

Reaching every facet of the business, *CIM Magazine*, combined with its cross channel marketing tools, is your direct route to increasing market exposure.

Watch your brand visibility soar with *CIM Magazine's* print, digital and online resources, CIM's leading seminars, networking events, conferences, and its sold-out annual Conference & Exhibitions. Only through CIM's comprehensive marketing programs can you gain complete access to Canada's prolific mining sector.





Official CIM Showguide

CIM Conference and Exhibition 2012: May 3-9, Edmonton, Alberta

Following the remarkably successful event in 2011 (7,000+ visitors, 500 exhibitors), the CIM Conference & Exhibition heads to Edmonton in 2012 where exhibition space is already sold out! Capitalize on event promotions with our extremely popular show guide.

Benefits to advertiser:

- Circulated to all *CIM Magazine* readers with the March/April issue
- Distributed to thousands of CIM Conference and Exhibition 2012 attendees
- Read year-round by active buyers sourcing new products and suppliers



CIM Reporter

The official publication of the CIM Conference & Exhibition, the CIM Reporter and Reporter Updates highlight the hottest news and not-to-be missed events surrounding the three-day event. Handed out to all participants each morning of the event, the Reporter and Updates offer premium exposure to advertisers.

Benefits to advertiser:

- It is picked up by the biggest buyers in the world
- Ideal for product launches, innovative tools and cost-effective solutions
- It contains up-to-the-minute news that is very popular with the attendees
- Bonus: advertisers logos are also featured prominently on full-colour daily Reporter updates

Rates and data

Space closing: Feb. 10, 2012 | Material closing: Feb. 17, 2012

4C	Rates (\$)	Dimensions (inches)
Logo in Listing	305	2.0 x 0.5
Logo around map	615	2.0 x 0.5
Product Profiles	1,025	5.0 x 2.375
Full page (trim)	6,920	5.25 x 8.25
Full page (bleed)	6,920	5.5 x 8.5
Full page (live)	6,920	4.375 x 7.5
½ page	5,190	4.375 x 3.5
IFC/IBC	8,310	5.25 x 8.25
OBC	8,650	5.25 x 8.25
Tabs - One side	7,960	5.25 x 8.25
Tabs - Two side	11,945	5.25 x 8.25

Rates and data

Space closing: April x, 2012 | Material closing: April x, 2012

Tabloid Page	Rates (\$)	Dimensions (inches)
Logo in Listing	305	2.0 x 0.5
OBC/IFC/IBC (trim)	17,580	10.875 x 14.5
Full 4C (trim)	13,185	10.875 x 14.5
Full 4C (bleed)	13,185	11.125 x 14.75
3/4 4C	11,740	7.5 x 13.375
2/3 4C	10,105	10 x 8.75
1/2 4C	8,080	7.0 x 10
1/3 4C	5,190	7.0 x 6.0
1/3 B&W	5,060	7.0 x 6.0
1/4 4C	3,535	7.0 x 4.875
1/4 pg 4C V.	3,535	4.875 x 6.5
1/4 B&W	3,215	7.0 x 4.875
1/4 pg B/W V.	3,535	4.875 x 6.5
1/8 B&W	1,600	4.875 x 3.25



Coming in 2012!

Canada's market-leading publication is now accessible online!

To live up to the changing needs of our readers, this one-stop-website will become a top source of information for Canadian mining and minerals news. Users to the site can view articles from the current issue, flip through the digital edition and browse our full list of archived copies.



CIM Magazine will engage an even broader market online through its:

- popular feature articles
- global news
- market trends
- technology focus
- innovation
- mining development updates

Benefits to the advertiser:

- Reaches a wide global audience
- Gauge ad performance through CIM's web insight tools
- With *CIM Magazine's* exclusive online content, your ad will resonate with an active and engaged audience
- Cost-effective and provides instant sales leads
- Reinforces brand messaging from print and email campaigns

Advertisers can maximize their online package by coinciding additional promotional coverage in the digital edition, bi-weekly e-news and display ads.

Online Banner Rates	Dimensions	1x	3x	6x	12x
Small banner	120 x 60	\$385	\$1,100	\$2,085	\$3,940
Square button	120 x 120	515	1,470	2,780	5,255
Vertical banner	120 x 240	775	2,205	4,170	7,880
Horizontal banner	300 x 60	775	2,205	4,170	7,880

Job Board Rates

Single posting (60-day term)	\$325	5-posting package (60-day term each)	\$1,250
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We're relaunching cim.org!

In 2012, the official CIM website will unveil its new navigational system to allow quick and easy access to pertinent industry information. As part of its ongoing efforts to enhance the quality and availability of content to professionals worldwide, it promises a new level of connectivity and user engagement via its:



- branches & societies pages
- membership directory
- technical papers, online courses
- professional development programs
- job boards
- exhibition dates and links to key industry events

Issue	Editorial features	Bonus distribution
<p>February Ad space: Jan. 6 Ad material: Jan. 13</p>	<p>Optimizing operations Getting maximum return on technology investments (Features the preliminary program for Edmonton 2012) Tools of the trade: Exploration showcase</p>	<ul style="list-style-type: none"> • PDAC 2012 International Convention • 2012 SME Annual Meeting & Exhibit
<p>March/April Ad space: Feb. 10 Ad material: Feb. 17</p>	<p>Latin America An exploration of the emerging mining jurisdictions to the south Tools of the trade: Roof and ground support</p>	<ul style="list-style-type: none"> • Includes the official showguide of CIM Edmonton 2012 • RockEng 2012
<p>May Ad space: Mar. 23 Ad material: Mar. 30</p>	<p>Minerals for all seasons Edmonton 2012 Conference and Exhibition edition Working through the challenges of natural and economic cycles Tools of the trade: Crushers and grinders</p>	<ul style="list-style-type: none"> • CIM Conference & Exhibition Edmonton 2012 • MASSMIN 2012
<p>June/July Ad space: May 11 Ad material: May 18</p>	<p>Mining leaders in the modern era Special section on the women in mining to watch Tools of the trade: Safety</p>	<ul style="list-style-type: none"> • Safety & Reliability in Mining Resources Symposium 2012
<p>August Ad space: June 22 Ad material: June 29</p>	<p>Extreme mining The MineExpo edition Mining at high latitudes and higher altitudes Tools of the trade: Truck and shovel</p>	<ul style="list-style-type: none"> • MINExpo International 2012 • Conference of Metallurgists, COM 2012
<p>Sept./Oct. Ad space: Aug. 10 Ad material: Aug. 17</p>	<p>Coal and Oil sands The energy-industrial complex Tools of the trade: Water treatment</p>	<ul style="list-style-type: none"> • Oil Sands Trade Show and Conference
<p>November Ad space: Oct. 5 Ad material: Oct. 12</p>	<p>Ontario's Ring of Fire Turning prospects into modern projects Tools of the trade: Dewatering</p>	<ul style="list-style-type: none"> • Exploration Québec
<p>December Ad space: Nov. 9 Ad material: Nov. 16</p>	<p>Outlook/Preview 2013 Industry perspectives on the year behind us and the year ahead Tools of the trade: Communications</p>	<ul style="list-style-type: none"> • AME BC Roundup 2012

Editorial highlights

	<p>Upfront Engineering exchange New frontiers of mining Processing Environment CSR Safety Technology Q&A</p>	<p>Columns Aboriginal perspectives Career engineering Eye on business HR outlook Innovations (CMIC) MAC economic commentary Standards Supply side</p>
	<p>Project Profile CIM News The events, activities and people shaping the industry</p>	



4C Gross Rates	1x	3x	6x	8x
Full	\$6,920	\$6,575	\$6,245	\$5,935
2/3	6,230	5,920	5,625	5,345
1/2 isl.	5,885	5,590	5,310	5,045
1/2	5,190	4,930	4,685	4,450
1/3	4,500	4,275	4,060	3,860
1/4	3,810	3,620	3,440	3,270
DPS	11,770	11,180	10,620	10,090

B&W Gross Rates	1x	3x	6x	8x
Full	\$4,420	\$4,200	\$3,990	\$3,790
2/3	3,980	3,780	3,590	3,410
1/2 isl.	3,315	3,150	2,995	2,845
1/2	2,875	2,730	2,595	2,465
1/3	2,210	2,100	1,995	1,895
1/4	1,770	1,680	1,595	1,515
DPS	7,955	7,560	7,180	6,820

Covers	1x	3x	6x	8x
OBC	\$8,655	\$8,220	\$7,810	\$7,420
IFC/IBC	8,305	7,890	7,495	7,120

Standard colour: \$610
 Matched colour: \$730
 Inserts/outserts: Rates available upon request
 Special positions: 25% surcharge

Product File Net Rates	1x	3x	6x	8x
A showcase for your product or service				
1/6 page (horiz.)	\$950	\$900	\$865	\$845

Professional Directory Net Rates	1x	3x	6x	8x
Place your business card in our magazine directory				
1/2 Business card	\$295	\$280	\$270	\$255
Business card	\$400	\$380	\$360	\$345

Dimensions*	Width		Height (Inches)
Trim page	8.125	x	10.875
Bleed page	8.375	x	11.125
Live area	7	x	10
2/3 page	4.5	x	10
1/2 page island	4.5	x	7.5
1/2 page vert.	3.375	x	10
1/2 page horiz.	7	x	4.875
1/3 page horiz.	7	x	3.25
1/3 page sq.	4.5	x	4.5
1/3 page vert.	2.375	x	10
1/4 page vert.	3.375	x	4.875
1/4 page sq.	4.5	x	3.375
1/6 page horiz.	3.25	x	2.875
1/2 Business card	3.25	x	1.125
Business card	3.25	x	2.25
DPS	16.25	x	10.875

*Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements

Electronic Material Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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.

File Transfer Media DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP Site <ftp.dvtail.com>. Please send an e-mail to ftp@dvtail.com for password information for the *CIM* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:
 Roberta Dick, robertad@dvtail.com or
 Joanna Forbes, jforbes@dvtail.com, Ph: 905.886.6640

Terms & Conditions

Fifteen percent (15%) of gross to recognized agencies.

Net 30 days.

Two percent (2%) per month interest on overdue accounts.

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.

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 Cancellations and space changes not accepted after closing date.