

MINING THE WEST

www.MiningTheWest.com

(formerly Mining Quarterly magazine)

2021 MEDIA GUIDE



PUBLICATION DATE

March - Spring issue

June - Summer issue

September - Fall issue

December - Winter issue

ADVERTISING DEADLINE

Wednesday, February 10

Friday, May 14

Wednesday, August 11

Monday, November 8

Elko Mining Expo, June 7 - 11, 2021

ELKO DAILY FREE PRESS

www.elkodaily.com

775-738-3118

info@MiningtheWest.com

MINING THE WEST

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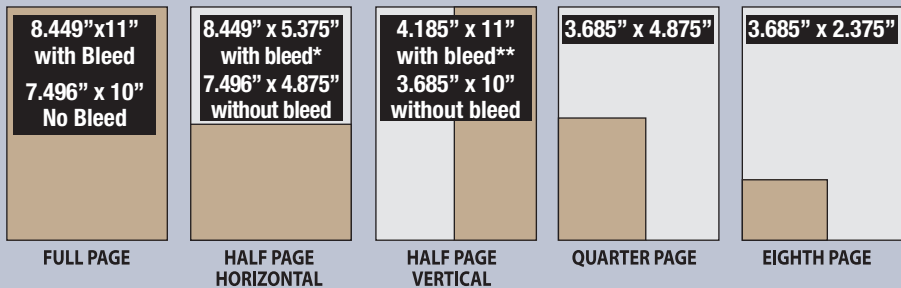


Advertise In MINING THE WEST

(formerly Mining Quarterly)

Four times a year, Mining the West 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



* For half page horizontal ads with the bleed, please allow 1/2" on both sides and the bottom for the bleed. No bleed needed for the top of the ad.

** For half page vertical ads with the bleed, please allow 1/2" on the top and the bottom, and the right hand side. No bleed needed for the left side of the ad.

2021 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@MiningtheWest.com

ONLINE ADS

Widen your reach with MiningtheWest.com

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

LEADERBOARD
728 x 90 px Desktop
320 x 50 px Mobile

The screenshot shows the MiningtheWest.com website interface. At the top, there is a navigation menu and a weather widget showing 24 degrees. A prominent banner features the text 'NOW YOUR SOURCE FOR' followed by logos for Komatsu, P&H, Joy, and Wheelabrator, with a 'LEARN MORE >' button and a 'KOMATSU EQUIPMENT Here to Help.' button. Below this, the 'MINING' section displays three news items: 'Newmont names next COO' (Feb 8, 2019), 'Barrick, Reunion form exploration alliance' (Feb 4, 2019), and 'Nevada GOED awards \$ small businesses grants' (Feb 1, 2019). A sidebar on the right titled 'MINING QUARTERLY' includes links for 'Mining Quarterly', 'Mining Directory', and 'Media Kit'. A large 'ELKO 54th ANNUAL MINING EXPO' graphic is also visible on the right side of the page.

2021 Online Rates www.MiningtheWest.com

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

	Annual
• 12-consecutive months	\$6 cpm
• 6-consecutive months	\$11 cpm
• 1 to 5 consecutive months	\$14 cpm

These prices are extended to advertisers on a 4-time Mining the West agreement.
Without the 4-time buy, please add \$3 cpm. Subject to availability.

www.MiningtheWest.com
Mining The West Online
For added exposure
Mining The West is available
online every quarter.
March - June - September - December



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Monday morning
newsletter email, go to
<http://elkodaily.com/email/>

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ELKO DAILY FREE PRESS

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35th Annual Elko Mining Expo June 7-11, 2021



For information, please contact:
Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
775-738-4091 or 1-800-248-3556
MineExpo@ElkoCVA.com

What our advertisers say about Mining Quarterly: *(now Mining the West)*

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 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



MINING THE WEST

www.MiningTheWest.com



Matt Sandberg
Publisher

208-735-3345

matt.sandberg@lee.net

Matt Sandberg is publisher of the Elko Daily Free Press and also the Mining the West and the Times-News in Twin Falls, Idaho.

Sandberg previously was director of marketing and innovation for Swift Communications in Frisco, Colorado. He served as publisher of the Summit Daily News and Ski Hi News in Frisco from 2010 to 2016. He previously was director of sales for the Vail Daily and Summit Daily News in Vail, Colorado. He began his career in publishing as a sales consultant with the Summit Daily News in 2003.

Sandberg is a youth literacy advocate and supporter of youth journalism programs. He holds a bachelor's of science in visual communications from Westwood College. He and his wife, Shannon, have two children.

The Elko Daily Free Press and the Times-News are owned by Lee Enterprises, which has newspapers in 50 markets across the country



Suzanne Featherston
Mining Nevada Editor

775-748-2715

mining@ElkoDaily.com

Suzanne Featherston is a journalist with more than 13 years in the industry.

She graduated from The University of Texas at Austin with a degree in journalism with a focus on magazines.

Her experience includes writing for newspapers covering community issues, politics and business, as well as writing for magazines covering the energy sector, travel and mining.

She served as the Mining Quarterly editor from 2017 to 2019 and recently returned to the position after a stint in community relations for a mining company.

Featherston is a native Nevadan from Yerington and now lives in Spring Creek.

SALES STAFF



Kassidy Arbillaga

775-299-1075

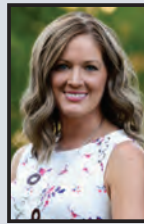
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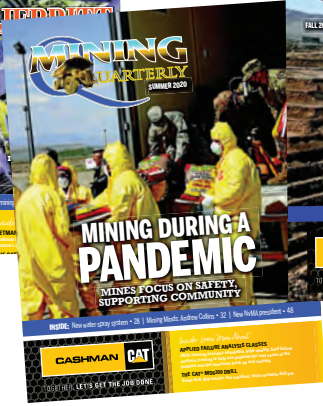
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*We support Newspaper in
Education mining curriculum*

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Press Releases, News & Story Ideas:
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