



MEDIA TOOL KIT

The files for advertisement or articles can be easily uploaded directly to the advertising section of www.theminingexecutive.com/uploads. Complete the necessary boxes and highlight the publication the ad is required for.

Exquisite positions for your advertisements

Add 12 % to contract for 2 colour, full page - page rate for cover pages, 5% for premium positions and some options may be tailor made for you

Not all designs are listed

Color blocking represents the approximate ad location on the page



Double Page

15.75" x 10.75"
(406 x 279mm)

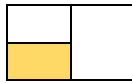
Bleeding of 0.125"
" or 3mm on each side



Single Full Page

7.85" x 10.75"
(200 x 273mm)

Bleeding of 0.125"
" or 3mm on each side



Half Page

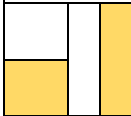
15.75" x 4.875"
(406 x 223mm)

Bleeding of 0.125"
" or 3mm on each side



2/3 of a Page

5.167" x 10.75"
(131mm x 273mm)



Half Page (V) or (H)

1/2(V): 3.375" x 9."
(86 x 235mm)

1/2(H): 7" x
(178 x 117mm)



Half Page Island

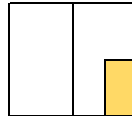
4.5" x 7.25"
(114mm x 117mm)



1/3 Page (SQ) (V)

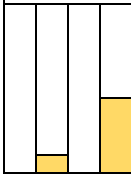
1/3 (sq)
4.5" x 4.625"
(114 x 117mm)

1/3 (V)
2.25" x 9.25"
(57 x 235mm)



1/4 Page

3.375" x 4.625"
(86 x 117mm)



1/6 Page (V) (H)

2.25" x 4.625"
(57 x 235mm)

1	2x1	1	2x3	Width Columns	Width in Inches
1	2x2	1	2x3	1 Column Wide	2-1/8 inches
1	2x4	1	3x3	2 Column Wide	4-1/2 inches
1	2x4	1	3x3	3 Column Wide	6-7/8 inches

Discount Structure	
Advert	Rate
1 Advert (Single Placem	0%
2-12 Adverts (per adver	10%
12-24 Adverts (Per Adve	15%
24 + Adverts	25%

Sizes and Dimensions

The Mining Executive has a wide range of options that addresses your advertising needs and requirements. You can pick the type of column you require and then select the increments needed. All samples are not to scale and where required, the appropriate scale has been issued. This is to be used as a visual aid only. For Pricing contact advertising@theminingexecutive.com.