

- All rates quoted are 'per advert' and exclude VAT or production charges.
- Refer to the discount structure for multiple bookings.

Standard Placements

Advert Size	Dimensions (mm) (height x width)	Cost (1 placement)
Sixth	75 x 93	5 100
Sixth Vertical	118 x 59	5 100
Sixth Horizontal	35 x 190	5 800
Tandem	160 x 93	9 400
Quarter	118 x 93	9 100
Quarter Horizontal	58 x 190	9 800
Third Horizontal	246 x 59	11 900
Third Vertical	75 x 190	11 900
Half Horizontal	246 x 93	14 600
Half Vertical	118 x 190	14 600
Palladium	170 x 125	14 600
Two Thirds Vertical	246 x 124	21 200
Third Double Page Spread	75 x 400	21 600
Full Page	246 x 190	22 200
Half Double Page Spread	118 x 400	24 900
Double Page Spread	246 x 400	38 800
Logo Sponsorship	Logos and Full-Page	39 900

Advertorials and Corporate Profiles

	1 Page	2 Pages
Copy Supplied	25 000	42 500
Copy Written by Creamer Media	28 300	50 000

Note: Custom packages are available for larger profiles. Remember to ask about Creamer Media's Company Video option

Rate Card



Covers

Position	Dimensions (mm) (height x width)	Cost (1 placement)
Front Cover Corner	Logo	64 800
Inside Covers (Front and back)	246 x 190	51 700
Outside Back	246 x 190	58 100
Pre-Index	246 x 190	32 400

Company Profiles & Thought Leaderships

	Dimensions (mm) (height x width)	Cost (1 placement)
Company Profile - Full Page*	Custom layout	11 200
Company Profile - Double Page*	Custom layout	21 900

* Company Profiles are strictly laid out according to a standard template with a limited word count.

Electra Mining Daily Activity Newsletter (In partnership with Specialised Exhibitions)

Distributed to all attendees - outlining key events planned at exhibitors' stands

Advert Size	Dimensions (mm) (height x width)	Cost (1 placement)
Full Page	246 x 190	26 500
Sixth Page	35 x 190	16 400
Twelfth Page	35 x 93	10 200
Third Page (under floorplan)	75 x 190	12 400

Electra Mining Email Newsletter

Dedicated email newsletter sent to the Creamer Media email database

Advert Size	Dimensions (pixels) (width x height)	1 Week	(per week)
Mega Banner	728 x 90	6 900	6 500
Banner	468 x 60	5 900	5 500
Island	300 x 250	7 900	7 500
Tower	120 x 360	5 900	5 500

Electra Mining Africa Webpage

Dedicated page on *Engineering News Online*

Advert Size	Dimensions (pixels) (width x height)	1 Week
Mega Banner	728 x 90	15 900
Banner	468 x 60	12 500
Island	300 x 250	12 900
Tower	120 x 360	12 500

Multimedia On Plasma Screens

Multimedia exposure on plasma screens located at all hall entrances and registration areas

Advert type		Cost
Logo Display (standard template)		4 500
Multimedia advert (supplied)		9 900
Company Video	Supplied	12 900
Company Video	Produced	22 900

Terms and Conditions

Please refer to page 41 for our advertising terms and conditions.