

PUBLISHED BY THE ELKO DAILY FREE PRESS



www.MiningQuarterly.com

2018 MEDIA GUIDE



PUBLICATION DATE	ADVERTISING DEADLINE
March - Spring issue	Thursday, February 15
June - Summer issue	Wednesday, May 16
Elko Mining Expo, June 4 - 8, 2018	
September - Fall issue	Thursday, August 16
December - Winter issue	Wednesday, November 14

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

<p>8.449" x 11" with Bleed 7.496" x 10" No Bleed</p>	<p>7.496" x 4.875"</p>	<p>3.685" x 10"</p>	<p>3.685" x 4.875"</p>	<p>3.685" x 2.375"</p>
<p>FULL PAGE</p>	<p>HALF PAGE HORIZONTAL</p>	<p>HALF PAGE VERTICAL</p>	<p>QUARTER PAGE</p>	<p>EIGHTH PAGE</p>

2018 Rates

	Single Run	Annual Contract 4x (per insertion)
Full Page	\$1,520	\$1126
1/2 Horizontal	\$792	\$587
1/2 Page Vertical	\$792	\$587
1/4 Page	\$450	\$334
1/8 Page	\$275	\$202
*Full Color (for full and half page)	\$482	\$440
*Full Color (for 1/4 and 1/8 page)	\$242	\$220

Advertising costs shown include our online Mining Directory and Digital Boost, also known as Search Boost, giving your print ad an enhanced digital presence. Both of these features are on our website: www.ElkoDaily.com. Creative charges may apply. Ask your advertising representative for more information.

For guaranteed placement and premium positions, please add 25%. Ask your advertising representative for availability.

*All ads are black & white unless color is purchased.

**For questions and to place your ad in the next issue,
please call your advertising representative.**

775-738-3118

email: info@miningquarterly.com

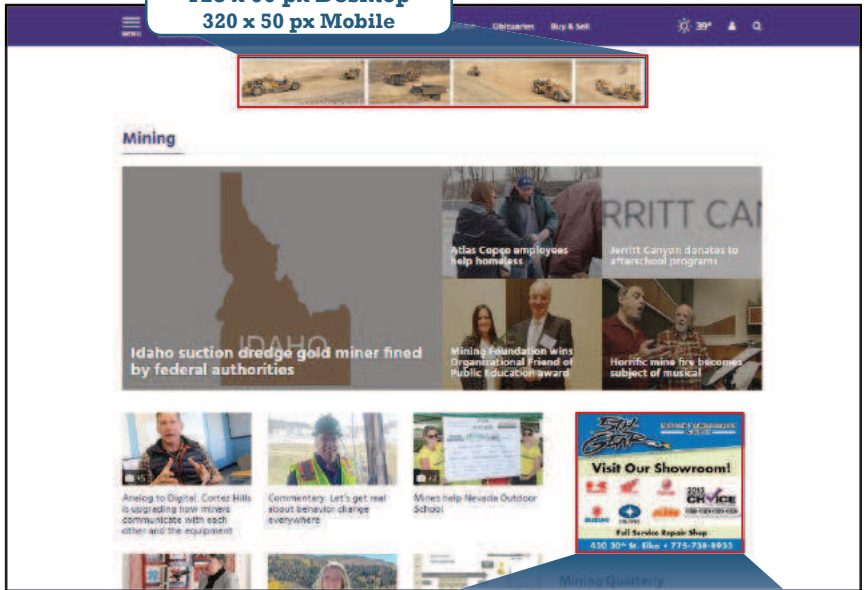


ONLINE ADS

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



2018 Online Rates www.MiningQuarterly.com

**BIG BOX AD or
INTERACTIVE VIDEO**
300 px x 250 px

		Annual
Leaderboard	(728 x 90 px Desktop) and (320 x 50 px Mobile) . . .	\$320
Big Box Ad	(300 x 250 px)	\$320
Interactive Video	(300 x 250 px)	\$440

These prices are extended to advertisers on a 4-time Mining Quarterly agreement.
Without the 4-time buy, please add 25%.

www.miningquarterly.com
Mining Quarterly Online
For added exposure
Mining Quarterly is available
online every quarter.
March - June - September - December





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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/>

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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 4 thru 8, 2018



FULL PAGE, FULL COLOR AD

\$375

With your 4-time Mining Quarterly buy
Without Mining Quarterly . . . \$450

All ads are full page, full color

8.225" x 10.25" with bleed

7.3" x 9.5" without bleed

Position requests are an additional \$75

Prices include Digital Boost, also known as Search Boost, giving your advertising an enhanced digital presence at www.ElkoDaily.com

**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
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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.



Suzanne Featherston
Mining Quarterly Editor
775-748-2715
mining@elkodaily.com

Suzanne Featherston joined Mining Quarterly as editor in July 2017.

Featherston graduated from The University of Texas at Austin, which consistently ranks among the top five journalism programs in U.S., focusing on feature writing and magazine management.

In her almost 10 years of journalism experience, Featherston won national awards for coverage of business, energy industry news and history at regional and statewide Texas publications.

She has contributed to various Texas, Nevada and U.S. magazines, is a member of an Elko writers' group and proofreads books, when she isn't working on a memoir about growing up in Nevada.

Having grown up in Yerington, Featherston is familiar with mining. However, she is learning more every day as the job as mining editor takes her all over Northern Nevada to cover the state's thriving mining industry.

SALES STAFF



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What Our Advertisers Say:

Elko Tool and Fastener advertises in the Mining Quarterly because the Quarterly is truly Nevada and truly mining, just like Elko Tool.

- Bob Collyer, Elko Tool and Fastener

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

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Press Releases, News & Story Ideas:
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