

**MINING**  
*your business*  
ELECTRONIC  
E-NEWSLETTER

**North**  
*of* **60**  
Mining &  
Exploration Review

**North**  
*of* **60**  
ONLINE DIRECTORY  
& BUYER'S GUIDE

**NORTH OF 60 ANNUAL PRINT & DIGITAL PUBLICATION**

**MECHANICAL REQUIREMENTS**

Full Page Bleed .....	8 5/8 x 11 1/8
Leave 1/2" inside of bleed for live area	
Full Page .....	7 x 9 1/2
2/3 Horizontal.....	7 x 6 1/4
1/2 Island.....	4 5/8 x 7
1/2 Horizontal.....	7 x 4 5/8
1/3 Horizontal.....	7 x 3
1/3 Vertical.....	2 1/8 x 9 1/2
1/3 Square .....	4 5/8 x 4 5/8
1/4 Horizontal.....	4 5/8 x 3 3/8
1/4 Vertical.....	3 3/8 x 4 5/8
1/6 Horizontal.....	4 5/8 x 2 1/8
1/6 Vertical.....	2 1/8 x 4 5/8
1/8 Horizontal.....	3 3/8 x 2 1/8
1/8 Vertical.....	2 1/8 x 3 3/8
Trim Size .....	8 3/8 x 10 7/8
DPI.....	300

Electronic files can be accepted only as:  
TIFF, JPG, EPS, and high-resolution PDF.  
No other electronic files are acceptable.

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The next edition of the mining and exploration magazine for the *North of 60* has opened!

The magazine highlights mining activity in Canada's northern region. The publication, released annually in winter, contains mineral and exploration highlights from the governments of the Northwest Territories, Yukon, and Nunavut. It also features exploration reports from major companies invested in the area.

The distribution of *North of 60* will be to all mining companies that are looking at exploration and investing in the north. The publication is sent out electronically to over 4,000 companies and direct mailed to over 3,000 companies across North America.

Each issue is archived online indefinitely at:

**[www.miningnorthof60.com/  
mining-exploration-review](http://www.miningnorthof60.com/mining-exploration-review)**

**ADVERTISING RATES**  
(pricing includes colour)

Full Page	\$2059.50
1/2	\$1439.50
1/3	\$1199.50
1/4	\$899.50
1/6	\$679.50
1/8	\$449.50

**COVER RATES (Includes colour)**

Inside Front Cover	\$2309.50
Inside Back Cover	\$2309.50
Outside Back Cover	\$2409.50

All advertising rates include complimentary ad design.

\* Net Rates – Non-Commissionable

# MINING

*your business*

ELECTRONIC NEWSLETTER

## MYB – A MINING NORTH OF 60 COMPANION

*Mining Your Business* is an e-newsletter and companion publication to *North of 60 Mining & Exploration Review* magazine, the publication highlighting mining activity in Canada's northern territories. Published as volumes and issues, the editorial content will focus on stories related to northern Canada mining companies and related news.

*Mining Your Business* is delivered via email, directly to your inbox. Reach includes junior mining companies, mining companies, geologists, engineers, environmental companies, exploration, mining and service and supply companies, contractors, CEOs, partners, investors, and many more.

Subscribe for free by clicking the link below:  
[www.miningnorthof60.com/mining-your-business](http://www.miningnorthof60.com/mining-your-business)

Unsubscribe at any time.

Full Page Bleed	8.5 x 11"
1/2 Page	7" x 4.625"
1/4 Page	3.375" x 4.625"

1X	Full Page	\$1,189.50
	1/2 Page	\$829.50
	1/4 Page	\$659.50
2X (per issue)	Full Page	\$989.50
	1/2 Page	\$709.50
	1/4 Page	\$509.50

ALL PRICES INCLUDE FULL COLOR

**Reserve 2 issues and receive a free story on the home page.**



## ONLINE DIRECTORY & BUYERS' GUIDE

### ENHANCED LOGO LISTING

3 MONTHS – \$259.50 | 6 MONTHS – \$479.50 | 1 YEAR – \$759.50

Includes a sticky listing with logo, short description, 400-word detailed description and a 1/2-page image. Extra category \$75 each. Only two additional categories.

### LOGO LISTING 1 YEAR – \$259.50

Includes a sticky listing with logo, and a short description. Extra category \$25 each. Only two additional categories.

### FREE LISTING Includes a short description. No extra categories.

### SIDEBAR ADS 3 MONTHS – \$259.50

300 pixels by 205 pixels displayed on hundreds of pages.

Limited spaces available.

**All purchases to be paid in full before posting.**

**Miningnorthof60.com** is the premier internet hub for northern mining news, investor news and the northern mining-specific buyers' guide and directory.

Reserve two or more ads in *Mining Your Business* e-newsletter and submit your story and photo.

We will post your story on our home page in the supplier or investor/industry news section. It will display for approximately 30 days. After that, it goes into the searchable archives for up to four years.

The northern mining buyer's guide and directory is simple to navigate and elegantly designed. Reserve an enhanced listing with a 500-word detailed company description and large photo included. The sticky listing ensures your search results are at the top of the heap.

Sidebar ads expose your business to ever-increasing new and returning visitors.

*Your ad will be visible on hundreds of pages.*

*We can accommodate any budget.*

[www.miningnorthof60.com/buyers-guide](http://www.miningnorthof60.com/buyers-guide)