


# EDITORIAL CALENDAR 2019

Issue	Feature	Technology	Upfront	Bonus Circulation
<b>FEBRUARY</b> CIM 2019 preliminary program Ad Space: Jan. 11 Ad Material: Jan. 17	The evolution of the mining workforce	Smarter tools for smarter exploration	Emerging practices and case studies in surface mining	SME Annual Conference & Expo PDAC 2019 International Convention, Trade Show & Investor Exchange Canadian Mining Games
<b>MARCH/APRIL</b> CIM 2019 Convention issue Ad Space: Feb. 15 Ad Material: Feb. 22	How miners are meeting the environmental challenge	Heavy equipment for moving material	Advances in underground mining	CIM 2019 Convention NAMVS 2019
 <b>CIM CONVENTION PROGRAM &amp; EXPO GUIDE</b> Ad Space: March 19 Ad Material: March 26				<b>Maximize your exposure</b>
<b>MAY</b> Ad Space: March 28 Ad Material: April 5	Metals powering the new energy revolution	The latest developments in tailings management	Closure and reclamation	Canadian Materials Science Conference Global Petroleum Show Canadian Mining Expo
<b>JUNE/JULY</b> Ad Space: May 14 Ad Material: May 21	Names to know: the men and women leading the industry	Crushing, grinding and milling	Metallurgy	Conference of Metallurgists 2019 Copper 2019
<b>AUGUST</b> Ad Space: June 20 Ad Material: June 27	Oil Sands issue: massive mines operating in difficult conditions	Drilling	Education and training	Oil Sands Trade Show
<b>SEPTEMBER/OCTOBER</b> Ad Space: Aug. 15 Ad Material: Aug. 23	Digital mining: the technology behind safer, and more productive mines.	Mine ventilation	Maintenance	MEMO 2019 XPLOR 2019 Shaft, Design & Construction 2019
<b>NOVEMBER</b> Ad Space: Oct. 4 Ad Material: Oct. 11	Mineral processing: advances in extraction	The evolution of battery electric vehicles	Health and safety	Annual Canadian Mineral Processors Operators Conference 2020 Québec Mines 2019
<b>DECEMBER/JANUARY</b> Ad Space: Nov. 15 Ad Material: Nov. 22	The exploration issue	Power solutions for remote locations	New frontiers: a look into the future of mining	AME Roundup 2020 PDAC 2020 International Convention, Trade Show & Investor Exchange

Note: Editorial calendar subject to change.

## In every issue

### Tools of the Trade

A showcase for the newest products the market has to offer

### News

Concise and comprehensive coverage of developments in finance, regulation, exploration, project development and operations

### NEW IN 2019

### Future Prospects

How the mining workplace is changing, and the strategies young professionals will need to build themselves a career in the digital mining industry

### Columns

Commentary that puts the headlines into perspective

### Project Profile

A close look at new mine developments



CIM Magazine editorial is independent from advertising and no special editorial consideration or commitment of any kind can form any part of the advertising agreement. All editorial inquiries must be directed toward the editorial staff.

**92% of B2B media readers have purchasing influence\***

\*Magazines Canada, Business Media B2B buyers study respondents

# 2019 RATE CARD

## PRINT: CIM MAGAZINE

4c gross rates	1x	3x	6x	8x	Dimensions (Width x Height)
OBC	\$8,655	\$8,220	\$7,810	\$7,420	Trim 8.125" x 10.875" Bleed 8.375" x 11.125" Live area 7" x 10"
IFC/IBC	\$8,305	\$7,890	\$7,495	\$7,120	
Full page	\$6,920	\$6,575	\$6,245	\$5,935	
2/3 page	\$6,230	\$5,920	\$5,625	\$5,345	4.5" x 10"
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	4.5" x 7.5"
1/2 page vertical	\$5,190	\$4,930	\$4,685	\$4,450	3.375" x 10"
1/2 page horizontal	\$5,190	\$4,930	\$4,685	\$4,450	7" x 4.875"
1/3 page vertical	\$4,500	\$4,275	\$4,060	\$3,860	2.375" x 10"
1/3 page horizontal	\$4,500	\$4,275	\$4,060	\$3,860	7" x 3.25"
1/3 page square	\$4,500	\$4,275	\$4,060	\$3,860	4.5" x 4.5"
1/4 page vertical	\$3,810	\$3,620	\$3,440	\$3,270	3.375" x 4.875"
1/4 page horizontal	\$3,810	\$3,620	\$3,440	\$3,270	4.5" x 3.375"
DPS	\$11,770	\$11,180	\$10,620	\$10,090	16.25" x 10.875"
Marketplace	1x	3x	6x	8x	
1/6 page product file	\$950	\$900	\$865	\$845	3.25" x 2.875"
1/2 business card	\$295	\$280	\$270	\$255	3.25" x 1.125"
Business card	\$400	\$380	\$360	\$345	3.25" x 2.25"
1/3-page (150 words with logo). Layout by CIM	\$1,495				7" x 2.875"
Inserts & Outserts					
Rates available upon request.					

**BRANDED & SPONSORED CONTENT AVAILABLE**

Contact an account rep for more information

## ONLINE (PER MONTH)

### CIM Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
HOME PAGE					
Leaderboard	\$995	\$945	\$895	\$860	728 x 90
Half Page Banner	\$1,530	\$1,455	\$1,385	\$1,320	300 x 600
Big Box	\$890	\$845	\$800	\$770	300 x 250
Large Rectangle	\$1,030	\$980	\$935	\$880	336 x 280
DRILL DOWN PAGES					
Half Page Banner	\$1,325	\$1,262	\$1,202	\$1,145	300 x 600
Big Box	\$775	\$740	\$700	\$665	300 x 250
Large Rectangle	\$895	\$850	\$815	\$775	336 x 280

### CIM Magazine Website (net)

	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard†	\$875	\$835	\$790	\$755	728 x 90
Half Page Banner*	\$1,275	\$1,215	\$1,155	\$1,100	300 x 600
Full banner*	\$380	\$360	\$345	\$325	468 x 60
Big Box	\$600	\$571	\$545	\$515	300 x 250
Large rectangle**	\$615	\$585	\$560	\$530	336 x 280

†Leaderboard includes mobile leaderboard (320x50) \*desktop view only \*\* desktop and mobile views

### CIM Convention Website (net)

Rectangle	\$2,500/month	200 x 260
Job Board (net)		
Single posting	\$325 (60-day term)	
5-posting package	\$1,250 (60-day term each)	
<b>Bonus:</b> Also posted once in the <i>CIM Enewsletters</i>		

NOTES: Extra charges apply for: standard colour (\$610), matched colour (\$730), special positions (25% surcharge).

## ENEWSLETTERS

(net)	(\$)	Dimensions (Pixels)
Weekly Mining Recap		
Exclusive sponsorship (1 month)	\$5,000	
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Community (2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145
CIM Magazine (2 per month)		
Banner	\$2,000	600 x 72
Rectangle	\$995	200 x 145

Direct access to over 22,000 mining professionals' inboxes

## PRINT: CIM CONVENTION PROGRAM & EXPO GUIDE

4c rates (net)	(\$)	Dimensions (Width x Height)
Full page (trim)	\$3,450	5.5" x 8.5"
Full page (bleed)	\$3,450	5.75" x 8.75" 4-sided bleed
Full page (live)	\$3,450	4.5" x 7.75"
1/2 page	\$2,590	4.5" x 3.5"
IFC/IBC	\$4,140	5.75" x 8.75"
OBC	\$4,310	5.75" x 8.75"

## CIM 2019 EVENT OPPORTUNITIES

2019 sponsorship and advertising opportunities available at every budget point:

• In Print • On Site • Online

Contact an account rep for advertising opportunities.

## Mechanical Requirements

Electronic material digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CC, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

Contact Crystal Himes (chimes@ddvtail.com);  
Tel.: 905.886.6640

## Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies. Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts. Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified. Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. \*Discount will apply to rate card.