


| Issue  | Feature  | Technology                              | Upfront                           | Bonus Circulation (Tentative)   |
|--|--|---|-----------------------------------|---|
| <b>FEBRUARY</b><br>Ad Space: Jan. 14<br>Ad Material: Jan. 20   | Coal in Canada   | Exploration                             | Mining through the pandemic       | SME Annual Conference & Expo<br>PDAC 2021 International Convention<br>Coal Association of Canada Conference |
| <b>MARCH/APRIL</b>   |  | CIM 2021 Convention Issue               |                                   |   |
| <b>Ad Space: Mar. 5</b><br><b>Ad Material: Mar. 11</b>   | Ethical sourcing and the metals supply chain                     | Ore transport                           | Energy transition metals          | CIM 2021 Convention   |
|  <b>VTL21</b><br><small>VIRTUAL CONVENTION+EXPO MAY 3-6 MAI</small> | CIM CONVENTION PROGRAM<br>Ad Space: Mar. 26 Ad Material: April 2 |   | <b>Maximize your exposure</b>     |   |
| <b>MAY</b><br>Ad Space: April 16<br>Ad Material: April 22  | The future of precious gems                                      | Geotechnical information and monitoring | Education and training            | Canadian Mining Expo  |
| <b>JUNE/JULY</b><br>Ad Space: June 2<br>Ad Material: June 7  | Names to Know: CIM Award Winners                                 | Drilling and blasting                   | Closure and reclamation           | Conference of Metallurgists 2021  |
| <b>AUGUST/SEPTEMBER</b>  |  | MINExpo 2021 Issue                      |                                   |   |
| <b>Ad Space: July 19</b><br><b>Ad Material: July 26</b>  | MINExpo equipment preview  | Advances in AI                          | Mineral processing and metallurgy | MINExpo 2021  |
| <b>OCTOBER</b><br>Ad Space: Sept. 1<br>Ad Material: Sept. 6  | Mining and the circular economy                                  | Tailings reduction                      | Health and safety                 | XPLOR 2021  |
| <b>NOVEMBER</b><br>Ad Space: Oct. 6<br>Ad Material: Oct. 13  | Canadian mining abroad   | Comminution                             | Ore sorting and pre-concentration | Québec Mines + Énergie 2021   |
| <b>DECEMBER/JANUARY</b><br>Ad Space: Nov. 19<br>Ad Material: Nov. 24   | Powering the modern mine   | Autonomous operations                   | Logistics                         | AME Roundup 2022<br>Canadian Minerals Processors 2022   |

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

### Columns

Commentary that puts the headlines into perspective

### Project Profile

A close look at new mine developments

### CIM News

The events, activities and people animating the industry

### Mining Lore

Tales from the rich history of mining in Canada and around the world

### NEW FOR 2021

#### Next Steps

Career building ideas and insights for young industry professionals

#### Current Events

Stories, interviews and profiles focused on electrification in the mining industry

# 98%

of readers agree the magazine provides valuable information

Source: 2019 Reader Survey conducted by MaCorr Research

| 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"<br>Bleed 8.375" x 11.125"<br>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  |   |
| 1/2 page island                                  | \$5,885  | \$5,590  | \$5,310  | \$5,045  |   |
| 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).<br>Layout by CIM | \$1,495  |          |          |          | 7" x 2.875"   |
| Inserts & Outserts                               |          |          |          |          |   |
| Rates available upon request.                    |          |          |          |          |   |

| UNIQUE OPPORTUNITIES   |
|--|
| Branded & Sponsored Content  |
| Online Learning Opportunities -<br>Webinars, Podcasts & Short Courses                |
| New ways to connect and share your expertise.<br>Contact an account rep for details. |

| NEWSLETTERS  |         |                     |
|--|---------|---------------------|
| Net  | \$      | Dimensions (Pixels) |
| <b>Weekly Recap (Rate per week)</b>                              |         |                     |
| Banner   | \$1,500 | 600 x 72            |
| Rectangle  | \$745   | 200 x 145           |
| <b>CIM Community (Rate 4 per month 2 English &amp; 2 French)</b> |         |                     |
| Banner   | \$2,000 | 600 x 72            |
| Rectangle  | \$995   | 200 x 145           |
| <b>CIM Magazine (Rate 2 per month)</b>                           |         |                     |
| Banner   | \$2,000 | 600 x 72            |
| Rectangle  | \$995   | 200 x 145           |
| <b>Student Newsletter (Rate for 8 issues)</b>                    |         |                     |
| Banner   | \$3,800 | 600 x 72            |
| Rectangle  | \$2,400 | 200 x 145           |

| ONLINE (RATES PER MONTH IN NET \$)    |         |         |         |         |                     |
|---------------------------------------|---------|---------|---------|---------|---------------------|
| CIM Website (cim.org)                 |         |         |         |         |                     |
|                                       | 1x      | 3x      | 6x      | 12x     | Dimensions (Pixels) |
| HOME PAGE                             |         |         |         |         |                     |
| Full Banner                           | \$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           |
| CALENDAR OF EVENTS                    |         |         |         |         |                     |
| Calendar of Events listing*           | \$1,495 |         |         |         | 720 x 400           |
| *Includes mention in event newsletter |         |         |         |         |                     |

| CIM 2021 CONVENTION OPPORTUNITIES  |  |  |
|--|--|--|
| 2021 sponsorship and advertising opportunities available at every budget point:<br>Contact an account rep for advertising opportunities. |  |  |

| CIM CONVENTION PROGRAM      |         |  |
|-----------------------------|---------|--|
| Size                        | \$      | Dimensions (Width x Height)  |
| Full page<br>IFC/IBC<br>OBC | \$2,750 | Trim 5.5" X 8.5"<br>Bleed 5.75" X 8.75"<br>(4-sided bleed)<br>Live area 4.5" X 7.25" |
| 1/2 page                    | \$1,500 | 4.5" x 3.5"  |

| CIM Magazine Website (magazine.cim.org)  |         |                    |         |         |                     |
|--|---------|--------------------|---------|---------|---------------------|
|  | 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           |
| 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 (convention.cim.org)  |         |                    |         |         |                     |
| Leaderboard  |         | \$2,500/month      |         |         | 728 x 90            |
| Large Rectangle  |         | \$1,750/month      |         |         | 336 x 280           |
| 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 Newsletters</i>                                     |         |                    |         |         |                     |

| 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. |  |  |

| 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 fullsize colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof. Contact Crystal Himes (chimes@dvtail.com); Tel.: 905.886.6640 |  |  |

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