

Australian
mining
resources
Guide



ATKGLOBAL
digital publishers

Ease of use, total accessibility and unlimited content.
That's digital publishing.



Leaving paper behind

Distributed via DVD, the magazine is based on cutting edge digital publishing software, offering a huge improvement over traditional print publications. Presented on screen as a real page turning book, this powerful software is superior in function and content, giving advertisers greater potential to reach out to customers. Advanced search and interactivity features allow users to quickly get to the information they need. Rich media breaks through the limitations of print, enhancing information with video and audio. Such benefits embody everything that digital publishing has to offer.



The publication

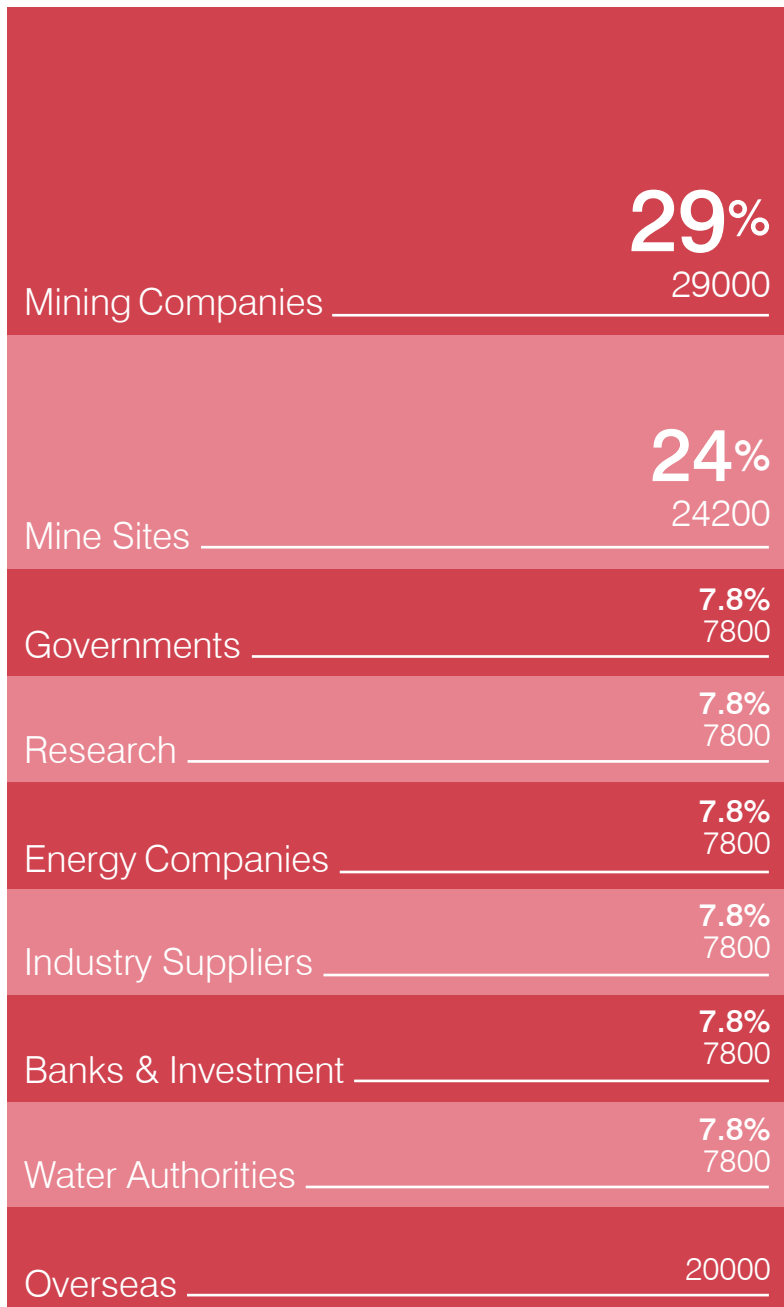
2010 will be a defining time for the mining industry. Commodity prices will remain volatile and the Australian Government is to introduce a new regulatory regime to control the release of carbon dioxide emissions into the atmosphere and to put in place an emissions trading scheme to fund our transition towards a carbon restricted future.

The Australian Mining Resources Guide will provide an accurate and up to date listing of mining, petroleum and energy companies with key contact details. This information will be supported by editorial on mineral and base metal projects and initiatives, and a listing by classifications of contractors and service suppliers.

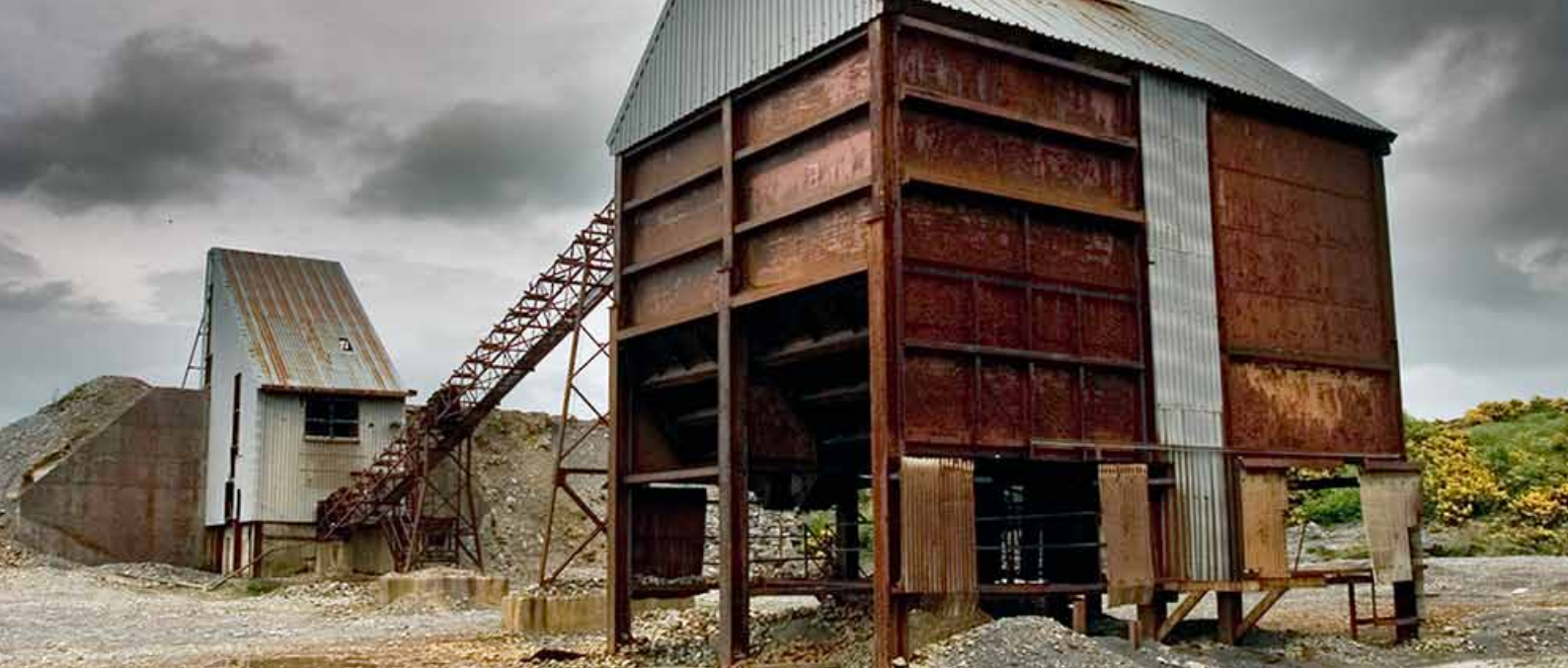
ATK Global will produce the free directory on DVD and will distribute it via direct mail to CEOs, investment houses, mine managers, chief engineers, financial controllers, human resource managers as well as service providers engaged directly with all levels of government, mining companies, energy and water authorities, and environmental protection agencies throughout Australia and other countries.

The Distribution

Distribution is the most vital and important aspect of all publications. It needs to be effective to make each advertising dollar work harder for the company. The Australian Mining Resources Guide will reach an audience of more than 120,000 people via direct mail.



- Mining Companies
- Mine Sites
- Energy Companies
- Petroleum & Oil Companies
- Water Authorities
- Investment Houses
- State Government Departments
- Federal Government
- Industry Suppliers
- Research Institutes
- Merchant Banks



Rates

Ad Size

Double Page	\$3800
Includes 1 minute video footage	

Full Page	\$2900
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Half Page	\$1900
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Quarter Page	\$1100
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Special Positions

Inside Front + Page 1	\$4750
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Opposite Contents	\$3500
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Opposite Foreword	\$3500
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Publication Dates

Mining Resources Guide

February 2010

All rates are full colour and subject to GST.

Agency fees not included.

All display advertisements receive up to 3 classification listings. Video footage must be supplied by the advertiser.

Material Requirements

Display Advertisements

Supplied Artwork

Artwork for display ads must be supplied via email to art@atkglobal.com.au. Please note that email attachments should not exceed 10MB in size. Compressed files are acceptable. Files larger than this should make use of an online drop box. We recommend www.mediafire.com.

Colours

This is a digital publication not intended for print, so artwork should be created in RGB mode using the RGB colour space. Any artwork received in CMYK mode will be converted and as such we cannot guarantee faithful reproduction.

File Format

Artwork must be submitted as a Press Quality PDF. We are able to accept all other Adobe Creative Suite formats such as EPS, PSD, and packaged INDD. Working files such as these must be compliant with CS3 and CS4. Extra work to prepare these files for production will be charged to the advertiser at trade house rates. We do not accept other file types such as JPEG, Word document, or Publisher.

Design Services

If you are unable to supply your own artwork, we offer a high quality and competitively priced design service. Please speak with our sales staff for more details.

Embedded Images

For optimum results, any images embedded in your PDF should have a minimum resolution of 150dpi. Under no circumstances will images with a resolution of less than 72dpi be accepted.

Printer Marks and Bleed

A bleed area and printer marks are not necessary on your artwork. Please do not include these.

Artwork Dimensions and Margins

Refer to the table below for your artwork dimensions.

Ad Size	Width (mm)	Depth (mm)	Text Margin (mm)
Double Page Spread	420	297	12
Full Page	210	297	12
Half Page	186	136.5	5
Quarter Page	93	136.5	5

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