

# 1986 COAL AND QUARRY MINER'S EXCHANGE 2012

P.O. Box 1441 • OAK HILL, WV 25901

TOLL FREE: 800-521-4339 • 304-465-0384 • FAX: 304-465-5065

WWW.COALANDQUARRY.COM • CQMEX@SHENTEL.NET

## 2012 ADVERTISING RATES & SPECS

- **PRICES IN BLACK ARE FOR B&W ADS**
- **PRICES IN RED ARE FULL COLOR ADS**

Ad Size	1 Month	3 Months	6 Months	12 Months
<b>1/16 Page Ad</b> 3.31" w x 2.52" h	\$130 <b>\$185</b>	\$120 / Month <b>\$170 / Month</b>	\$110 / Month <b>\$160 / Month</b>	\$100 / Month <b>\$150 / Month</b>
<b>1/8 Page Ad</b> Horizontal - 5.05" w x 3.09" h Vertical - 3.31" w x 5.0" h	\$195 <b>\$295</b>	\$185 / Month <b>\$280 / Month</b>	\$175 / Month <b>\$260 / Month</b>	\$165 / Month <b>\$240 / Month</b>
<b>1/4 Page Ad</b> Horizontal - 6.79" w x 5.0" h Vertical - 5.05" w x 6.34" h	\$355 <b>\$530</b>	\$340 / Month <b>\$500 / Month</b>	\$320 / Month <b>\$470 / Month</b>	\$295 / Month <b>\$440 / Month</b>
<b>1/2 Page Ad</b> Horizontal - 10.27" w x 6.34" h Vertical - 5.05" w x 12.84" h Letter Format - 6.79" w x 10.16" h	\$585 <b>\$845</b>	\$555 / Month <b>\$805 / Month</b>	\$525 / Month <b>\$750 / Month</b>	\$495 / Month <b>\$715 / Month</b>
<b>Full Page Ad</b> 10.27" w x 12.84" h	\$975 <b>\$1360</b>	\$935 / Month <b>\$1310 / Month</b>	\$845 / Month <b>\$1255 / Month</b>	\$855 / Month <b>\$1195 / Month</b>
<b>Page 2, 3 or Inside Back*</b> 10.27" w x 12.84" h	<b>\$1450</b>	* Extra copies of the September issue will be distributed at Mine Expo International 2012 in Las Vegas, September 24-26. For this issue, premium placement ads will include an additional 20% charge.		
<b>Back Page*</b> 10.27" w x 12.84" h	<b>\$1520</b>			
<b>Front Page*</b> 10.27" w x 10.22" h	<b>\$2080</b>			
<b>2 Page Center Spread*</b> 21.5" w x 12.84" h	<b>\$2350</b>			

**Business Card Advertising (b&w) - \$60 /Issue**

Digital files may be high resolution pdf, Quark Xpress (up to version 7.5) or Adobe Photoshop. Submit photos not less than 200 dpi. Logos, text or other images should be sent at 400 dpi or greater as jpg, tif, or eps files. Disk storage: cd-rom, flash drive. Our color process is CMYK. If you don't have a prepared ad but have some ideas; we can work with you to create your advertisement at no additional cost. E-mail: cqmex@shentel.net