" (1/4 pg)	348	329	319
10" (1/3 pg)	393	367	354
15" (1/2 pg)	566	528	509
20" (2/3 pg)	664	621	588
30" (full pg)	842	771	735
60" (2-pgs)	1,531	1,377	1,300
Center spread	1,843	1,622	1,512
Inside Covers	1,358	1,194	1,113
Back Cover	1,657	1,459	1,359

SPOT COLORS

Under half page add \$50/color
Half page or larger add \$65/color

BLACK & WHITE RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
1" x 1 col.	\$ 33	\$ 29	\$ 28
1.5" x 1 col.	47	42	39
2" x 1 col.	58	51	48
2.5" x 1 col.	67	61	57
3" x 1 col.	84	73	68
4" (2" x 2 col.)	102	91	84
5" (1/6 pg)	120	107	100
7.5" (1/4 pg)	170	151	141
10" (1/3 pg)	215	189	176
15" (1/2 pg)	318	280	261
20" (2/3 pg)	416	373	340
30" (full pg)	594	523	487
60" (2-pgs)	1,283	1,129	1,052

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 \$57/month.