

# 2012 EXPLORER Advertising Rate Card



ASSOCIATION OF MINING AND EXPLORATION COMPANIES

## About AMEC

The Association of Mining and Exploration Companies (AMEC), is the peak industry representative body for mineral exploration and mining companies throughout Australia with offices in Western Australia, Queensland and New South Wales.

Founded in 1981, our purpose is to facilitate a positive political and economic environment to grow the exploration and mining industry on behalf of our members.

We are regarded as an extremely professional, credible and effective advocate for the industry by governments, stakeholders, and our growing membership base.

## Explorer Newsletter

Explorer Newsletter is a quarterly e-publication that is **distributed to over 7,900 readers**. Explorer provides AMEC members with an update on legislation and industry trends affecting their business. It also provides an update on AMEC events including the AMEC Convention, golf days, and networking events.

## Explorer readership by type:

Explorer is read by the following industry groups:

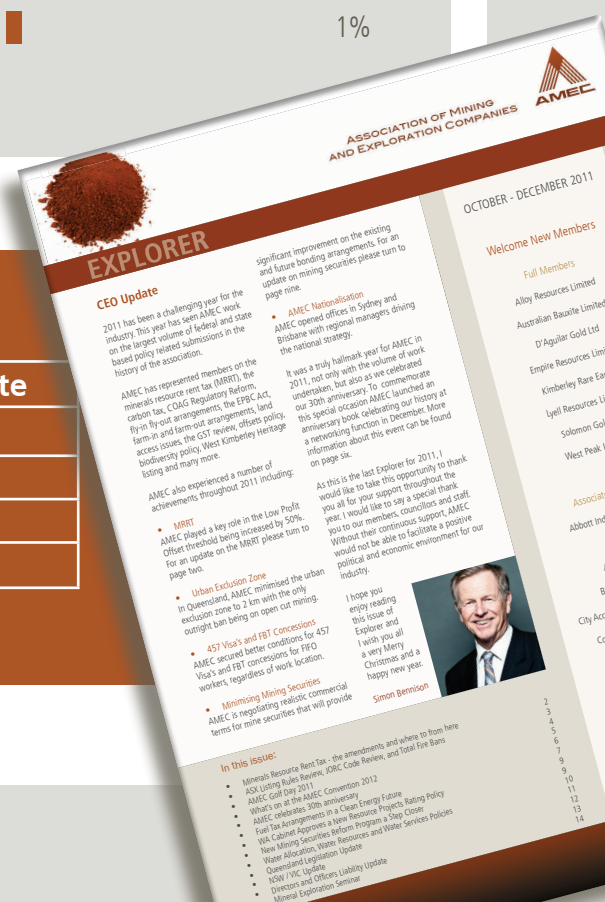
- Explorers
- Producers
- Service Providers
- Media
- Government

## Explorer readership by location:

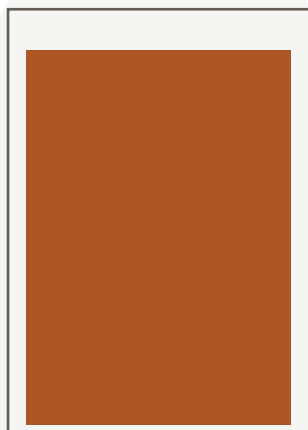


## Material Deadline:

| Edition        | Material Deadline | Publication Date |
|----------------|-------------------|------------------|
| March 2012     | 12 March          | 26 March         |
| June 2012      | 11 June           | 25 June          |
| September 2012 | 10 September      | 24 September     |
| December 2012  | 26 November       | 10 December      |

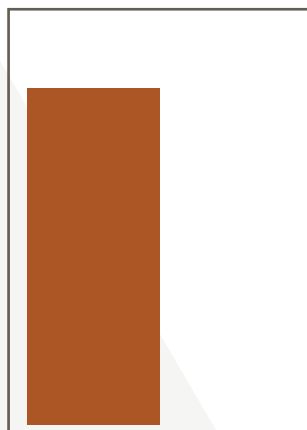


- In this issue:**
- Mineral Resource Rent Tax - the amendments and where to from here
  - ASX Listing Rules Review, ASIC Code Review, and Total Five Bars
  - AMEC Celebrates 30th Anniversary
  - What's on at the AMEC Convention 2012
  - AMEC celebrates 30th anniversary
  - Fuel Tax arrangements in a Clean Energy Future
  - New Mining Licences Reform Programs a Step Closer
  - Water Allocation, Water Resources and Water Services Policies
  - Queensland Legislative Update
  - NSW / VIC Update
  - Queensland Officers' Liability Update
  - Directors and Officers' Liability Update
  - Mineral Exploration Seminar



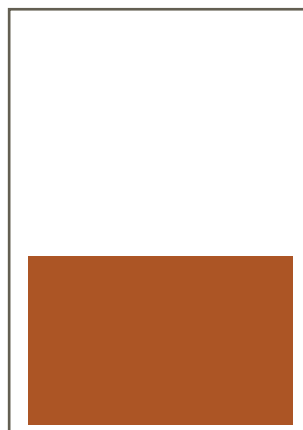
**Full Page**  
284.3 x 210mm

|             |         |
|-------------|---------|
| Member:     | \$1,200 |
| Non-member: | \$1,320 |



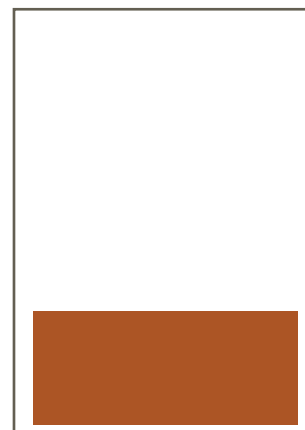
**Half Page Vertical**  
220 x 85mm

|             |       |
|-------------|-------|
| Member:     | \$790 |
| Non-member: | \$869 |



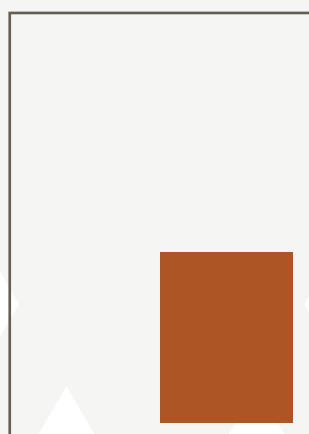
**Half Page Horizontal**  
130 x 175mm

|             |       |
|-------------|-------|
| Member:     | \$790 |
| Non-member: | \$869 |



**One Third Horizontal**  
85 x 175mm

|             |       |
|-------------|-------|
| Member:     | \$610 |
| Non-member: | \$671 |



**One Quarter Horizontal**  
130 x 85mm

|             |       |
|-------------|-------|
| Member:     | \$540 |
| Non-member: | \$594 |



**One Sixth Horizontal**  
40 x 175mm

|             |       |
|-------------|-------|
| Member:     | \$430 |
| Non-member: | \$473 |



**Directory**  
40 x 85mm

|             |       |
|-------------|-------|
| Member:     | \$220 |
| Non-member: | \$242 |

### Multiple Booking Discounts

The following discounts are available when multiple advert bookings are made at one time:

|             |          |
|-------------|----------|
| 2 Editions: | less 5%  |
| 3 Editions: | less 10% |
| 4 Editions: | less 15% |

**Please note: all rates include GST**

### Supplying Artwork

- AMEC Explorer accepts PDF, jpeg and tiff file formats only
- All elements must be CMYK or greyscale
- All placed full colour elements must be at least 300dpi
- All fonts must be embedded
- Files should be supplied with 3mm bleed and crop marks
- As Explorer Newsletter is an e-publication, embedded hyperlinks in artwork are welcome.

**For more information or to book your advert, please contact AMEC on 1300 738 184 or email [info@amec.org.au](mailto:info@amec.org.au).**