

**THE
Potash**
PRODUCER
ELECTRONIC E-NEWSLETTER

Potash
WORKS

CANADA'S PREMIER ANNUAL
PRINT PUBLICATION DEDICATED TO THE PROMOTION,
PRODUCTION AND DISTRIBUTION OF POTASH

Potash
ONLINE DIRECTORY
& BUYER'S GUIDE

www.potashworks.com

POTASHWORKS ANNUAL PRINT & DIGITAL PUBLICATION

MECHANICAL REQUIREMENTS

ALL SIZES ARE WIDTH FIRST BY HEIGHT

Full Page Bleed 8.625" x 11.125"

Allow .5" inside of bleed as live area

Double Page Spread 16.75 x 10.875"

Include an additional .125" outside of the trim for bleed

Full Page..... 7" x 9.5"

1/2 Vertical..... 4.625" x 7"

1/2 Horizontal..... 7" x 4.625"

1/3 Vertical..... 2.125" x 9.5"

1/3 Square 4.625" x 4.625"

1/3 Horizontal..... 7" x 3"

1/4 Vertical 3.375" x 4.625"

1/4 Horizontal 4.625" x 3.375"

1/8 Vertical..... 2.125" x 3.375"

1/8 Horizontal..... 3.375" x 2.125"

Magazine Trim Size 8.375" x 10.875"

No ads should be supplied at this size, this is the trim.

300 DPI electronic files can be accepted only as:

TIFF, JPG, EPS, PDF (high resolution).

First published in 2012 as a print magazine, *PotashWorks* morphed into a printed and digital publication dedicated exclusively to potash production, distribution, and to those companies and individuals who specialize in bringing potash to market.

This highly anticipated edition will again be distributed by direct mail free of charge to all North American potash producers, consulting engineers, contractors, union representatives, government officials, occupational health, CEOs, project managers, procurement persons, and so many more. We also regularly distribute the publication at PDAC, AME Round Up and more shows. We email the digital version to potash players worldwide and all SIMSA members.

The digital version of *PotashWorks* magazine and the *Potash Producer* electronic newsletters are archived on potashworks.com. *PotashWorks* magazine and the *Potash Producer* electronic newsletter are read thousands of times each year. Not only do you get direct exposure to the potash mining market via mailing, email and trade shows, but residual exposure continues online - indefinitely.

Magazine advertising, web advertising, directory enhanced listings and the newsletters are all options. We also offer complimentary ad creation.

Call or email and let's customize a package that suits your budget.

Mic Paterson 204-615-0335
mic@delcommunications

ADVERTISING RATES (pricing includes colour)

Double Page Spread	\$3259.50
Full Page	\$2189.50
1/2	\$1439.50
1/3	\$1199.50
1/4	\$899.50
1/8	\$449.50

COVER RATES (Includes colour)

Inside Front Cover	\$2309.50
Inside Back Cover	\$2309.50
Outside Back Cover	\$2409.50

All advertising rates include complimentary ad design.

* Net Rates - Non-Commissionable

THE Potash PRODUCER

ELECTRONIC E-NEWSLETTER

THE POTASH PRODUCER A POTASHWORKS DIGITAL COMPANION

The *Potash Producer* is a 3X electronic newsletter and companion publication to North America's premier annual print publication *PotashWorks*. Published in April, August, and November, the editorial content will focus on stories related to potash producing companies.

The *Potash Producer* is delivered via email, directly to your inbox. Reach procurement managers, directors, general managers, project managers, vice presidents, CEOs, partners and many more.

Subscribe for free. Copy and paste this link

potashworks.com/potash-producer

Unsubscribe at any time.

Double Page Spread	17 x 11
Full Page Bleed	8.5 x 11"
1/2 Page	7" x 4.625"
1/4 Page	3.375" x 4.625"

1X	Double Page	\$1,889.25
	Full Page	\$1,259.50
	1/2 Page	\$929.50
	1/4 Page	\$609.50

2X (per issue)	Double Page	\$1,664.50
	Full Page	\$1,109.50
	1/2 Page	\$809.50
	1/4 Page	\$509.50

3X (per issue)	Double Page	\$1,364.50
	Full Page	\$909.50
	1/2 Page	\$659.50
	1/4 Page	\$409.50

ALL PRICES INCLUDE FULL COLOR

Potash

ONLINE DIRECTORY
& BUYERS' GUIDE

ONLINE DIRECTORY & WEBSITE ADVERTISING

DIRECTORY OPTIONS

FEATURED LISTING – 1 YEAR – \$689.50

Includes your logo, short description, 1/2-page ad or image, detailed long description with multiple links to your site. Displayed in a "Featured Listing" area.

LOGO LISTING – 1 YEAR – \$279.50

Includes a logo and a short description.

FREE LISTING – Includes a short description.

WEBSITE OPTIONS

SIDE BAR ADS – 3 MONTHS – \$259.50

300 pixels by 250 pixels.

LEADER BOARD ADS – 3 MONTHS – \$339.50

800 pixels by 120 pixels.

Ad in rotation with other advertisements.

Our searchable potash mining directory is consistently our top 5 most visited page at potashworks.com.

Add a free listing at potashworks.com/add-listing



Side bar ads and leader board ads expose your company to ever-increasing new and returning visitors. Your ad will be visible on hundreds of pages.