

As one of the largest specialist resources advertising agencies in Australia we need to protect our reputation as experts in identifying the most effective mining media for our clients.

This means constant communication with, and evaluation of the myriad of online resource advertising options available today.

The experience, respect, knowledge and local/global connections found throughout the Aspermont editorial team is second to none.

This is their big advantage.

And this is the main reason we recommend MiningNews.net.

*David Chandler
Managing Director
Effective Advertising & Marketing Pty Ltd*

Australia's most comprehensive mining news service now sending three times per day

2012 MEDIA KIT



MiningNews.net

Essential Mining Industry News

Comprehensive mining industry news

MiningNews.net provides breaking mining industry news and expert comment, in the form of three daily email bulletins and a website.

The service covers both Australian and International developments affecting companies, mines, exploration projects, technology, products and industry issues.

MiningNews.net's *First Call* and *Final Call* email bulletins provide a summary of movements in mining stocks each morning and afternoon.

For subscription enquiries or a **free 30-day trial**, contact: +61 8 6263 9100 or subscriptions@miningnews.net

Your complete advertising solution

- **Highly recognised brand.**

MiningNews.net is a respected source of daily, global mining news, providing exposure and credibility for your brand.

- **Highly targeted environment.**

Our technology delivers your advertising message direct to your target market with a number of advertising options to suit your requirements and your budget.

- **Flexible and creative solutions.**

MiningNews.net offers the flexibility to change your advertising message as often as you like. We can also help create your advertising for a small fee and help increase your campaign's cut-through and effectiveness.

- **Service you'd expect.**

Our team of dedicated sales executives are committed to working with you to create an effective online advertising campaign tailored to suit your business needs.

Focus Feature Schedule 2012

Each month the editorial team at *MiningNews.net* produces a series of topical news and in-depth feature stories centred around our Focus Feature subjects.

Our Premier and Standard Sponsorships allow you to deliver your marketing messages directly to the right audience.

JANUARY

IPOs

FEBRUARY

Africa

MARCH

New projects

APRIL

Iron ore

MAY

Gold

JUNE

Copper and
QME preview

JULY

Diggers & Dealers
(including 1st week
of August) and QME

AUGUST

South America

SEPTEMBER

Uranium and GME preview

OCTOBER

The Asia-Pacific
and GME

NOVEMBER

Coal

DECEMBER

Nickel

QME - Queensland Mining Expo

GME - Goldfields Mining Expo

MiningNews.net

Distribution & Reader Demographics

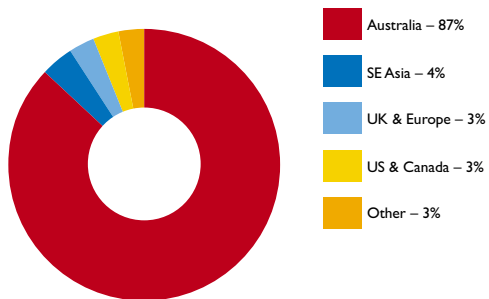
MiningNews.net First Call
25,000 daily readers

MiningNews.net News Bulletin
11,000 daily readers

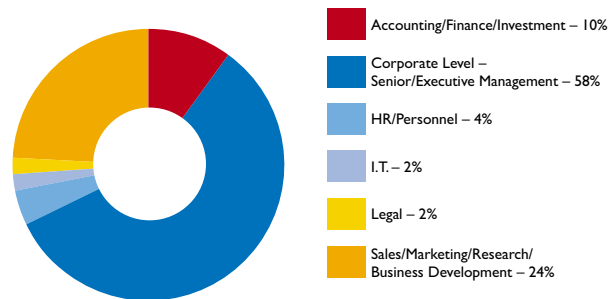
MiningNews.net Final Call
25,000 daily readers

MiningNews.net Website
11,000 daily readers

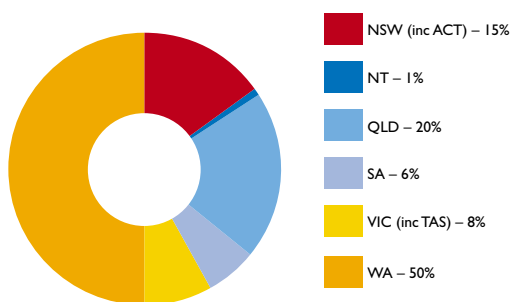
COUNTRY



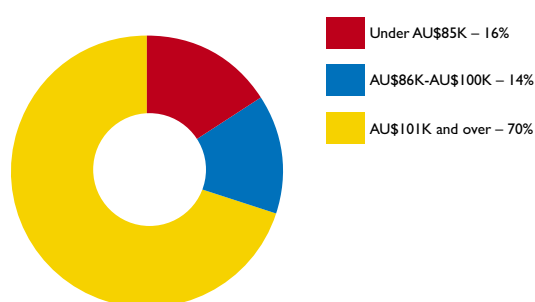
OCCUPATION



AUSTRALIAN STATE



INCOME



FAST FACTS

24% of MiningNews.net readers have a spending authorisation of between AU\$500,001 and AU\$5 million

72% of respondents come to MiningNews.net as the preferred source of mining information

70% of MiningNews.net readers have an annual income of more than AU\$101K

58% of MiningNews.net readers are in corporate level positions within their companies

*Source: 2010 MiningNews.net reader survey



Newsletter Advertising Options

Exposure on three daily news bulletins

TOP BANNER* (1)

Fixed in a prime position beneath the *MiningNews.net* logo at the top of the newsletter. (static .gif or .jpg, 468 pixels wide by 60 pixels high)
Maximum file size – 20KB

*Note: Top Banner ads appear on both *MiningNews.net*, *First Call* and *Final Call* Newsletters.

SIDEBAR* (2)

Located on the right hand side, next to the newsletter content. Adverts change position daily to receive equal coverage. (static .gif or .jpg, 100 pixels wide by 281 pixels high)
Maximum file size – 15KB

*Note: Top Banner ads appear on both *MiningNews.net*, *First Call* and *Final Call* Newsletters.

Website Advertising Options

TOP BANNER (3)

Located in a prime position below to the *MiningNews.net* logo at the top of the page. Appears on all site pages in rotation. (animated or static .gif or .jpg, 468 pixels wide by 60 pixels high)

CENTRE BUTTON (4)

Embedded next to the news. 10 buttons appear on the home page and 6 on content pages, appearing on a rotational basis. (animated or static .gif or .jpg, 125 pixels by 125 pixels)

DRYBLOWER SPONSORSHIP (5)

Dryblower stories are sponsored with a small logo which accompanies the *Dryblower* icon wherever it appears, both on the website and newsletter. In addition, there is a top banner which appears at the top of any *Dryblower* story page.

(small logo – animated or static .gif or .jpg, 125 pixels wide by 40 pixels high, top banner – animated or static .gif or .jpg, 468 pixels wide by 60 pixels high)

FOCUS FEATURE SPONSORSHIP SET (6)

Premier Sponsorship includes

- A static Sponsor Logo on the website and newsletter within the current Focus Feature box. (animated or static .gif or .jpg, 125 pixels wide by 40 pixels, high max file size 6KB)
- A Top Banner advert located at the top of every story and story listing page for the specified feature. (This links to your website) (animated or static .gif or .jpg, 468 pixels wide by 60 pixels high)

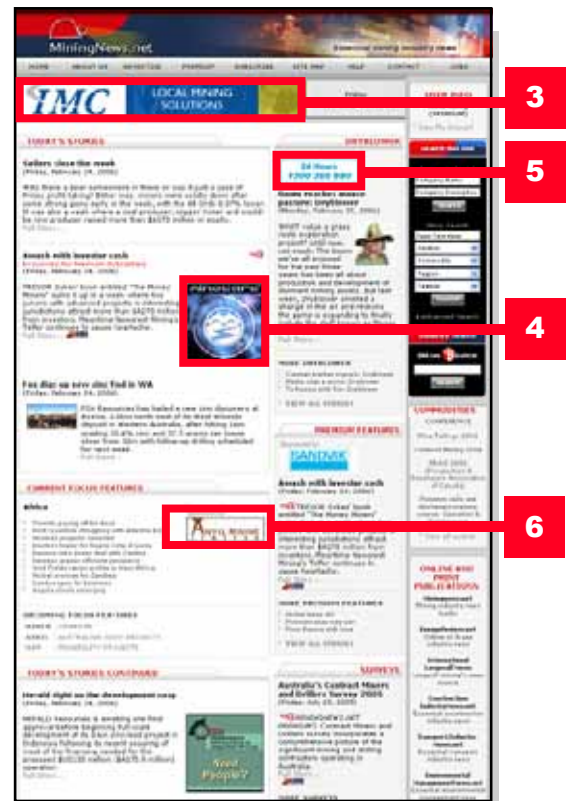
Standard Sponsorship includes

- One of six button adverts embedded next to the news on the feature story page. (125 pixels by 125 pixels)

Newsletter



Website



All adverts can link to a web address of your choice. This includes the static advert on the bulletin and website.



MiningNews.net

Advertising rates

HOME PAGE ADVERTISING RATES			
	3 months	6 month	12 months
Top Banner	\$4,195	\$7,345	\$12,385
Centre Button	\$4,195	\$7,345	\$12,385

HOME PAGE SPONSORSHIP		
	6 months	12 months
Dryblower	\$23,095	\$37,790
Search	\$29,138	\$50,390
Company Search	\$20,995	\$36,740
Events	\$9,445	\$15,740
Section	\$11,335	\$19,940

BULLETIN ADVERTISING RATES	
	1 month
Top Banner*	\$11,230
Side Bar*	\$7,345

FOCUS FEATURE SPONSORSHIP	
	1 month
Premier Sponsorship	\$8,920
Standard Sponsorship	\$2,714

- Advertisement copy can be submitted in several formats or we can design an advertisement for you at a cost of \$415.
- **MiningNews.net** can also design and host a single web page for your company. Please contact your **MiningNews.net** representative for further information.
- To ensure maximum exposure through **MiningNews.net**, we also welcome your editorial contributions. Please forward any articles to editorial@miningnews.net.

** Top Banner and Side Bar adverts appear on both MiningNews.net, First Call and Final Call newsletters. All prices are in Australian dollars and include GST. Details of our professional placements service and other advertising opportunities, are available on request.*

Note:
All animated advertisements must not exceed an overall file size of 40kb.

File Types:
Animated or static gif, jpg or swf (flash)

Cancellation Fees

- A cancellation fee of 25% will apply if your **online booking** is cancelled 30 days prior to the **"go live" date** (loading of ad) for the online advertising.
- A cancellation fee of 25% will apply if your **print booking** is cancelled 14 days or less before the scheduled booking deadline (refer note 1).
- A cancellation fee of 50% will apply if your **print booking** is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1).
- A cancellation fee of 100% will apply if your **print booking** is cancelled after the scheduled production deadline (refer note 1).

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.