

COAL USA

MAGAZINE

Inside the longwall and room & pillar industries

Media Kit 2012



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Aspermont

Information for Industry

www.coalusamagazine.com

ABOUT COAL USA

Coal USA focuses exclusively on the longwall and room & pillar industries, giving readers unprecedented access to original and in-depth news and features, and advertisers access to the industries' key decision makers.

With comprehensive distribution to longwall mines, room & pillar operations, and coal company headquarters, the *Coal USA* team is dedicated to ensuring the magazine reaches the buyers of your products and services. *Coal USA* remains a niche product, offering advertisers a targeted method to deliver your messages to the people you want to reach. *Coal USA* provides the perfect value-for-money vehicle for brand positioning or launching new products.

Part of what sets *Coal USA* apart from its competitors is industry recognition that it is the leading source of information on the underground coal sector. The *Coal USA* editorial team prides itself on producing topical, timely, industry-specific information that cannot be obtained from any other source. With an unmatched depth of technical, business and analytical content, *Coal USA* is the only magazine industry people feel they must read.

Coal USA is complemented by sister publications *Australian Longwall Magazine* and online news service *International Longwall News* (www.longwalls.com).



WHY ADVERTISE?

Coal USA is published by Aspermont Limited, Australia's largest resources industry media group.

We offer cost effective packages across our print and online publications, providing you with maximum coverage of your target audience.

For more information visit www.aspermont.com.

US DISTRIBUTION

Coal USA distributes 6,000 magazines throughout the US every edition, producing 24,000 copies a year. Special attention is paid to getting the magazine where it works for you – at the mines and in front of the decision makers.

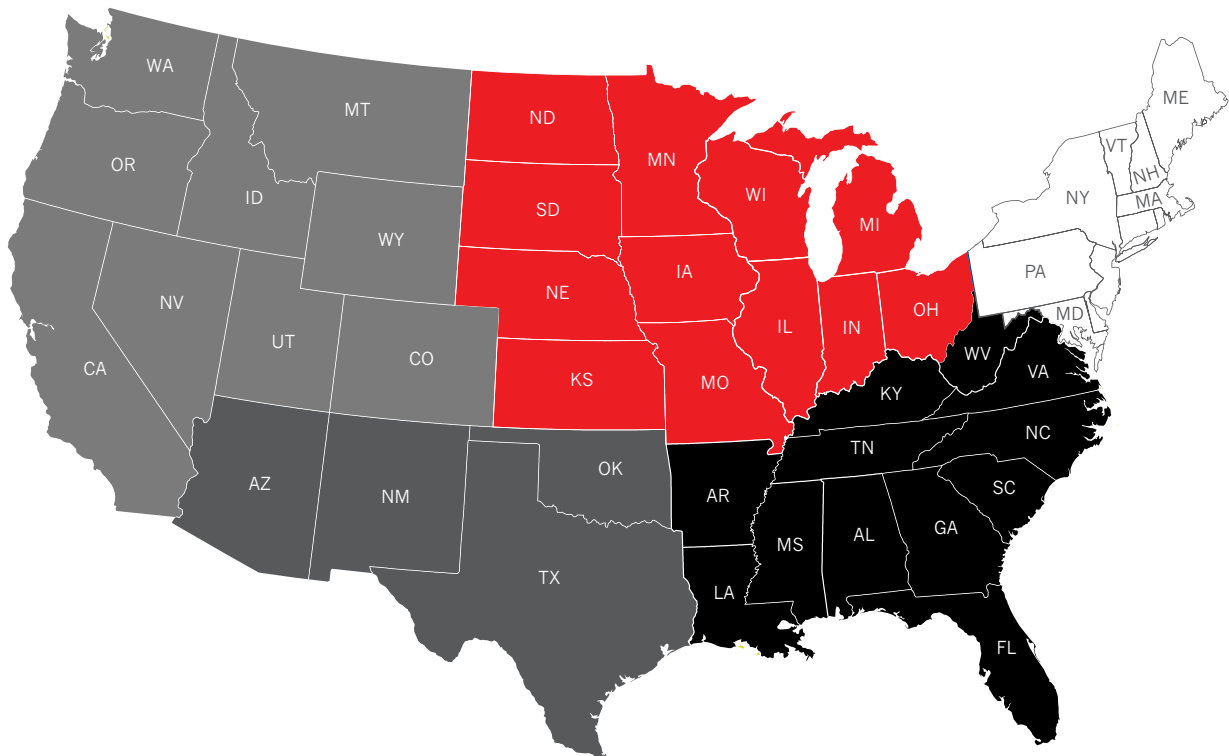
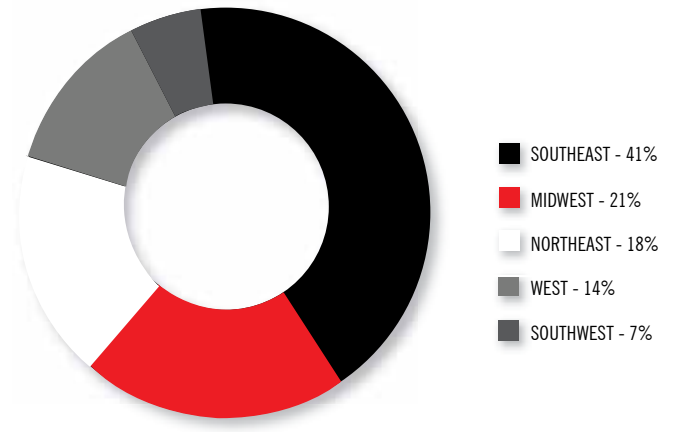
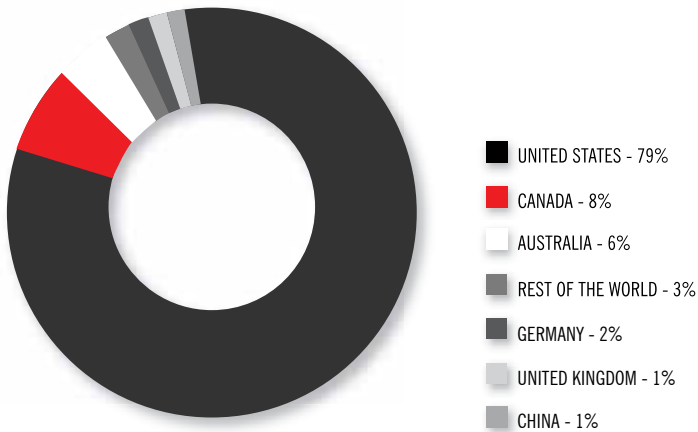
- Longwall mines, room & pillar mines and coal company headquarters
- Suppliers
- Government and Industry bodies



DISTRIBUTION BREAKDOWNS

Distribution by Country

Distribution by Region (USA)



COAL USA FEATURES FOR 2012

March 2012

Room and pillar technology and services

Coal USA focuses on where the room and pillar sector is headed, along with design updates and equipment issues mines and OEMs are tackling.

Conveyors, belts, chains and clearance

From belt scrapers to idler technology, *Coal USA* reviews new product releases for conveyors, including drive technology, couplings and chains.

Software

Coal USA reviews developments in mining-related software, from greenfield mine planning to production scheduling.

Lubrication, pumps and seals

Coal USA reviews the latest pump, lubrication and seal offerings from suppliers and looks at how suppliers and mines are working together to achieve effective pump station design.

New releases

Just released a new product or service into the longwall or room and pillar market? Here is the place to get the word out about your latest offerings. *Coal USA* will review suppliers' latest offerings, cutting edge technologies and innovations.

SME Seattle 2012

Together with extensive distribution at the 2012 SME Annual Meeting and Exhibition in Seattle, *Coal USA* will provide a large special feature on vendors, new product launches and demonstrations for this well-attended event.

June 2012

Room and pillar technology and services

Examined as part of this feature will be pillar design, seam height issues and special geological considerations, including regional topics. *Coal USA* will also examine research in the areas of pillar support and retreat mining.

Latest in Longwall

Coal USA has long been known as the best place to go for the latest news and technology affecting the longwall industry. From shearers to shields, this feature will take a detailed look at hot longwall topics.

Featured Survey: Safety

New in 2012, be a part of the *Coal USA* Safety Survey, which will provide a comprehensive look at the latest safety products available to the mining community today.

Strata control, bolts and skins

As US mines get deeper, rib and roof control becomes more crucial. We examine the latest developments.

Drilling, drill bits and gas drainage

Coal USA examines the latest projects, research and development and techniques in drilling and in-seam gas drainage.

New releases

Just released a new product or service into the longwall or room and pillar market? Here is the place to get the word out about your latest offerings. *Coal USA* will review suppliers' latest offerings, cutting edge technologies and innovations.

Gas, ventilation and fire

The longwall sector is focused on how to provide correct and adequate ventilation; how to avoid gas issues; and if a fire does occur, how to best fight it. *Coal USA* will explore gas detection and monitoring, ventilation planning, and fire suppression systems.

September 2012

Room and pillar technology and services

In this special focus, *Coal USA* takes a look at ventilation issues related to the room and pillar mine sector, including new products, research, and where ventilation design is going. We will also review past incidents that have changed technology as well as examining new regulations regarding seals, and how operations are working to comply.

MINExpo 2012

Returning to Las Vegas in 2012, MINExpo is regarded by the industry as the largest and most comprehensive exhibition dedicated to mining. Along with extensive distribution at this prestigious event, *Coal USA* will include a special preview article highlighting key exhibitors.

Communications and tracking

Recent tragic events in the US coal industry have highlighted the importance of underground communications – from two-way communication to tagging. *Coal USA* reviews up-to-the-minute technologies in this all-important area.

Head/eye/hand/foot protection

At the heart of miner safety is protecting hands, heads, eyes and feet to prevent injury. *Coal USA* reviews the latest in designs, research and accident prevention techniques.

Highwall mining

With the highwall sector growing steadily larger, *Coal USA* reviews every aspect of the sector from equipment to software, planning issues and more.

New releases

Just released a new product or service into the longwall market? Here is the place to get the word out about your latest offerings. *Coal USA* will review suppliers' latest offerings, cutting edge technologies and innovations.

December 2012

Room and pillar technology and services

As with all of the coal mining community, never a day ends without new technology, products and services in the pillar mining arena. *Coal USA* delves into the latest supplier offerings and the innovative practices being incorporated by mines, such as super-sections that are bringing a new meaning to high production.

Consultants, recruitment, training and education

To help ease the skills shortage, coal companies need to take advantage of the best recruitment options available to them. *Coal USA* examines the status of the skills shortage, the latest recruitment techniques and avenues for sourcing workers. Our annual Consultant Survey, always tackling a hot industry topic, is a special feature of this issue as well.

Rebuilding, repair and overhaul

Coal USA reviews the range of service providers offering rebuild and overhaul facilities to underground coal mines.

Maintenance and diesel technology

This feature has it all! From health issues to environmental problems, diesel emissions create major challenges for increasingly bigger longwall faces. *Coal USA* reviews new products available to help miners overcome these challenges, as well as the latest research and developments in diesel technology. We'll also examine the all-important area of predictive maintenance regimes for equipment management.

Electrical

New motors being introduced underground are giving operators much greater flexibility, with higher power requirements increasingly being met by smaller equipment. *Coal USA* looks at new electrical devices being developed for mines.

New releases

Just released a new product or service into the longwall market? Here is the place to get the word out about your latest offerings. *Coal USA* will review suppliers' latest offerings, cutting edge technologies and innovations.

Safety

Safety continues to be a number one concern for coal mining operations with a focus on systems, rescue strategies, training and equipment. Suppliers are lining up to bring the latest in their equipment and technology to mines. *Coal USA* will explore the latest in world-class R&D and up-to-the-minute communication technology, rescue chambers, breathing apparatus and lifelines.

RATES 2012

Size	Casual Rate	Corporate Rate
	\$ US	\$ US
DP	7,660.00	6,660.00
FP	4,070.00	3,555.00
2/3 Page	3,355.00	2,915.00
1/2 Page	2,890.00	2,515.00
1/3 Page	2,360.00	2,050.00
1/4 Page	1,975.00	1,720.00
1/6 Page	1,650.00	1,430.00

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

Corporate Rates

Corporate rates are available to clients who book two or more ads in the calendar year 2012.

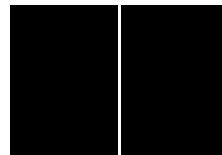
BASIC TYPESETTING RATES

Size	Casual Rate
	\$ US
DP	525.00
FP	435.00
2/3 Page	252.00
1/2 Page	210.00
1/3 Page	200.00
1/4 Page	175.00
1/6 Page	147.00

PLEASE NOTE: Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

ARTWORK SIZE

Bleed (all sides): **1/8 inch (0.147 inch)** = 3.75mm



Double Page (DP)

Trim Size

276.22mm (d) x 431.8mm(w)
10.875inch(d) x 17inch(w)

Bleed

283.75mm(d) x 439.3mm(w)
11.17inch(d) x 17.29inch(w)

Image/Safe Area

264.22mm(d) x 419.8mm(w)
10.4inch(d) x 16.52inch(w)



Full Page (FP)

Trim Size

276.22mm (d) x 215.9mm(w)
10.875inch(d) x 8.5inch(w)

Bleed

283.72mm(d) x 223.4mm(w)
11.17inch(d) x 8.79inch(w)

Image/Safe Area

264.22mm(d) x 203.9mm(w)
10.4inch(d) x 8.027inch(w)



Two Thirds Page

255mm(d) x 119mm(w)
10.04inch(d) x 4.68inch(w)



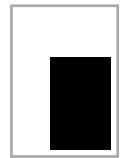
Half Page – Horizontal

124mm(d) x 182mm(w)
4.88inch(d) x 7.16inch(w)



Half Page – Vertical

255mm(d) x 86mm(w)
10.04inch(d) x 3.38inch(w)



Half Page – Double Column

182mm(d) x 119mm(w)
7.16inch(d) x 4.68inch(w)



Third Page – Horizontal

80mm(d) x 182mm(w)
3.15inch(d) x 7.16inch(w)



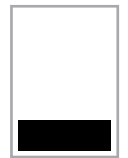
Third Page – Vertical

255mm(d) x 55mm(w)
10.04inch(d) x 2.16inch(w)



Third Page – Double Column

124mm(d) x 119mm(w)
4.88inch(d) x 4.68inch(w)



Quarter Page – Horizontal

60mm(d) x 182mm(w)
2.36inch(d) x 7.16inch(w)



Quarter Page – Vertical

124mm(d) x 86mm(w)
4.88inch(d) x 3.38inch(w)



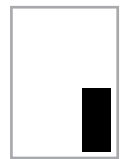
Quarter Page – Double Column

92mm(d) x 119mm(w)
3.62inch(d) x 4.68inch(w)



Sixth Page – Horizontal

40mm(d) x 182mm(w)
1.57inch(d) x 7.16inch(w)



Sixth Page – Vertical

124mm(d) x 55mm(w)
4.88inch(d) x 2.16inch(w)

Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.

ARTWORK SPECIFICATIONS

Artwork Specifications

Preferred file type:

PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

Material Requirements:

Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

Supplying digital artwork:

Utilise CD, DVD or via email to adproduction@aspermont.com (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

Accepted Programs:

Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

Colours:

PMS colours must be supplied out of 4-colour process to avoid the extra \$300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

Disclaimer – While internal production processes may verify that material is within specifications, the onus is firmly on the tradehouse to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Aspermont reserves the right to refuse any material that does not meet the artwork mechanical specifications or standards of the publication.

Providing artwork for make-up

Text:

To be provided by the client in “text only” format, either on disk or via email.

Images:

To be provided as: Slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

Logos:

To be provided as: EPS file format (preferably vector) or large size jpeg.

Proofing:

A proof of your advertisement will be emailed for your approval before publication.

For more information or for a copy of the advanced technical specifications please contact your advertising sales representative.

