



**2017 Editorial Calendar**  
The Most Unique Blend of Editorial and News in the Industry...  
Comparable to No Other! **In-Print and On-Line**



# Mining and Aggregates People, Places, and Products



[www.miningpeople.org](http://www.miningpeople.org)

**The Most Unique Blend of Editorial and News in the Mining and Aggregates Industries..**

<b>January/February</b>	<b>SME SHOW ISSUE / EVENTS PLANNING GUIDE</b>	Deadlines Space: Jan. 13, Material: Jan. 20
<p><b>Show Issue!</b> SME Feb. 19-22</p>	<p><i>A reference guide for mining &amp; aggregates events, including contact and registration information. SME &amp; CMA Conference highlights. Exhibitors will be highlighted with full color photos in a special show section.</i></p> <p><b>BONUS DISTRIBUTION:</b> SME Show, Denver, CO, <a href="http://smenet.org">smenet.org</a></p>	
<b>March</b>	<b>CONEXPO-CON/AGG SHOW ISSUE</b>	Deadlines Space: Feb. 10, Material: Feb. 17
<p><b>Show Issue!</b> CONEXPO-CON/AGG March 7-11</p>	<p><i>Features and articles highlighting mining and aggregates operations and personalities. Exhibitors will be highlighted with full color photos in a special show section.</i></p> <p><b>BONUS DISTRIBUTION:</b> CONEXPO-CON / AGG, Las Vegas, NV, <a href="http://conexpoconagg.com">conexpoconagg.com</a></p> <p><b>SHOW SUPPLEMENT:</b> Features advertisers, company profiles, booth number, and articles of special interest.</p> <p>• Discounted advertising available.</p>	
<b>April / May</b>	<b>MINE TECHNOLOGY AND SAFETY</b>	Deadlines Space: April 10, Material: April 17
<p><b>Show Issue!</b> CIM Convention April 30-May 3</p>	<p><i>Advancements in technology are used in mining and exploration to improve ways in extracting minerals safely and effectively while helping costs and minimizing the environmental impact.</i></p> <p><b>BONUS DISTRIBUTION:</b> CIM Convention, Montreal, QC Canada. <a href="http://convention.cim.org">convention.cim.org</a></p> <p><b>SME and CONEXPO-CON / AGG POST-SHOW COVERAGE:</b> Mine'ing our Business and show photos/comments.</p>	
<b>June</b>	<b>UNDERGROUND MINING / LONGWALL USA SHOW ISSUE</b>	Deadlines Space: May 19, Material: May 26
<p><b>Show Issue!</b> Longwall USA June 13-15 Elko Mining Expo-TBA</p>	<p><i>Highlighting the various underground mining techniques used to excavate hard and soft minerals and the people and equipment making it possible.</i></p> <p><b>BONUS DISTRIBUTION:</b> Longwall USA, Pittsburgh, PA, <a href="http://longwallusa.com">longwallusa.com</a> and Elk Mining Expo, Elko, NV.</p> <p><b>BUYER'S GUIDE:</b> Featuring all facets of underground mining equipment and services.</p>	
<b>July</b>	<b>SURFACE MINING / RECLAMATION</b>	Deadlines Space: June 16, Material: June 23
<p><b>Added Value!</b> News and Editorial Opportunities!</p>	<p><i>Featuring surface and aggregate mining operations, reclamation projects, award winners and industry personalities.</i></p> <p><b>BUYER'S GUIDE:</b> Surface mining &amp; reclamation categories and complete indexes for products and services.</p>	
<b>August</b>	<b>BULK MATERIAL HANDLING / MINERAL PROCESSING</b>	Deadlines Space: July 21, Material: July 28
<p><b>Added Value!</b> News and Editorial Opportunities!</p>	<p><i>The movement, protection, storage and control of materials and products throughout the process of moving and handling bulk materials effectively.</i></p> <p>Highlights will include: <b>Coal and mineral processing equipment</b> including separators; centrifuges; vibrating screens; breakers &amp; crushing and all related equipment, as well as <b>Transport equipment</b> such as conveyors, cranes, and industrial trucks; positioning equipment; loading and unloading equipment; and storage equipment.</p>	
<b>September</b>	<b>BLUEFIELD COAL SHOW ISSUE</b>	Deadlines Space: Aug. 18, Material: Aug. 25
<p><b>Show Issue!</b> Bluefield Coal Show Sept. 13-15</p>	<p><i>Related articles highlighting the show and mining related topics. Exhibitors will be highlighted with full color photos in a special show section.</i></p> <p><b>BONUS DISTRIBUTION:</b> Bluefield Coal Show, Bluefield, WV, <a href="http://bluefieldchamber.com">bluefieldchamber.com</a>.</p> <p><b>SHOW SUPPLEMENT:</b> Features advertisers, company profiles, booth number, and articles of special interest.</p> <p>• Discounted advertising available.</p>	
<b>October/November</b>	<b>ANNUAL INDUSTRY-WIDE BUYER'S GUIDE</b>	Deadlines Space: Oct. 20, Material: Oct. 27
<p><b>Annual Industry-Wide Buyer's Guide Issue!</b></p>	<p><i>Equipment, product, and service reference for buyers in all facets of mining.</i></p> <p><b>BUYER'S GUIDE:</b> A listing of more than 800 products and services available for coal, base and precious metals, industrial minerals and aggregates operations.</p> <p><b>BLUEFIELD POST-SHOW COVERAGE:</b> Mine'ing our Business and show photos/comments.</p>	
<b>December</b>	<b>HOLIDAY ISSUE / HALF-PRICE ADVERTISING</b>	Deadlines Space: Nov. 17, Material: Nov. 24
<p><b>Half-Price Advertising!</b></p>	<p><i>Assorted human interest articles and related topics on all mining sectors. Half-price display advertising!</i></p> <p>Send a personalized Season's Greeting to the industry with a full color Holiday block ad for \$200.</p>	



# ADVERTISING RATES & MECHANICS

- All scheduled advertising will be in both the printed and on-line editions.
- On-line editions include direct link to advertiser's website and/or contact information.
- Ask about our INTRODUCTORY OFFER!

## ADDED VALUES

### Bi-weekly eNewsletters:

Mining People Magazine sends a bi-weekly eNewsletter containing on-line current issue, industry news and updates, shows and events, and links to advertiser's Website.

### Article Opportunity:

Advertisers may choose an issue for a business-style article highlighting a product or service and/or recent event.

### Advertisers in Action:

A full color section will highlight your company's news and current press releases with contact information and photos.

See following page for more added values!

## ARTWORK

Electronic files only.

Artwork must be supplied to exact size specifications.

Mining People Magazine will not be held liable for errors on ad design provided by an outside agency.

## ELECTRONIC AD SUBMISSION

E-mail ads and artwork in pdf format to:

cpm@ntelos.net

•FTP site available for artwork uploads.

Inquire.

All placed images should be 300 dpi and should be saved as CMYK, .tiff, .pdf or .eps files.

## GENERAL

CONTRACT REQUIREMENTS: Multiple insertion advertising must be inserted within one year of the first insertion to remain eligible for frequency discounts. Space cancellations must be received five days prior to space deadline date to be considered canceled.

AGENCY COMMISSION: A 15 percent agency commission applies to recognized agencies. Commission applies when ad is provided in completion (e-mail, CD). Insertion order required. Agency forfeits commission if payment is not received within 60 days of invoice.

## MECHANICAL REQUIREMENTS

Bleed Full Page (trim size).....	8-1/4" X 10-3/4"
Non-Bleed Full Page.....	7-1/4" X 9-3/4"
1/2 Page - Horizontal.....	7-1/4" X 4-1/2"
- Vertical.....	3-1/4" X 9-3/4"
- Island.....	4-3/4" X 7-1/4"
1/3 Page - Horizontal.....	7-1/4" X 3"
- Vertical.....	2-1/4" X 10"
- Block Style.....	4-3/4" X 4-3/4"
1/4 Page - Horizontal.....	7-1/4" X 2-1/4"
- Vertical (Standard).....	3-1/4" X 4-1/2"
1/8 Page.....	3-1/4" X 2-1/4"

## SPECIFICATIONS

Bleed Advertisements: Trim Size: 8-1/4" X 10-3/4"  
Add an additional 1/8" gripper space beyond border on all bleed advertisements.

## DISPLAY ADVERTISING - In-Print

Black & White - Per Monthly Insertion

	1 X	3 X	6 X	10 X
Full Page .....	\$ 3400	3080	2970	2825
1/2 Page .....	\$ 2500	2300	2165	1975
1/3 Page .....	\$ 2090	1965	1870	1785
1/4 Page .....	\$ 1750	1650	1595	1510
1/8 Page .....	\$ 990	935	880	825

### Color Options:

Spot Color.....add \$ 275 to black & white rate

Full Color.....add \$ 900 to black & white rate

### Premium Positions:

Back Cover.....\$ 4500 Reserve Cover Positions Early!

Inside Front Cover.....\$ 4350

## ON-LINE BANNER ADVERTISING

Full Color - Quarterly On-line rate  
Open Rate 1/2-Price Rate

Side Banner.....	\$500	250	(180px wide X 265px)
Double side banner .....	\$750	375	(360px wide x 265 px)

\*Print ad must be scheduled within the same quarter to receive discount.

Place a Print Ad and Receive a 1/2-Price Quarterly On-Line Rate!

## BUYERS GUIDE ADVERTISING

Block Ad (2-1/4" wide X 2" high) .....	\$200 1st Block (\$100 for each additional)
Double Block Ad (2-1/4" wide X 4" high).....	\$300 1st Block (\$200 for each additional)

## CLASSIFIED ADVERTISING In-Print and On-line Package

Includes Full Color Classified Ad In-Print and On-Line for One year.

Single-Block Ad, Full Color (2-1/4" wide X 2" high) Printed Version Size	
• Annual Fee.....	\$2000 (\$450 annual savings)
• Monthly Rate.....	\$250 per insertion
Double-Block Ad, Full Color (2-1/4" wide X 4" high) Printed Version Size	
• Annual Fee.....	\$3000 (\$675 annual savings)
• Monthly Rate.....	\$375 per insertion

### Sample On-line Page

On-line classified ad will be customized and displayed by category on MPM's Home Page and linked to advertiser's Website.

<b>ABRASION RESISTANT</b> CROMPION Specialty Stainless Solutions for the Next Century 225.343.4219	<b>ABRASION RESISTANT</b> CBP Abrasion-Resistant Lining Materials 800.468.1180	<b>ABRASION RESISTANT</b> Mclanahan Manufacturers of Chromium-Carbide Overlay Plate 205.343.9100	<b>AIR CONDITIONING</b> THERMO Industrial Heating and Cooling 877.862.8453	<b>AUTOMATED SAMPLING</b> Precision Samplers, Inc. The Source for ALL Your Mechanical Sampling System Requirements 800-401-1100 304.744.5534
<b>AUTOMATED SAMPLING</b> James A. Redding Company Automated Sampling Specialists 814.444.7200	<b>AUTOMATED SAMPLING</b> McLanahan RELIABLE SAMPLING 814.695.9807	<b>BELT CLEANERS</b> RICHWOOD Proven Solutions. Expert Advice. 814.629.6641	<b>CHIMNEYS</b> STRATA Polaris Chimneys 724.745.5030	<b>COAL PREPARATION</b> FARNHAM & PFLE Preparation Plants 724.653.1010
<b>COAL PREPARATION</b> Industrial Engineering & Construction 814.279.8834	<b>COAL PREPARATION</b> Lincoln Contracting & Equipment Coal Prep Plant Design 814.629.6641	<b>COAL PREPARATION</b> RICHWOOD Ring Granulators 800.237.6951	<b>COAL PREPARATION</b> GARDNER Sand Blasting 800.821.5709	<b>COAL PREPARATION</b> LJ HUGHES & SONS, INC. Process Equipment 304.872.1111

### Sample In-Print Page

<b>ABRASION RESISTANT MATERIALS</b> CBP Increase efficiency Reduce downtime Extend life of key processing equipment 800-401-1100 www.cbpsolutions.com	<b>CROMPION INTERNATIONAL</b> Abrasion Resistant Chromium Carbide Overlay Plate 205.343.9100 www.mclanahan.com	<b>HARDSTEEL, INC.</b> Manufacturers of Chromium-Carbide Overlay Plate Abrasion never quits. Neither do we. Solutions. Service. Satisfaction. 205.343.9100 www.hardsteel.com
<b>GO THERMO!</b> Industrial Heating and Cooling 877.862.8453	<b>PRECISION SAMPLERS, INC.</b> ACCURATE, RELIABLE SAMPLING Single & Multi-Stage Systems On-line and Filling System Samplers Track & Fill Systems Cut Zone Systems Horizontal Crushers Tumble Bath Crushers Laminar Crushers & Rotary System Mclanahan mclanahan.com	

# ADDED VALUE for ADVERTISERS

In Addition to the Premium Coverage Received from Advertising, Many Options are Available to Maximize Your Advertising Budget.

MINING PEOPLE MAGAZINE, formerly COAL PEOPLE, is the most comprehensive and unique editorial blend of human interest and news in the mining and aggregate industries, in print and on-line.

**Average Mailed Circulation per issue: 12,500**

**Average E-mail Circulation per issue: 19,500**

## Circulation

- **Circulation Updated Daily**
- Geographical Distribution: United States, Canada, Mexico and International Territories.
- Industry and Business: Mining, Aggregates / Quarry, Utilities / Users Mined Materials, Gov't Department, Division or Institution, Transportation, Manufacturers of Equipment, Sales, Research Firms / Universities / Labs, Financial Institutions
- Mailed to the Specific Names of Administrative Executives, Department Heads, Sales/Marketing Managers, Production Executives, Production Supervisors and Foremen, Production Personnel when available.

## Free Article Opportunities

- Full Page Business Articles Available to Advertisers at No Extra Charge in Select Issues, Printed in Full Color
- Articles Posted on [www.miningpeople.org](http://www.miningpeople.org) for Current Month
- "Advertisers in Action" Articles In Print and Posted On-line for One Year
- PDF Version of Article Available to Customers to Upload on Website
- Article Reprints Available at a Discounted Rate, No Set-Up Fee
- No Extra Charge for Article Set-Up and Design
- Advertising Reprints Available at a Discounted Rate

## Index Coverage

- "Find it Fast" Index In Print and On-Line with Direct-Link Access to Advertiser's Home Page
- Alphabetical Index with Web Address and Page Number in Each Issue
- Advertisers Listed in All Buyer's Guide and Show Indexes

## Buyer's Guides

- Available Year-Round as a Buying Reference
- Annual Buyer's Guides In Print and On-line in Full Flip-Page Format and Downloadable PDF Files
- One-Year In Print Shelf Life as well as Posted on-Line for One Year
- Index Listing with All Contact Information and Company Profile
- Unlimited Categories for Advertisers
- Discounted Advertising on Block Ads Placed with Category

## CORPORATE HEADQUARTERS

629 Virginia St., West • PO Box 6247 • Charleston, WV 25362  
Toll Free: 800-235-5188 Phone: 304-342-4129 • Fax: 304-343-3124

## EDITORS

Editor **Al Skinner** E-mail: [alskinner@ntelos.net](mailto:alskinner@ntelos.net)  
Managing Editor **Christina Martin** E-mail: [cpm@ntelos.net](mailto:cpm@ntelos.net)

## PRODUCTION DEPARTMENT

Contact **Christina Martin** E-mail: [cpm@ntelos.net](mailto:cpm@ntelos.net)

**Toll Free: (800) 235-5188**

Production Direct Shipping Address:  
629 Virginia St., West Charleston, WV 25302

## Events Coverage

- Bonus Circulation at all Participating Shows / Events
- Pre-Show Exhibitor Profile Coverage In Print and On-Line Prior to Participating Events
- Exhibitor's Profiles Circulated via E-mail Prior to Show with Direct Link to Advertiser's E-mail and Website
- Exhibitor Profile Printed in Highlighted Show Section to Maximize Show Exposure
- Show Coverage After the Show Featuring MPM's Very Own "Mine'ing Our Business," with Photos, and Post-Show Comments

## News

- Priority Placement in News Sections with Full Color Photo for Every Advertiser Submitting a News Item
- News Sections Available to Accommodate Various Topics Including: Capsule News; Product News; People in the News; Worldwide News; Energy News; and Aggregates & Quarry News

## On-Line Opportunities – [www.miningpeople.org](http://www.miningpeople.org)

- Banner advertising and promotions available in bi-weekly eBlasts
- Entire Current Magazine Posted in Flip-Page Format with direct links to advertisers Websites.
- "Find it Fast" Index Categories Displayed Prominently by Product or Service with Direct Link to Advertiser's Home Page
- "Advertiser's in Action" Posted On-line for Full-Year Accessibility
- Show Profiles Posted Weeks Prior to Show with Direct E-mail and Website Link
- Post-Show Photos and Comments Posted for Two Years
- Buyer's Guides Posted for Full Year in Flip-Page Format
- Archived Issues Available in Flip-Page Format
- Free On-line Advertising and Listings for In-Print Advertisers
- Current Classified Section On-Line for Quick Access
- E-mail Prompts Announcing Monthly Updates, News and Features

## No-Charge Ad Production

- Complimentary Layout and Design on Advertising Used Exclusively in *Mining People Magazine*
- Article Reproduction and Pdf Formatting Available Upon Request

## Custom Printing Service

- A Full Service Production Department is Available to Design Company Brochures, Catalogs, Business Cards, and Other Printed Material
- Printing Services Discounted for MPM Advertisers

## MPM's Sales Staff Is Available to Help You Every Step of the Way!

Contact Your Sales Representative Today for Assistance in Implementing A Marketing Plan to Suit Your Companies Needs and Budget!

## To Suggest a Human Interest and/or Feature Article Idea:

Contact Al Skinner at [alskinner@ntelos.net](mailto:alskinner@ntelos.net) or call (800) 235-5188.

**Lisa Roper 864/278-8227**

[lisa.roper@charter.net](mailto:lisa.roper@charter.net)