



# MINING REVIEW.COM

Delivering a mine of information to your online world



## MISSION

miningreview.com is the leading portal delivering industry news, specifically news that supports the sustainable development of Africa's rich mineral resources, connecting leaders in the sector to instant information and direct business opportunities for a truly innovative business experience.

## Is your brand standing out from the crowd?

As part of Spintelligent's complete mining media solution, [www.miningreview.com](http://www.miningreview.com) offers up-to-the-minute industry news, Mining Review Africa magazine archives and comprehensive conference and exhibition information.

Make yourself visible on a powerful online platform designed to bring your clients home and ensure that you are getting the most from your marketing activity.

We will customise the perfect online campaign to take your brand to the optimal level!

## Tap into [miningreview.com](http://miningreview.com)'s global reach and receive the following benefits:

- Detailed lead generation, letting you know exactly who is downloading or linking to your information
- Time and cost effective exposure, designed and managed by the miningreview.com team
- Quantifiable, monthly web stats proving efficacy

### Campaign options

#### Virtual Press Office:

The Virtual Press Office houses corporate microsites that provide comprehensive and focused messaging on companies, their products and services, contact details and latest press releases and white papers. Designed and managed by miningreview.com the Virtual Press Office is cost and time-effective.

Type	Features
<b>Gold</b> R4 995 per month	<ul style="list-style-type: none"> <li>• Customised VPO design</li> <li>• Company overview</li> <li>• Max 10 press releases</li> <li>• Max 10 white papers</li> <li>• Company and logo featured on homepage</li> <li>• Products included in product of the day</li> <li>• Press releases included in e-news</li> <li>• Banner advertising on home page (min of 25% of impressions are reserved for Gold members)</li> <li>• Company logo listings on bottom of home page</li> <li>• 1x PRO+ registration (includes access to all content on metering.com and a 12 month subscription to Mining Review Africa magazine.)</li> </ul>
<b>Silver</b> R2 695 per month	<ul style="list-style-type: none"> <li>• Choice of 2 VPO designs</li> <li>• Company overview</li> <li>• Max 5 press releases per month</li> <li>• Press releases included in the e-news</li> <li>• Max 5 white papers</li> <li>• Company logo listings on bottom of home page</li> <li>• 1x PRO+ registration (includes access to all content on metering.com and a 12 month subscription to Mining Review Africa magazine.)</li> </ul>
<b>Bronze</b> R1 295 per month	<ul style="list-style-type: none"> <li>• Standard VPO page design</li> <li>• Company Overview</li> <li>• Max 2 new press releases per month</li> </ul>

#### E-newsletter:

Promote or advertise your company in the bi-weekly miningreview.com e-newsletter sent to the inboxes of over 13 000 subscribers!

- Banners: mini, skyscraper and super banner
- Text based advertisements
- Press releases
- Logos



#### Dual media package:

The Mining Review Africa team can offer premier companies an enhanced marketing package, across print in Mining Review Africa, digital on [www.miningreview.com](http://www.miningreview.com), and the Spintelligent series of Mining events, to support detailed marketing objectives. Contact the publisher or representative for a customised package, at advantageous rates.

### Banner Advertising:



- **Leaderboard ad**  
968 X 100 pixels high, the leaderboard is the width of the page and lies between the masthead and content of the site
- **Super Banner ad**  
468 X 60 pixels high, the super banner is placed at the top of the page
- **Page peel**  
Page-peel-away graphic on the top right edge of the site leading customers to sponsor's customised VPO
- **Mini banner ad**  
260 X 50 pixels high, the mini banner is situated beneath the super banner
- **Skyscraper ad**  
120 X 600 pixels high, a skyscraper ad is placed to the right of content on the page
- **MPU ad**  
260 X 250 pixels high, a multi purpose unit is placed beneath the skyscraper
- **VPO ad**  
130 X 190 pixels high, dedicated to VPO banners

## Rates

### Homepage \* All rates per month

Page peel	R1200	Combined with gold VPO package R5500
Leaderboard	Sole Ownership R2500	50% Ownership R1500
Super banner	Sole Ownership R1200	50% Ownership R850
Skyscraper	Sole Ownership R2000	50% Ownership R1200
MPU	Sole Ownership R2000	50% Ownership R1500
Mini Banner	Sole Ownership R1200	50% Ownership R850

### Regional and Industry Sector Homepage \* All rates per month

Leaderboard	Sole Ownership R1500	50% Ownership R850
Super banner	Sole Ownership R850	50% Ownership R550
Skyscraper	Sole Ownership R1100	50% Ownership R650
MPU	Sole Ownership R1500	50% Ownership R950
Mini banner	Sole Ownership R850	50% Ownership R550

### Podcast \* All rates per month

Podcast campaign	R5500 per month / Podcast on its own R2550
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### E-Newsletter

Super banner	R 797 (per mailing)
Skyscraper	R 597 (per mailing)
Mini banner	R 397 (per mailing)
Text based ad (500 words)	R 495 (per mailing)

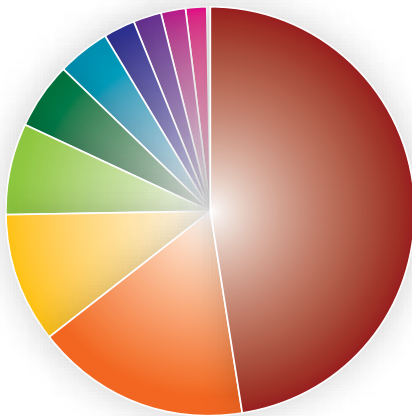
### Material specifications:

- Files may be supplied in JPEG or animated GIF format no larger than 25 k
- Ensure that flash images have embedded click throughs and the file is no larger than 30 k
- Podcasts: MP3 file not larger than 15 megs



miningreviewafrica.com User Profile

User by region:



- Southern Africa
- Northern America
- Northern Europe
- Australia and New Zealand
- Eastern Asia
- Western Europe
- Eastern Africa
- Western Africa
- Eastern Africa
- Southern Asia

Statistics:

- Fortnightly newsletter visible to over 7000 Mining industry decision makers
- Over 6000 page views per month

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