Sponsored by NMA National Mining Association

MINEXPO INTERNATIONAL® 2012

September 24–26, 2012
Las Vegas Convention Center
Las Vegas, Nevada USA
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 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

Print advertisers receive 50% off online listing enhancements

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

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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 dsextro@ascendintegratedmedia.com or Tim McCormack today at 913-344-1367 or 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.*

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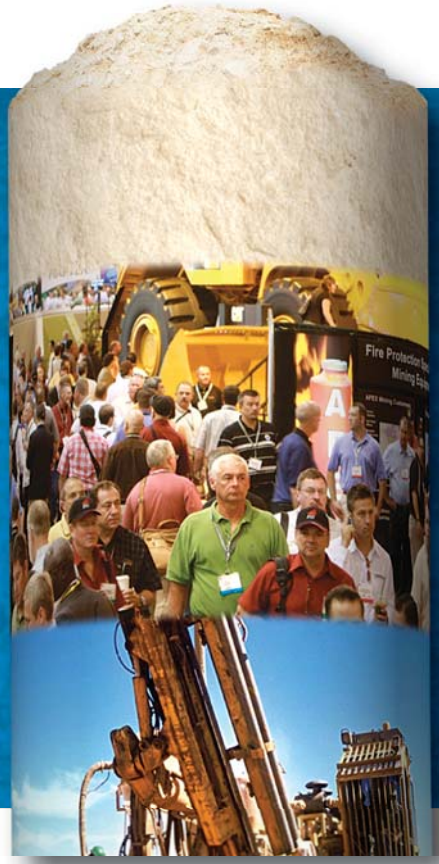
MINEXPO INTERNATIONAL® 2012

MINExpo INTERNATIONAL® 2012 SHOW DIRECTORY

LEAD THEM RIGHT TO YOU



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

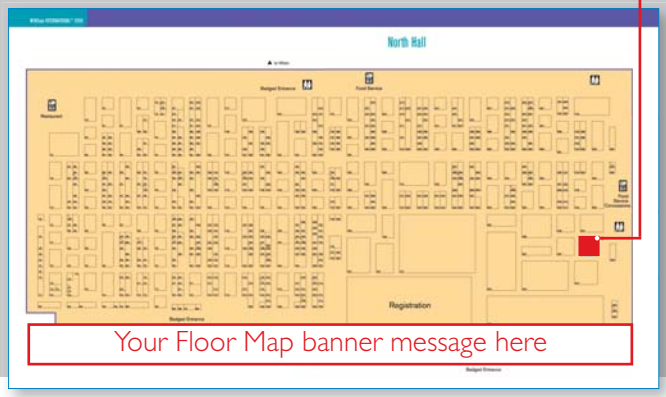
Floor Map Sponsorship

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

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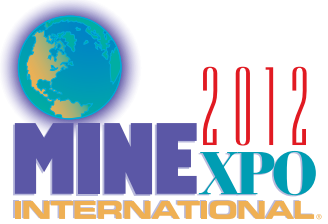
DEADLINES

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

Size

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

Preferred placements

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

Options we can create for you

Products-at-a-Glance	_____$1,495
Product Category Ad	_____$670
Highlighted Listing with Logo	_____$260
New Product Flag	_____$260

Specialty options

Pre-Printed Insert Magna-strip, Tip-in, Bind-in	Price supplied upon request.

Online Directory Job #122456

(Six-month ad buy)

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

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 ocurred. No adjustments will be made to any free listing or advertisement.

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)

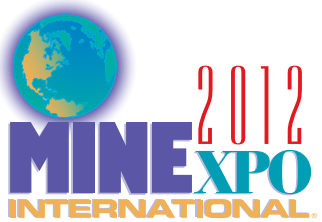
Sales Contact
Darren Sextro
913-344-1443 • Fax: 913-344-1417
dsextro@ascendintegratedmedia.com

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

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



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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.

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Tim McCormack
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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
Fax 913-344-1417

Remit payments to:
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Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at *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.*
- 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.* 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.

ASCEND INTEGRATED MEDIA

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

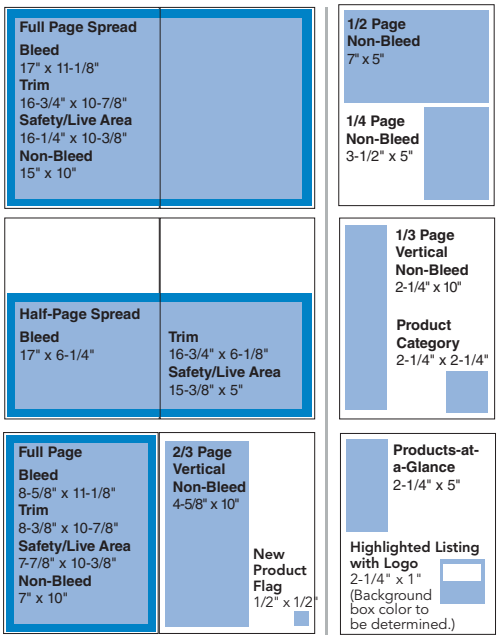
- Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".
- Prototype required.
- Bindery charges may apply.

Print Directory Deadlines

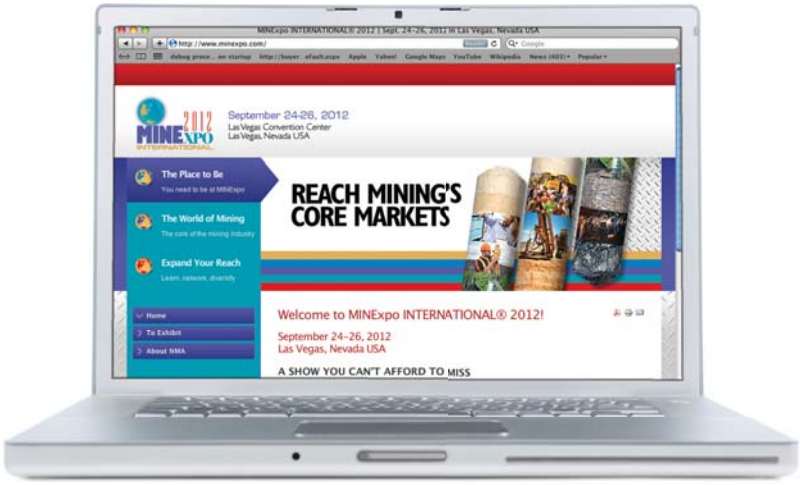
Space reservation due: July 20, 2012
Materials due: July 27, 2012

Online Directory Deadlines

Materials posted 14 days after receipt



MECHANICAL SPECIFICATIONS



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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, WM V7, VC1, H.261, H.263(+), H.264, RealVideo 1.0, RealVideo 2.0, MJEG, 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
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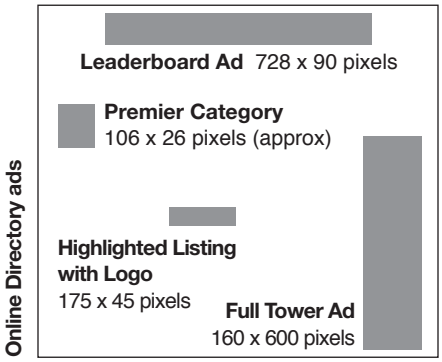
eMedia ad sizes and dimensions
(width x height)



ASCEND INTEGRATED MEDIA