

Cutting-edge editorial content:

The Mining Focus journal is published three times each year, with a circulation of over 1,000 per issue. A full color, glossy publication, rich with valuable information, *The Mining Focus* carries the Utah Mining Association's voice and mission: to promote and encourage education in mining and minerals to further the understanding of the role this critical industry and its products play in people's lives, and to foster a spirit of community cooperation.

Mining supports the very foundation of our economy. From the stone and gravel used to build roads and lay foundations for homes and buildings, to coal and uranium used to generate more than half of the nation's electricity, to the copper wire that connects billions of computers to a global social and commercial network, our economy and way of life depend on the vital resources provided by mining.

2017 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
Issue 1	April 10, 2017	May 1, 2017
Issue 2	July 10, 2017	August 1, 2017
Issue 3	October 10, 2017	November 1, 2017

Ad Specifications (Width X Height)	
Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
Inside Front / Back Cover	8.5" x 11"
Outside Back Cover	8.5" x 8.5"

**for bleed add .125" on all sides*

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available \$250.**

Readers want competitive advantage:

The Utah Mining Association (UMA), established in 1915, helps to promote and protect the mining industry. UMA provides its members with full-time professional industry representation before the State Legislature; various government regulatory agencies on the federal, state and local levels; other associations, and business and industry groups.

The Mining Focus is one of the ways the UMA communicates its vital message to its members, prospective members, suppliers, educators, the professional public, policy makers and other interested parties.

- Editorial opportunities available, guidelines apply.



2017 Advertising Rates - Full Color	
Size	Price Per Term (3 issues)
Full Page	\$2,387.00
1/2 Page	\$1,790.00
1/4 Page	\$1,343.00
Page 3	\$2,887.00
Inside Front / Back Cover	\$2,637.00
Outside Back Cover	\$2,887.00

- Ad rates are net.
- All color is process color.
- Centerfold Space available, call for rates.

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QUESTIONS?

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