

PUBLISHED BY THE ELKO DAILY FREE PRESS



www.MiningQuarterly.com

MEDIA GUIDE



PUBLICATION DATE ADVERTISING DEADLINE

Thursday, March 9

Tuesday, February 14

Thursday, June 8

Tuesday, May 16

Elko Mining Expo, June 5 - 9, 2017

Thursday, September 7

Tuesday, August 15

Thursday, December 7

Friday, November 10

ELKO DAILY FREE PRESS

www.elkodaily.com

775-738-3118

info@miningquarterly.com



www.MiningQuarterly.com

Advertise In The Mining Quarterly

Four times a year, the Mining Quarterly is distributed to all Elko Daily Free Press subscribers within Elko County, Nevada, plus additional magazine subscribers and readers throughout Northern Nevada, North America and Canada.

NEW AD SIZES • NEW ALL PAGES GLOSSY FORMAT

7.5" x 10"	7.5" x 4.875"	3.687" x 10"	3.687" x 4.875"	3.687" x 2.375"
FULL PAGE	HALF PAGE HORIZONTAL	HALF PAGE VERTICAL	QUARTER PAGE	EIGHTH PAGE

	PUBLISH	RESERVE
SPRING	MAR.	FEB.
EXPO/SUMMER	JUNE	MAY
FALL	SEPT.	AUG.
WINTER	DEC.	NOV.

Premium Cover space is limited.

Call your Advertising Representative for pricing & availability.

2017 Rates

	Single Run	Annual Contract 4x (per insertion)
Full Page	\$1446.	\$1126
1/2 Horizontal	\$742.	\$587
1/2 Page Vertical	\$742.	\$587
1/4 Page	\$414.	\$334
1/8 Page	\$241.	\$202
*Full Color (for full and half page)	\$482.	\$440
*Full Color (for quarter and eighth page)	\$482.	\$220

Ad cost includes Search Boost profile page and Mining Directory, both at www.ElkoDaily.com

Creative service charges may apply. Position Requests: Add 25%

* All ads are Black and White unless color upcharge is purchased.

Artwork Submission Requirements: Customer submitted artwork will be accepted only in the following formats: PDF, TIFF, EPS, or provided electronically or on disk in Photoshop, Illustrator, Quark, or InDesign. (All native files must include all fonts, photos, links and any related artwork used in the preparation of the art.) Edge bleeds are not accepted (except on back cover). Any special considerations for artwork must be addressed by our composing department prior to any production.

Please call your Sales Representative if you have any questions.

Phone: 775-738-3118 Email: info@miningquarterly.com



ONLINE ADS

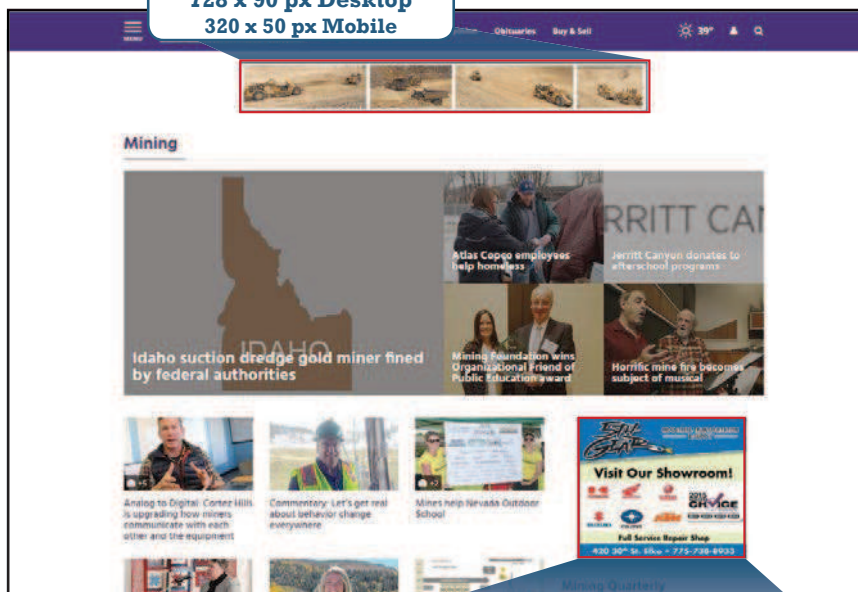
Widen your reach with www.miningquarterly.com

Be seen where the mining industry gets its online news. www.miningquarterly.com is a great place to get international exposure for your business.

LEADERBOARD

728 x 90 px Desktop

320 x 50 px Mobile



BIG BOX AD or INTERACTIVE VIDEO

300 px x 250 px

2017 Rates

		Annual
Leaderboard	(728 x 90 px Desktop) and (320 x 50 px Mobile) . . .	\$265
Big Box Ad	(300 x 250 px)	\$265
Interactive Video	(300 x 250 px)	\$365

Call 775-738-3118 or Email info@miningquarterly.com
To Reserve Your Space Today!

www.miningquarterly.com

Mining Quarterly Online

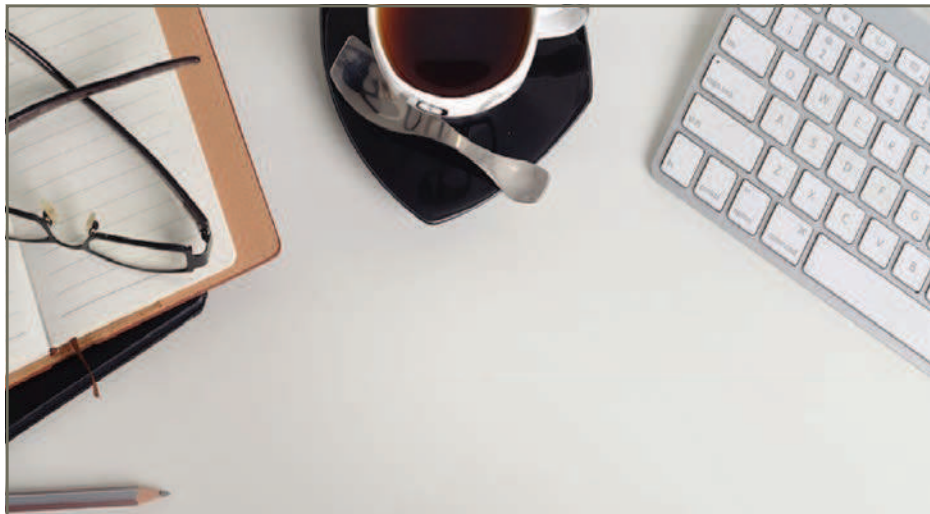
For added exposure

Mining Quarterly is available
online every quarter.

March - June - September - December

miningquarterly.com





Start your Monday with the latest Nevada mining news



To sign up for this weekly Monday morning newsletter email, go to <http://elkodaily.com/email/>



VENDOR EDITION

A 5th Mining Quarterly Publication!

The Mining Quarterly Vendor Edition is a resource for key decision makers in the mining industry, providing information about mining vendors, their products and services.

This full color glossy magazine will be published in June, and, along with the June Mining Quarterly, will be distributed at the Elko Mining Expo, June 5 thru 9, 2017



FULL PAGE, FULL COLOR AD
8.25" x 10.25"
with Bleed
\$414

Full Page \$414

8.25"x10.25" with Bleed

7.3"x9.5" without Bleed

Position Requests are an additional \$75

Prices include Search Boost profile page at www.ElkoDaily.com

**This Special Edition
will be distributed at
the Elko Mining Expo**

**For more information call
775-738-3118 or
email: info@miningquarterly.com**

Vendors Include

- Equipment Sales, Service and Maintenance • Engineers • Environmental Scientists
- Laboratories • Construction Companies • Electricians
- Plumbers • Mining Gear and Clothing • Waste Management Services
- Tire Companies • Financial Services • Fire Protection Providers
- Fuels and Fuel Additives • Surveyors • Transportation Services
- Large Equipment Movers • Safety Supplies and Training
- Security Supplies, Instruction and Training



www.MiningQuarterly.com



Travis Quast
Publisher
775-748-2702
travis.quast@lee.net

Travis Quast, publisher of Mining Quarterly and the Elko Daily Free Press, also runs the Times-News, the Lee Enterprises-owned daily newspaper in Twin Falls, Idaho. He also oversees the digital efforts of Magicvalley.com and Elkodaily.com.

Quast grew up in Burley. He is a 1989 graduate of Burley High School and got his first taste of journalism through Mini-Cassia's South Idaho Press newspaper.

Quast attended Ricks College for a year and a half, then followed his future wife to the University of Idaho, where he graduated in 1996 with a bachelor's degree in public communication.

His career has taken him to sales and management positions in Salt Lake City and Bellingham, Wash. Prior to joining the Free Press, he served as vice president of sales and marketing at the Idaho Statesman in Boise.



Marianne Kobak McKown
Mining Quarterly Editor
775-748-2715
mining@elkodaily.com

Marianne was promoted to the position of Editor for the Mining Quarterly in June 2012 after working for the Elko Daily Free Press for almost 10 years.

She began her career as a reporter in 1999 at a small paper in Ashland, Ohio, before moving to Elko, Nevada. She graduated with a journalism degree from Kent State University.

McKown learned about the mining industry under the tutelage of Adella Harding, who had covered the mines for several decades.

McKown has written about open pit and underground mines. She also has written stories on the vendors who work with the mining companies.

SALES STAFF



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Noelle Alshalaldehy
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What Our Advertisers Say:

The Mining Quarterly magazine offers a great amount of mining news and contacts. It is full of positive articles intriguing to people in mining as well as anyone who picks up the publication. I enjoy sharing and talking with people in the community about the news within it. I benefit from advertising in the Mining Quarterly because my message reaches a specific mining and construction audience that I can't reach in other publications.

- Pedro Ormaza, Ormaza Construction

At IDSNA - we look to the Mining Quarterly for news and detailed stories about mining in the "heart of gold". IDSNA supports Nevada mining, and we read and advertise in the MQ because it delivers great content to miners everywhere.

- John Metzger, IDS North America Inc.

The Mining Quarterly reaches our target market for our products. The exposure our company receives by advertising in the MQ is outstanding because of their highly recognized name and reputation.

- Ben Reeves, Elko Wire Rope & Mining Supply

RAM Enterprise has advertised in the Mining Quarterly for a number of years. The readership is made up of exactly the customer group we want to make contact with. This publication is well known and respected in our industry and we believe advertising in the Mining Quarterly is a great spend in our advertising budget.

- Sharon Horn, RAM Enterprises

SMD has been advertising in the Mining Quarterly for decades. The publication drills down a global industry outlook into a community, hometown perspective and we feel strongly about supporting the local businesses in Nevada.

- Cheryl Gmirkin, Small Mine Development

We had no experience with creating an ad but the folks at The Mining Quarterly were helpful, informative & responsive throughout the process. Issues continue four times annually without a hitch and are well received. Their publication blends well with the Mining Expo each year in Elko.

- Dirk Christison, Yanke Machine Shop

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MINING QUARTERLY



IF IT'S MINING IN
NORTHERN NEVADA,
*We've Got it
Covered*

www.MiningQuarterly.com



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www.elkodaily.com

For Advertising Information:
Press Releases, News & Story Ideas:

info@MiningQuarterly.com
mining@ElkoDaily.com