

# 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.  
PO Box 2260  
Aptos, CA 95001-2260  
Phone: 831.479.1500  
Fax: 831.479.4385  
Website: www.icmj.com  
Email: advertising@icmj.com

**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!

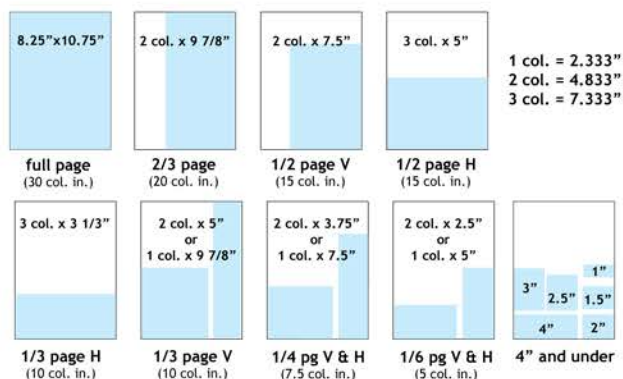
With such a strong Internet presence as ours, advertisers might also consider purchasing one of our Premium web banners for an additional \$90/month. Need help with web banner design? We can help with that too!

**Deadlines** are always on the 10<sup>th</sup> of the month prior to publication, unless the 10<sup>th</sup> falls on a weekend. Please call for ad specs or visit [www.icmj.com](http://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)	\$ 304	\$ 291	\$ 284
7.5" (1/4 pg)	355	336	326
10" (1/3 pg)	401	375	362
15" (1/2 pg)	577	539	519
20" (2/3 pg)	677	633	600
30" (full pg)	859	786	750
60" (2-pgs)	1,562	1,405	1,326
Center spread	1,880	1,654	1,542
Inside Covers	1,385	1,218	1,135
Back Cover	1,690	1,488	1,386

### SPOT COLORS

Under half page add \$51/color  
Half page or larger add \$66/color

### BLACK & WHITE RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
1" x 1 col.	\$ 34	\$ 30	\$ 29
1.5" x 1 col.	48	43	40
2" x 1 col.	59	52	49
2.5" x 1 col.	68	62	58
3" x 1 col.	86	74	69
4" (2" x 2 col.)	104	93	86
5" (1/6 pg)	122	109	102
7.5" (1/4 pg)	173	154	144
10" (1/3 pg)	219	193	180
15" (1/2 pg)	324	286	266
20" (2/3 pg)	424	380	347
30" (full pg)	606	533	497
60" (2-pgs)	1,309	1,152	1,073

### 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 \$58/month.