

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



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!

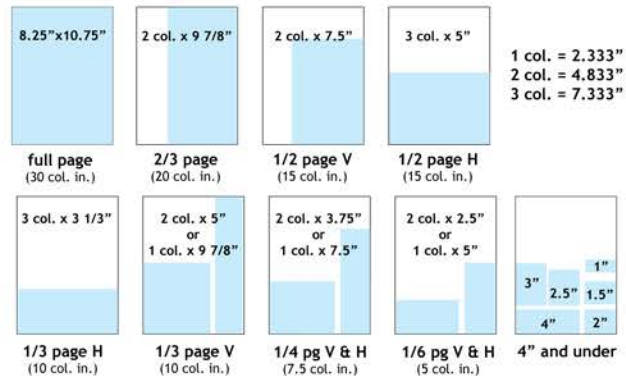
With such a strong Internet presence as ours, advertisers might also consider purchasing one of our Premium web banners for an additional \$108/month. Need help with web banner design? We can help with that too!

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 90 YEARS! With a print readership of more than 31,000—across the US, Canada and 20+ other countries—plus a web readership of almost the same amount—the “ICMJ” or “Mining Journal” is an Industry standard.

Our subscribers represent a cross-section of the prospecting and mining industry: from large-scale mining companies to independent mine owners to small-scale prospectors; equipment manufacturers & dealers; professional consultants; 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. We have ads to fit ANY budget.



FULL COLOR RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
5" (1/6 pg)	\$ 365	\$ 349	\$ 341
7.5" (1/4 pg)	426	403	391
10" (1/3 pg)	481	450	434
15" (1/2 pg)	692	647	623
20" (2/3 pg)	812	760	720
30" (full pg)	1,031	943	900
60" (2-pgs)	1,874	1,686	1,591
Center spread	2,256	1,985	1,850
Inside Covers	1,662	1,462	1,362
Back Cover	2,028	1,786	1,663

SPOT COLORS

Under half page add \$61/color
Half page or larger add \$79/color

BLACK & WHITE RATES

Size	Regular Rate	6-Month* Rate	12-Month* Rate
1" x 1 col.	\$ 41	\$ 36	\$ 35
1.5" x 1 col.	58	52	48
2" x 1 col.	71	62	59
2.5" x 1 col.	82	74	70
3" x 1 col.	103	89	83
4" (2" x 2 col.)	125	111	103
5" (1/6 pg)	146	131	122
7.5" (1/4 pg)	208	185	173
10" (1/3 pg)	262	232	216
15" (1/2 pg)	389	343	319
20" (2/3 pg)	509	456	416
30" (full pg)	727	640	596
60" (2-pgs)	1,571	1,382	1,288

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 \$69/month.