

Issue	Feature	Technology	Upfront	Bonus Circulation
<b>FEBRUARY</b> Ad Space: Jan. 12 Ad Material: Jan. 18	Water management – the issues, equipment and engineering	Applications and software – digital tools for the modern mine	Artificial intelligence and machine learning	SME Annual Conference & Expo PDAC 2018 Canadian Mining Games CIM Branches
<b>MARCH/APRIL</b> Ad Space: Feb. 16 Ad Material: Feb. 22	Energy – power solutions for the life of mine	Crushing, grinding and milling	Underground mining – the latest in equipment, design and rapid development	Global Petroleum Show
<b>MAY</b> <b>CIM Convention issue</b> Ad Space: March 29 Ad Material: April 5	Project execution – building the operation and skills for successful production	Process control and automation	Closure and reclamation – innovations for the end of the mining lifecycle	CIM Convention RFG 2018 – Resources for Future Generations Symposium 2018 Rouyn – Noranda sur l'environnement et les mines   Mines and the Environment 16th International Conference on Aluminum Alloys
 		<b>CIM CONVENTION PROGRAM &amp; EXPO GUIDE</b> Ad Space: March 22 Ad Material: March 28		<b>Maximize your exposure</b>
<b>JUNE/JULY</b> Ad Space: May 18 Ad Material: May 24	Names to know 2018 – the men and women leading the industry	Material handling	Surface mining – excavation, haulage and mine planning	Extraction 2018
<b>AUGUST</b> Ad Space: June 29 Ad Material: July 5	Oil Sands – developments in the Athabasca, Canada's energy powerhouse	Advances in ground support	Environmental management – How miners are moving projects forward	Oil Sands Trade Show
<b>SEPTEMBER/OCTOBER</b> Ad Space: Aug. 17 Ad Material: Aug. 23	Mine management – control, optimization and analytics	The latest tools for maintenance	Metallurgy – extraction, processing and materials science	COM2018 XPLOR 2018
<b>NOVEMBER</b> Ad Space: Oct. 5 Ad Material: Oct. 11	Advances in autonomous mining	Operational security – network protection	Mineral processing – smarter circuits and more efficient equipment	Annual Canadian Mineral Processors Conference 2019 Québec Mines 2018
<b>DECEMBER/JANUARY</b> Ad Space: Nov. 16 Ad Material: Nov. 22	Mineral Exploration – the prospects for commodities in the coming year	Safety in the connected mine	The future of mining – emerging trends, new machines and next level ideas	AME Roundup 2019 PDAC 2019 Annual Canadian Mineral Processors Conference 2019

## In every issue

### Tools of the Trade

A showcase for the newest products the market has to offer

### News

Concise and comprehensive coverage of developments in finance, regulation, exploration, project development and operations

### Columns

Commentary that puts the headlines into perspective

### Upfront

Focused editorial on leading practices, important trends, and influential and outspoken people

### Features

In-depth coverage and expert voices on the critical issues of the moment

### Project Profile

A close look at new mine developments

### Technology

Today's advances that promise to be tomorrow's standards



CIM Magazine editorial is independent from advertising and no special editorial consideration or commitment of any kind can form any part of the advertising agreement. All editorial inquiries must be directed toward the editorial staff.

PRINT: CIM MAGAZINE					
4c gross rates	1x	3x	6x	8x	Dimensions (Width x Height)
OBC	\$8,655	\$8,220	\$7,810	\$7,420	Trim 8.125" x 10.875" Bleed 8.375" x 11.125" Live area 7" x 10"
IFC/IBC	\$8,305	\$7,890	\$7,495	\$7,120	
Full page	\$6,920	\$6,575	\$6,245	\$5,935	
2/3 page	\$6,230	\$5,920	\$5,625	\$5,345	
1/2 page island	\$5,885	\$5,590	\$5,310	\$5,045	4.5" x 10"
1/2 page vertical	\$5,190	\$4,930	\$4,685	\$4,450	4.5" x 7.5"
1/2 page horizontal	\$5,190	\$4,930	\$4,685	\$4,450	3.375" x 10"
1/3 page vertical	\$4,500	\$4,275	\$4,060	\$3,860	7" x 4.875"
1/3 page horizontal	\$4,500	\$4,275	\$4,060	\$3,860	2.375" x 10"
1/3 page square	\$4,500	\$4,275	\$4,060	\$3,860	7" x 3.25"
1/4 page vertical	\$3,810	\$3,620	\$3,440	\$3,270	4.5" x 4.5"
1/4 page horizontal	\$3,810	\$3,620	\$3,440	\$3,270	3.375" x 4.875"
DPS	\$11,770	\$11,180	\$10,620	\$10,090	4.5" x 3.375"
<b>Marketplace</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>8x</b>	16.25" x 10.875"
1/6 page product file	\$950	\$900	\$865	\$845	3.25" x 2.875"
1/2 business card	\$295	\$280	\$270	\$255	3.25" x 1.125"
Business card	\$400	\$380	\$360	\$345	3.25" x 2.25"
1/3-page (150 words with logo). Layout by CIM	\$1,495				7" x 2.875"
<b>Inserts &amp; Outserts</b>					
Rates available upon request.					



ONLINE					
CIM Website (net)					
	1x	3x	6x	12x	Dimensions (Pixels)
Rectangle	\$775	\$2,210	\$4,185	\$7,905	180 x 150
Hybrid rectangle	\$995	\$2,835	\$5,375	\$10,150	180 x 300
Skyscraper	\$1,275	\$3,630	\$6,885	\$13,005	160 x 600
CIM Magazine Website (net)					
	1x	3x	6x	12x	Dimensions (Pixels)
Leaderboard*	\$875	\$2,497.50	\$4,735	\$8,940	728 x 90
Big Box*	\$1,275	\$3,630	\$6,885	\$13,005	300 x 600
Full Banner*	\$380	\$1,075	\$2,035	\$3,835	468 x 60
Medium Rectangle**	\$600	\$1,720	\$3,260	\$6,155	300 x 250
Large Rectangle**	\$615	\$1,750	\$3,320	\$6,275	336 x 280
Leaderboard includes mobile leaderboard (320x50)					
CIM Convention Website (net)					
Rectangle	\$2,500/month				200 x 260
Job Board (net)					
Single posting	\$325 (60-day term)				
5-posting package	\$1,250 (60-day term each)				
<b>Bonus:</b> Also posted once in the <i>CIM Reporter</i>					

\*desktop view only \*\* desktop and mobile views  
 NOTES: Extra charges apply for: standard colour (\$610), matched colour (\$730), special positions (25% surcharge).

ENEWSLETTERS		
(net)	(\$)	Dimensions (Pixels)
Top	\$2,000	600 x 72
Bottom	\$1,500	600 x 72
Top & bottom exclusive	\$3,000	600 x 72
Small rectangle	\$500	200 x 145

EVENTS: CIM CONVENTION PROGRAM & EXPO GUIDE		
4c rates (net)	(\$)	Dimensions (Width x Height)
Product file	\$1,250	4.5" x 2.5"
Full page (trim)	\$3,450	5.5" x 8.5"
Full page (bleed)	\$3,450	5.75" x 8.75" 4-sided bleed
Full page (live)	\$3,450	4.5" x 7.5"
1/2 page	\$2,590	4.5" x 3.5"
IFC/IBC	\$4,140	5.75" x 8.75"
OBC	\$4,310	5.75" x 8.75"

### CIM 2018 CONVENTION OPPORTUNITIES

2018 sponsorship and advertising opportunities available at every budget point:

- In Print • On Site • Online

Contact an account rep for advertising opportunities.

### Mechanical Requirements

Electronic material digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

Contact Stephanie Bellows (sbellows@dvtail.com);  
 Tel.: 905.886.6640

### Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies. Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts. Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified. Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

\*Discount will apply to rate card.