

SASKATCHEWAN MINING JOURNAL

Mandate Our mission is to inform and educate readers about the mining industry's significance to the provincial economy. Key sources from the Saskatchewan mining industry are interviewed to share their knowledge and expertise.

Readership The *Saskatchewan Mining Journal* has relevance to the average layperson as well as to people from the mining industry. It covers a wide range of topics, including exploration, safety performance, environmental stewardship and history. It also delves into sector-specific topics such as potash, uranium, base and precious metals, and diamonds.

The *Saskatchewan Mining Journal* is widely read and highly respected within Saskatchewan's business leaders and in the mining industry overall. It is in the hands of all levels of employees within the industry, from labourers on up to board chairs, CEOs and the investment community.

Distribution of 25,000+ including the following:

- To all *Saskatchewan Business Magazine* subscribers and distribution points.
- Throughout the province where mining activity is present.
- Investment conferences and trade conferences worldwide.

GENERAL POLICY Rates quoted are for space only. If material must be altered, there will be an extra charge. Proofs for correction will not be submitted except on pub-set copy. Advertising is non-cancellable after closing date with the exception of the covers and double page spreads, which are non-cancellable.

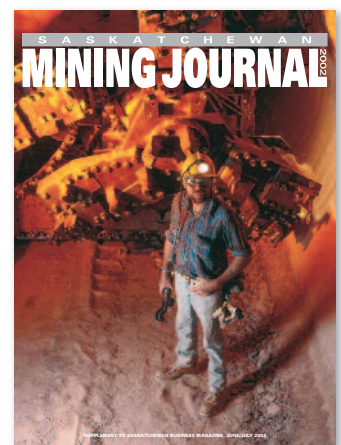
DISCOUNTS AND SURCHARGES Single colour price is B&W rate plus 15%. Special position charge is 15% over space. Agency commission is 15%. No additional charge for bleed. A premium is required on special ink. Rates do not include G.S.T.

TERMS OF PAYMENT Accounts due and payable when rendered. For accounts overdue 15 days from date of invoice, a carrying charge of 2% per month from due date of invoice will be assessed. On direct accounts, payment should be made with order or at closing date unless credit terms have been established.

MECHANICAL SPECIFICATIONS *Saskatchewan Mining Journal* is saddle-stitched and created using QuarkXpress on a Macintosh. Accepted file formats are press-ready PDF, eps, tiff, jpeg, ai, qxd and psd. Any necessary support files (pictures and fonts) should be supplied along with the ad. Picture resolution should be 400 ppi. Fonts should be converted to outlines when possible. Files can be sent by CD or electronically (email and ftp addresses available on request).

DEADLINE: March 23, 2012

RATES	Black and White	Full Colour	Dimensions
Full Page*	3,374	4,887	8.125" x 10.75'
2/3 Page	2,274	3,293	4.625" x 9.875"
1/2 Page	1,895	2,760	7" x 4.875"(horizontal), 4.625" x 7.375"(vertical)
1/3 Page	1,438	2,092	4.625" x 4.875"(square), 2.25" x 9.875"(vertical)
1/4 Page	1,079	1,569	7" x 2.375"(horizontal), 2.25" x 7.375"(vertical)
1/6 Page	738	1,072	4.625" x 2.375"(horizontal), 2.25" x 4.875"(vertical)
1/2 DPS	4,072	5,443	15.125" x 4.875"
DPS**	6,424	7,481	16.25" x 10.75"
IFC or IBC*	-	5,676	
OBC*	-	6,565	



* Sizes listed above are trim size. Add .125" on all sides for bleed.