

# Mining Indaba™ Daily News

Keeping the Mining Indaba™ Community  
Informed on event happenings as they occur.

How can you get your  
marketing message into the  
hands of all attending delegates  
at the annual Mining Indaba™?

Through advertising in the  
**Mining Indaba™  
Daily News.**

After overwhelming demand from all our participants, we are delighted to announce the launch of the Mining Indaba Daily News. Only official sponsors of the 2016 event will have the opportunity to showcase their company and message to all the delegates.

The Mining Indaba Daily News will be published two times (9 and 10 February) and distributed to all attendees. These printed editions will be the first place attendees turn for late-breaking news, feature articles, photographs and updated event activities and announcements.

You will have the opportunity, through advertising in this exclusive news piece, to increase traffic to your stand, invite delegates to your special events and announce your new products. Our comprehensive distribution mechanism will help guarantee high visibility and maximum traffic for your company, the exhibit stand, your company presentations or press conference.

**Act quickly; space is limited and available on first-come, first-serve basis. Advert positions must be booked before 11 December 2015.**

Please see reverse side for advertising rates and mechanical specifications.



# DISTRIBUTION

## DATES: 9 February 2016 10 February 2016

The Mining Indaba Daily News will be strategically distributed placing the newspaper directly into the hands of our global audience at precisely the right time...right before the day begins!

### DISTRIBUTION POINTS

Designated "newsies" will hand distribute in the following locations:

- Walkway between Westin and CTICC
- Major entrance points of the main speaking and exhibition halls
- Early morning placement on seats in the main speaking hall

### PLUS:

Distribution in the main corridors, registration area, networking lounge, press lounge and VIP Investor lounge

# Advertising Rates & Specifications

AD TYPE	DIMENSIONS	GBP£ X 1	GBP£ X 2
<b>Bellyband</b>	Trim: 210 mm (w) x 100 mm (h) Bleed: 220 mm (w) x 110 mm (h) Live Area: 190 mm (w) x 80 mm (h)	N/A	£6,700
<b>2-Page Spread</b>	Trim: 420 mm (w) x 297 mm (h) Bleed: 430 mm (w) x 307 mm (h) Live Area: 400 mm (w) x 277 mm (h)	£5,500	£7,500
<b>Back Cover</b>	Trim: 210 mm (w) x 297 mm (h) Bleed: 220 mm (w) x 307 mm (h) Live Area: 190 mm (w) x 277 mm (h)	£4,250	£5,600
<b>Full Page</b>	Trim: 210 mm (w) x 297 mm (h) Bleed: 220 mm (w) x 307 mm (h) Live Area: 190 mm (w) x 277 mm (h)	£2,800	£3,800
<b>Half Page</b>	Trim: 210 mm (w) x 148.5 mm (h) Bleed: 220 mm (w) x 158.5 mm (h) Live Area: 190 mm (w) x 128.5 mm (h)	£2,300	£3,200
<b>1/3 Page Tower</b>	Trim: 70 mm (w) x 297 mm (h) Bleed: 80 mm (w) x 307 mm (h) Live Area: 50 mm (w) x 277 mm (h)	£1,500	£2,100

All prices quoted are net and exclude VAT.

## BONUS!

Advertisers who purchase before **11 December** can provide a 50 word release for the Sponsor Spotlight Section of the Newspaper. This is at no additional cost.

### SIZE

**Full page live area is 190 mm (w) x 277 mm (h). Trim size is 210 mm (w) x 297 mm (h).** All critical matter or illustrations should be kept at least 10 mm from all trim edges.

### COLOUR

All ads will appear as four-colour.

### BLEEDS

Four-colour bleeds are available only on full-page ads at no additional charge. Two-page spreads are available ROP. All bleeds are toward the gutter only.

### MECHANICAL CHARGES

Any work done at an advertiser's request will be charged. This includes electronic pre-flighting, alternations, substitutions, etc.

### MATERIALS ACCEPTED

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts. Low resolution files will not be accepted.

### MATERIALS SUBMISSION

Advertising artwork must be submitted by 15 January 2016. Please be sure to include your company name as part of the file's name (example: MiningIndaba\_PrintAd.pdf). Artwork should be submitted to Lois Wilkins at [lois.wilkins@miningindaba.com](mailto:lois.wilkins@miningindaba.com).

### PAYMENT TERMS

Insertions must be paid in full before adverts are published.

## DEADLINES:

INSERTION ORDER:

**11 DECEMBER 2015**

ARTWORK:

**15 JANUARY 2016**

# RESERVE YOUR SPACE TODAY!

**FRED NOCE**

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