

OFFICIAL PUBLICATION OF SME

Mining engineering

2015

Digital Advertising Program

www.MiningEngineeringMagazine.com

FOUR AD SIZES | **SIX POSITIONS**

1 **1** **1** **1** **1** **1**

2 **2** **2** **2** **2** **2**

3 **3** **3** **3** **3** **3**

4 **4** **4** **4** **4** **4**

5 **5** **5** **5** **5** **5**

6 **6** **6** **6** **6** **6**

Leaderboard
- displayed on all website pages
728x90 \$750 top, \$500 bottom

Medium Button
- displayed on all website pages
160x200 \$500
Specify position 1, 2 or 3

Small Button
- displayed on all website pages
160x100 \$250
Specify position 1, 2 or 3

Flip Book Banner
- displayed on flip book only 468x60 \$500

Site-wide ads

Available on a monthly basis

Rotation of four advertisers, one per spot

Flip book-only ads

Available on a monthly basis

Rotation of four advertisers, one per two spots

Specifications

Static/Animated Display:

Send JPEG or GIF files with a maximum file size of 100k. Advertisements must contain a company logo or url. A url link path must accompany ad. Provide alternate text: 50 characters max, including spaces. Minimum suggested font size 16 points. Flash (.swf) advertising is not available at this time.

Closes

Material Deadline:

All advertising files must be received by the 15th day of the month prior to online publication. All files will be tested for compatibility. All ads are posted the first day of the month. CREDIT CARD prepayment is required for all online advertising orders prior to posting.

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