



## ADVERTISING OPPORTUNITIES

**Coal Energy** magazine serves as a forum to communicate and promote the nation's professional coal producing and consuming communities. Effectively reach professionals from the four major coal associations - including American Coal Council, National Coal Transportation Association, American Coal Ash Association and RMEL.

Reach your target market with one ad, for one price.

Strengthen your relations with the decision makers who purchase your products and services. Symbolize your support for the industry's magazine.

### AUDIENCE

Coal Energy goes to all members of the five associations listed above. It also goes out to 1400 mine sites. It is geared towards coal production, transportation, and consumption.

Our audience consists of mine operations supervisors, coal plant directors, rail car owners and manufacturers, rail carriers, barge carriers, utilities, power plant developers and engineers.

### EDITORIAL FOCUS

**Coal Energy** will profile companies and individuals in the industry, cover the latest news and events, and analyze trends in today's coal consumption. For a complete editorial ladder or to submit press releases, please email [info@martonickpublications.com](mailto:info@martonickpublications.com)

### PUBLISHER

Martonick Publications, Inc publishes **Coal Energy** four times a year. For more information you may contact our advertising staff toll free at 866-387-0967.



Martonick Publications, Inc.

PO BOX 244322

Boynton Beach, FL 33424

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**Toll Free Fax: 866-458-6557**

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# coal energy

From the Mine to the Utility

## BLACK & WHITE SPACE RATES

Full Page . . . . .	\$2299.50
2/3 Page . . . . .	\$2099.50
1/2 Page . . . . .	\$1099.50
1/3 Page . . . . .	\$899.50
1/4 Page . . . . .	\$509.50
1/6 Page . . . . .	\$329.50
1/8 Page . . . . .	\$299.50

Online link included in 1/2 page or larger. 1/3 page and smaller add \$99 for online link. Advertisers are allowed two proofs. All following proofs will incur a \$25 fee.

## ADVERTISING DISCOUNTS

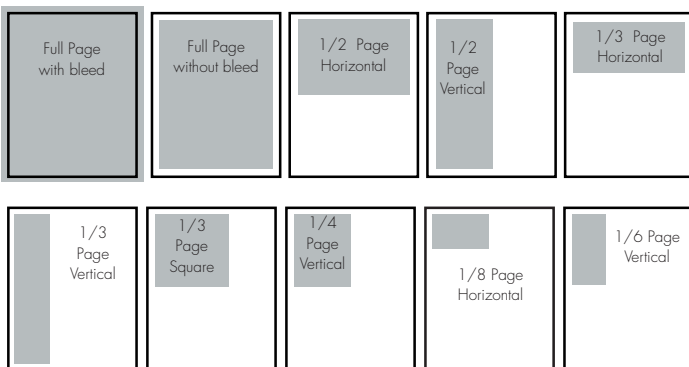
Multi insertion discount 10%

## PREMIUM POSITION RATES

Inside Front Cover . . . . .	\$2699.50
Inside Back Cover . . . . .	\$2499.50
Outside Back Cover . . . . .	\$3099.50
Island . . . . .	\$100.00

## DIMENSIONS

Full Page with bleed . . . . .	8 5/8 X 11 1/8
Full Page no bleed . . . . .	7 1/8 X 9 7/8
1/2 Horizontal . . . . .	7 1/8 X 4 3/4
1/2 Vertical . . . . .	3 1/2 X 9 7/8
1/3 Horizontal . . . . .	7 1/8 X 3 1/8
1/3 Vertical . . . . .	2 1/4 X 9 7/8
1/3 Square . . . . .	4 3/4 X 4 3/4
1/4 Vertical . . . . .	3 1/2 X 4 3/4
1/6 Vertical . . . . .	2 1/4 X 4 3/4
1/8 Horizontal . . . . .	3 1/2 X 2 1/4
Trim Size . . . . .	8 3/8 X 10 7/8
Line Screen . . . . .	150



## COLOR RATES

Four Color Process . . . . .	\$550.00
1/2 Page and smaller Full Color . . . . .	\$350.00

## ELECTRONIC FILE GUIDELINES

Preferred format:

### High-resolution, press-optimized PDF:

\*Embed all fonts & graphics. Include all printers marks.

### Other acceptable format:

Collected PC InDesign CS Files (CS or earlier):

\*All Postscript and/or OpenType fonts must be enclosed, no TrueType fonts accepted

\*High-resolution 300 dpi images at 100% size, no local rotation or flipping in InDesign

Photoshop TIFF, EPS or JPG:

\*Raster images only - must be 300dpi at 100% size

\*Due to jpeg compression settings, we cannot guarantee quality jpeg reproduction

Illustrator File Formats:

\*Vector images only, all fonts converted to paths/outlines

## Electronic files can be emailed to:

[artwork@martonickpublications.com](mailto:artwork@martonickpublications.com)

## DEADLINES/CANCELLATIONS

The Publisher will repeat the advertiser's most recent ad if new material has not been received by the closing date.

No extensions, cancellations or changes in space reservations will be accepted after the closing date.



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[www.martonickpublications.com](http://www.martonickpublications.com)



## ADVERTISING AGREEMENT

### ADVERTISER INFORMATION

Date: \_\_\_\_\_  
Contact : \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Town/City: \_\_\_\_\_  
State/Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Fax Number: \_\_\_\_\_

### RATE INFORMATION

Ad Rate: \_\_\_\_\_  
Color Rate: \_\_\_\_\_  
Cost per Edition: \_\_\_\_\_

**I have indicated below the number of editions in which my advertisement is to appear.**

- Issue 2 2009                       2009-10 Directory  
 Issue 3 2009                       Issue 4 2009

*\*You will be billed separately for each edition.*

### APPROVAL

I agree this constitutes the acknowledgement of my order.

**Please Return via Toll Free Fax: 866-458-6557**

Name (Please Print): \_\_\_\_\_  
Signature: \_\_\_\_\_  
PO/IO (If Applicable): \_\_\_\_\_

### INSERTION DETAILS

- 2 Page Spread                       Full Page  
 1/2 Page                                 1/3 Page  
 1/4 Page                                 1/6 Page  
 1/8 Page                                 Other \_\_\_\_\_

### Covers and Placements

- Inside Front                               Inside Back  
 Outside Back                               Island  
 Other \_\_\_\_\_

### Ad Shape

- Horizontal                                 Vertical

### Ad Color

- Black & White                               Full Color  
 One Spot Color (CMYK Build)

### Artwork

- To be Built                                 To be Supplied  
 Renewal                                       Renewal with Changes

**\*Submit artwork, logos, and other documents to the address provided below or e-mail to [artwork@martonickpublications.com](mailto:artwork@martonickpublications.com)**



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