



# 2012 **MINE**XPO INTERNATIONAL®

September 24–26, 2012

Las Vegas Convention Center

Las Vegas, Nevada USA

[www.minexpo.com](http://www.minexpo.com)



**CONNECT WITH THE WORLD'S  
RICHEST DEPOSIT  
OF BUYERS**

Advertise in these official expo publications and tap into the decision-making power of more than 38,000 mining industry professionals as they gather in Las Vegas for the MINExpo INTERNATIONAL® 2012.

## DEAR MINExpo EXHIBITOR:

National Mining Association, the sponsor of MINExpo INTERNATIONAL® 2012, wants to help you maximize your exposure at the show so that you can get the fullest value from your participation.

As part of that effort, NMA is partnering with Ascend Integrated Media to publish the only official show directory for MINExpo® 2012. Every MINExpo® attendee will receive a show directory, which includes a comprehensive exhibitor list and floor plans of the Las Vegas Convention Center. Also available this year is the official Online Directory, which allows decision-makers to research companies, products and services easily before and after the show.

A sales representative from Ascend Integrated Media will contact you regarding opportunities to advertise in the print and online show directory. However, if you have questions, or wish to secure a premium position, please contact Tim McCormack at [tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com) or 913-344-1367.

Sincerely,



Moya Phelleps  
Senior Vice President, Member Services  
National Mining Association

## Reach those with influence:

89% of attendees at MINExpo have influence over purchasing.



## Print Directory Deadlines

Space reservation due: July 20, 2012      Materials due: July 27, 2012

## Tap a selective audience:

Attendees have an average planned expenditure of \$9.3 million for the equipment, products and services exhibited at the expo.

# OFFICIAL MINExpo INTERNATIONAL® 2012 SHOW DIRECTORY

## Audience and distribution

Distributed in key locations throughout the convention center to more than 38,000 attendees.

## Content

Features important show information, up-to-date floor plans, schedules and comprehensive exhibitor information



## PUMP UP YOUR MESSAGE WITH PREMIUM PLACEMENT

### Cover Positions

Back Cover; Inside Front Cover; Inside Back Cover  
\$9,350-\$11,825

### First Right-Hand Page/Page 1

Faces the inside front cover  
\$10,395

### Tabbed Divider

Tab pages allow buyers to quickly identify and reference key information within the directory.

- Advertiser chooses the front or back of a specific tab: General Information, Educational Sessions, Exhibitors, Floor Plans, Exhibitors by Product

\$8,250

### Floor Map Sponsorship

Sponsorship includes:

- Full-page color ad adjacent to the floor map page
- Banner ad on floor map page
- Your booth highlighted on map page

\$17,050

### Display rates

Full-page	\$7,425
2/3 page	\$6,325
1/2 page	\$5,775
1/3 page	\$4,675
1/4 page	\$4,015

### Print Directory Deadlines

Space reservation  
due: July 20, 2012

Materials due:  
July 27, 2012

## BIG VISIBILITY, SMALL BUDGET

### Products-at-a-Glance\*\*

Offer buyers a quick visual reference to the hottest products at market. Your ad is placed alphabetically.

You supply:

- Color photo
- 50-word description
- Contact information

\$1,495

### Product Category Ad\*\*

Be the first product that buyers see when they search by a specific product category. Your ad is placed alphabetically.

You supply:

- Color photo
- 15-word description
- Contact information
- Company logo

\$670

### Highlighted Listing with Logo

Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo.

You supply:

- Company logo

\$260

### New Product Flag

Alert buyers to your new products with a black-and-white icon beside your main exhibitor listing.

\$260

## OFFICIAL ONLINE DIRECTORY

Live before and after the show, the exclusive Online Directory lets decision-makers research companies, products and services easily using powerful search capabilities. In addition, it is fully enabled to support rich media.

### DELIVERING RESULTS + REAL METRICS

Banner and brand position metrics are delivered upon request.

### Reports include:

- Site traffic, ad impressions, click-throughs



### BANNER ADVERTISING Leaderboard Ad

\$1,500

Limited to five advertisers per six months

### Full Tower Ad

\$1,200

Limited to five advertisers per six months

### BUILD OUT YOUR LISTING Highlighted Listing with Logo

- Add a colored background and logo to your full listing
- Your listing shows up on the page immediately after buyers load the page
- This option shows all contact information without buyers having to click your name for a drop-down box.

\$170

### Premier Category Position

- Your company will be the first attendees see when they search by a specific product category
- Includes Highlighted Listing with Logo

\$680

### ENHANCE YOUR LISTING

Add supporting materials such as rich media and content that will inform and connect your target customer:

Marketing Materials  
\$340

Video  
\$500

Audio  
\$500

Photo Gallery  
\$350

### Online Directory Deadlines

Materials posted  
14 days after receipt

### NEED MORE INFORMATION?

Contact Darren Sextro at 913-344-1443 or [dsexstro@ascendintegratedmedia.com](mailto:dsexstro@ascendintegratedmedia.com) or Tim McCormack today at 913-344-1367 or [tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com) to reserve your preferred placement.

All rates are net. Cancellations are nonrefundable.

\*\*Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.

Sponsored by



September 24-26, 2012  
Las Vegas Convention Center  
Las Vegas, Nevada USA  
[www.minexpo.com](http://www.minexpo.com)

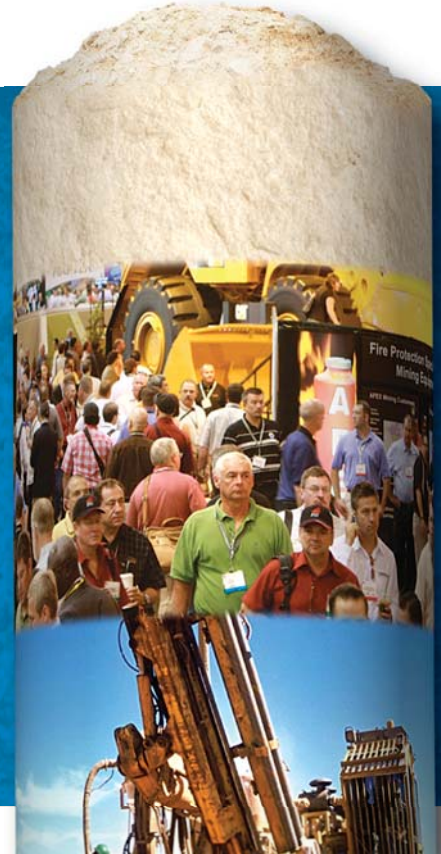


2012  
**MINE**EXPO  
INTERNATIONAL

## MINEexpo INTERNATIONAL® 2012 SHOW DIRECTORY

# LEAD THEM RIGHT TO YOU

Help guide more than 38,000 attendees at MINEexpo INTERNATIONAL® 2012 to your booth with your advertisement on the **official MINEexpo Map**.



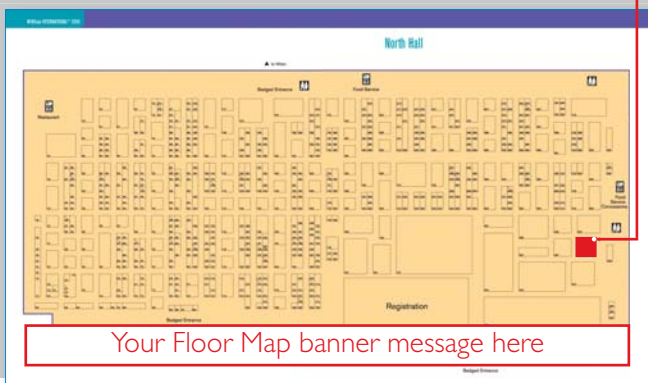
### Floor Map Sponsorship

Make your presence stand out with a banner ad below the hall map. Opportunity includes:

- Full page ad adjacent to the map page
- Banner ad below the hall map
- Your booth highlighted on the map page

**\$17,050**

Your booth highlighted



Your Floor Map banner message here

Your Full page ad

### NEED MORE INFORMATION?

Contact Darren Sextro at 913-344-1443 or [dsextro@ascendintegratedmedia.com](mailto:dsextro@ascendintegratedmedia.com) or Tim McCormack today at 913-344-1367 or [tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com) to reserve your preferred placement.

### DEADLINES

SPACE RESERVATION DUE:

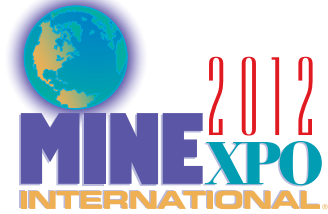
**April 20, 2012**

MATERIALS DUE:

**July 27, 2012**

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC  
 All advertising subject to NMA approval.



## NMA - MINExpo INTERNATIONAL® 2012

Please complete the following information:

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_  
 Billing Information:  Agency  Advertiser Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

MINExpo INTERNATIONAL® Official Show Directory 2012 Job #121355	Online Directory Job #122456
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<p><b>Size</b></p> <p>Full-Page Spread _____ \$13,365                  Half-Page Spread _____ \$9,615                  Page 1 _____ \$10,395                  Full Page _____ \$7,425                  2/3 Page _____ \$6,325                  1/2 Page _____ \$5,775                  1/3 Page _____ \$4,675                  1/4 Page _____ \$4,015</p> <p><b>Options we can create for you</b></p> <p>Products-at-a-Glance _____ \$1,495                  Product Category Ad _____ \$670                  Highlighted Listing with Logo _____ \$260                  New Product Flag _____ \$260</p>	<p><b>Preferred placements</b></p> <p>Back Cover _____ \$11,825                  Inside Front Cover _____ \$10,450                  Inside Back Cover _____ \$9,350                  First Right-Hand Page/ Page 1 _____ \$10,395                  Tabbed Divider (one side) _____ \$8,250                  Floor Plan Sponsorship _____ \$17,050</p> <p><b>Specialty options</b></p> <p>Pre-Printed Insert Price supplied                  Magna-strip, Tip-in, Bind-in upon request.</p>	<p><b>(Six-month ad buy)</b></p> <p>Leaderboard Ad (5 available) _____ \$1,500                  Full Tower Ad (5 available) _____ \$1,200                  Highlighted Listing with Logo _____ \$170                  Premier Category Position _____ \$680                  Marketing Materials _____ \$340                  Photo Gallery _____ \$350                  Audio, per file _____ \$500                  Video, per file _____ \$500</p>
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Please write your initials next to selected ad sizes & color.

Total Amount: \$ \_\_\_\_\_

**Terms**

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding. **Cancellations are non-refundable.**  
 Advertising agency and/or client are liable should one or the other default.  
 All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.  
 Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

**Sales Contact**

**Darren Sextro**  
 913-344-1443 • Fax: 913-344-1417  
 dsextro@ascendintegratedmedia.com

**Tim McCormack**  
 913-344-1367 • Fax: 913-344-1417  
 tmccormack@ascendintegratedmedia.com

**Option to pay by credit card**

VISA  MasterCard  American Express  Discover Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_ Authorized Signature \_\_\_\_\_

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title \_\_\_\_\_ PO# (if necessary) \_\_\_\_\_

**Please remit payments to:**

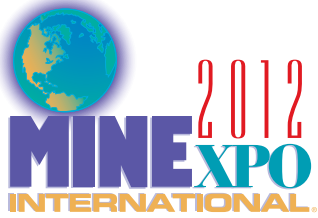
Ascend Integrated Media LLC  
 Attn: MINExpo INTERNATIONAL® 2012  
 P.O. Box 870939  
 Kansas City, MO 64187-0939

**Sign and return to:**

**Darren Sextro or Tim McCormack**  
 Fax: 913-344-1417  
 dsextro@ascendintegratedmedia.com  
 tmccormack@ascendintegratedmedia.com



# MECHANICAL SPECIFICATIONS



September 24-26, 2012

Las Vegas Convention Center  
Las Vegas, Nevada USA

[www.minexpo.com](http://www.minexpo.com)

Thank you for your interest in advertising in the official MINExpo directory.

For more information, contact your account manager at Ascend Integrated Media, the official publisher of the official MINExpo directories.

Darren Sextro  
913-344-1443  
Fax 913-344-1417

[dsextr@ascendintegratedmedia.com](mailto:dsextr@ascendintegratedmedia.com)

Tim McCormack  
913-344-1367  
Fax 913-344-1417

[tmccormack@ascendintegratedmedia.com](mailto:tmccormack@ascendintegratedmedia.com)

Send insertion orders and correspondence to:

Ascend Integrated Media LLC  
Attn: MINExpo  
INTERNATIONAL® 2012  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
[www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com)  
Fax 913-344-1417

Remit payments to:

Ascend Integrated Media LLC  
Attn: MINExpo  
INTERNATIONAL® 2012  
P.O. Box 870939  
Kansas City, MO 64187-0939

## Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/design-center/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

## Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

## Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

## Submitting digital files

- Contact your Ascend Integrated Media representative for your upload instructions and unique login and password.

## Proofs

- Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

## Submitting required proofs

- Mail proofs to:  
Ascend Integrated Media LLC  
Attn: MINExpo INTERNATIONAL® 2012  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
913-469-1110

## Important notes

- All advertising is subject to NMA approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.



Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

## DIRECTORIES AD SIZES AND DIMENSIONS

**Publication size:** 8-3/8" x 10-7/8" (trim)

**Trim:** Final page dimensions.

**Bleed:** Size required for an ad to bleed off the edges of a page. (1/8" past trim)

**Safety/Live Area:** All text and graphics not intended to bleed. (1/4" from trim)

### Product logos

- Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

### Inserts for directories

- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

### Print Directory Deadlines

Space reservation due: July 20, 2012

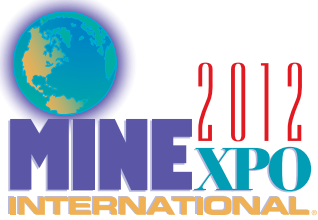
Materials due: July 27, 2012

### Online Directory Deadlines

Materials posted 14 days after receipt

<b>Full Page Spread</b> <b>Bleed</b> 17" x 11-1/8" <b>Trim</b> 16-3/4" x 10-7/8" <b>Safety/Live Area</b> 16-1/4" x 10-3/8" <b>Non-Bleed</b> 15" x 10"	<b>1/2 Page Non-Bleed</b> 7" x 5"
<b>Half-Page Spread</b> <b>Bleed</b> 17" x 6-1/4" <b>Trim</b> 16-3/4" x 6-1/8" <b>Safety/Live Area</b> 15-3/8" x 5"	<b>1/4 Page Non-Bleed</b> 3-1/2" x 5"
<b>Full Page</b> <b>Bleed</b> 8-5/8" x 11-1/8" <b>Trim</b> 8-3/8" x 10-7/8" <b>Safety/Live Area</b> 7-7/8" x 10-3/8" <b>Non-Bleed</b> 7" x 10"	<b>1/3 Page Vertical Non-Bleed</b> 2-1/4" x 10"  <b>Product Category</b> 2-1/4" x 2-1/4"
<b>2/3 Page Vertical Non-Bleed</b> 4-5/8" x 10"  <b>New Product Flag</b> 1/2" x 1/2"	<b>Products-at-a-Glance</b> 2-1/4" x 5"  <b>Highlighted Listing with Logo</b> 2-1/4" x 1" (Background box color to be determined.)

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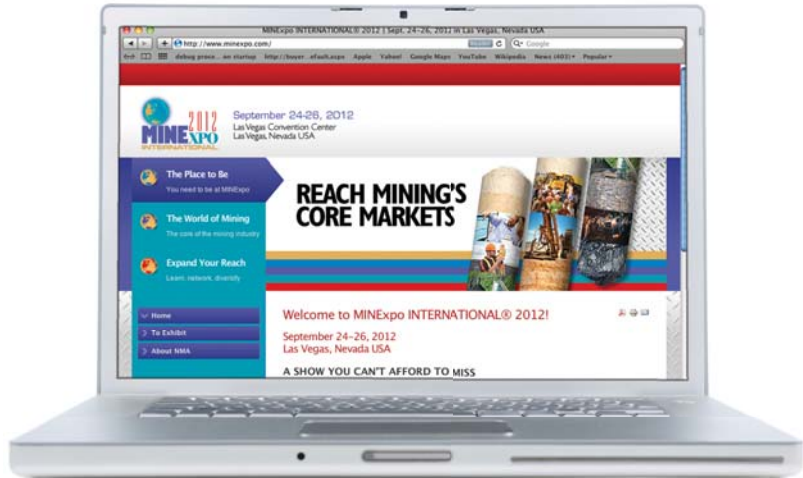
For more information, contact your account manager at Ascend Integrated Media, the official publisher of the official MINExpo directories.

Darren Sextro  
913-344-1443  
Fax 913-344-1417  
dsextro@ascendintegratedmedia.com

Tim McCormack  
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## SPECIFICATIONS FOR ONLINE DIRECTORY

- Logos for highlighted listings (175 pixels by 45 pixels, width by height) must be in GIF or JPG format at 72 dpi and submitted at actual size.
- The list of categories for the Premier Category Position will be provided by the account manager. Please follow up with the account manager with your choice. If exhibitor has more than one booth number, please specify to which booth number the listing enhancement should be applied. Logos for Premier Category Positions (175 pixels by 45 pixels, width by height) must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size.
- Files for audio upgrades should be submitted in one of the following formats: MPEG audio layer 2, MPEG audio layer 1/3(MP3), AC3, WMA V1/V2, AAC, PCM. Limit of three audio files per ad buy. The maximum ad file size is 15 minutes of audio.
- Files for video upgrades should be submitted in one of the following formats: MPEG-1, MPEG-2(DVD), MPEG-4, MSMPEG4 V1, MSMPEG4 V2, MSMPEG4 V3, WMV7, VCI, H.261, H.263(+), H.264, RealVideo 1.0, RealVideo 2.0, MJPEG, IntelIndeo 3, FLV, MicroSoft RLE, Microsoft Video-1. Limit of three video files per ad buy. The maximum ad file size is 15 minutes of video.
- Marketing materials must be in low-resolution PDF format (up to 12 pages) with all fonts embedded. A URL for linking to the company's website should also be submitted. Please contact your account manager if additional pages are required.
- Photos for photo gallery upgrades (up to 20 photos at 200 pixels by 180 pixels, width by height) should be submitted in JPG or GIF format at 72 dpi at actual size. A spreadsheet will be sent, and descriptions of up to 20 words per photo must be submitted in this document. Descriptions will be edited for spelling and grammar.

**Print Directory Deadlines**  
Space reservation due: July 20, 2012  
Materials due: July 27, 2012

**Online Directory Deadlines**  
Materials posted 14 days after receipt

### eMedia ad sizes and dimensions (width x height)

