

**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