



METALTECH NEWS

THE ELEMENTS OF INNOVATION DISCOVERED

ELEMENTAL OPPORTUNITY

Metal Tech News marketing & advertising brochure

What do vacuum cleaners, iPhones, electric vehicles, solar panels and Mars rovers have in common? They all take advantage of special properties of minerals and metals to be smaller, lighter, smarter and more efficient than previously imagined.

Metal Tech News is a first of its kind publication that digs deeper into the mined materials that make modern life possible and provides a continuous glimpse into the future of how materials scientists and engineers are discovering new uses for the special properties of minerals and metals.

The exciting avant-garde technologies made possible by minerals and metals, however, is only half of the Metal Tech story.

First, these materials must be mined – whether from Earth, asteroids or other bodies circling our Sun.

To tell the whole story – from discovering new sources of the metals that make modern life possible to using them to build the smartphone that will let you know the next edition of Metal Tech News has arrived in your inbox – this intriguing new publication also covers new technologies used to find, extract and process the minerals and metals of innovation.

Combined, Metal Tech News will allow readers to discover the metals of innovation, inform them on the latest mineral exploration and mining technologies, and challenge them to think about the role minerals and metals will play in a smarter, greener and more sustainable future for Planet Earth.

Is your company ready to take advantage of an elemental opportunity to get in on the ground floor of this exciting new publication discovering the elements of innovation? Turn the page to find out more ...

Metal Tech News Launch – Jan. 1, 2020

Will your company take-off with us?

With a launch date of Jan. 1, 2020, Metal Tech News is a weekly digital news publication and quarterly magazine that reports on mined materials needed for high-tech and green energy applications; and new technologies being employed for the mining and explorations of those metals.

The weekly digital edition and Metal Tech News website will keep readers up to date on cutting edge applications of metals to modern devices.

While the applications are infinite, here are some of the topics Metal Tech News will cover:

- Electric vehicles & battery metals;
- Renewable energy and large electrical storage;
- Graphene & applications of this wonder material;
- Rare earth elements & their applications;
- Copper & its role in an electric-centric society;
- Alloy & superalloy applications (think aerospace);
- Magnet metals in high-tech & green energy;
- Technology metals markets; and
- Critical minerals policies.



To tell the whole story, Metal Tech News will also cover new technologies being implemented by the mining and mineral exploration sectors.

Here is a sample of some of the exciting developments in mining technology that Metal Tech News will be covering:

- Machine learning & AI applications for;
- Wi-Fi & digital connectivity of mine sites;
- Drones for exploration, mine-site analysis & rescue;

- Remote & semiautonomous mining equipment;
- Electrical & alternate-fuel powered mining equipment;
- Remote sensing for exploration & mine safety;
- Advancements in mineral analysis;
- Metals separation & refining (think rare earths & specialty metals); and
- Asteroid mining.

Together, these facets of Metal Tech News will provide a global audience with an increased understanding of the importance of minerals and metals to a technological driven future on Planet Earth and spur imperative conversations on how we can more efficiently and sustainably obtain those materials.

For everyone who loves tech & metals

Born from a passion for mining and innovation, Metal Tech News is for anyone who loves technology and metals.

Metal Tech Founder Shane Lasley has been reporting on the mining sector for more than a decade. As publisher and principle writer for North of 60 Mining News, he has demonstrated a knack for providing accurate and in-depth insights into mining and mineral exploration that are technically sound enough to be useful to industry insiders but easily understood by those not as familiar with the sector.

Following the U.S. federal government's increased focus on critical minerals, Shane authored "Critical Minerals Alaska" – a magazine that covers 30 minerals, metals and groups of elements considered critical to the United States that are found in Alaska.

Shane is now applying this knowledge and passion for mining, metals and technology to Metal Tech News. When coupled with his long track record of investigation, interpretation and journalistic integrity, Metal Tech News will be an interesting, popular and highly regarded news source that your company will be proud to be a part of.



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www.metaltechnews.com



Digital Edition Monthly Advertising Rates

WEB/STORY AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Medium Rectangle Ad	300x250	\$690	\$620	\$530
Small Horizontal Lead Ad	260x90	\$595	\$540	\$460
Leaderboard Ad	728x90	\$945	\$850	\$725
Homepage Splash	550x480	\$1,045	Ask about special placement options	

All digital ad rates are per month. First month paid prior to insertion and billed monthly thereafter.

Metal Tech News online ads offer your company multi-level exposure to mining, metals and technology executives; technology metals market analysts and experts; policymakers; and a broad audience of readers interested in technology and mining.

In addition to the website homepage, your company's online advertisement will appear in multiple locations on the Metal Tech website, as well as along Metal Tech stories read by subscribers, delivered by search engines and shared on social media.

This powerful suite of advertisements that come with a single placement ensures your Metal Tech News digital advertisement will be seen by thousands of your company's most valuable future clients – those interested in discovering the elements of innovation.

Metal Tech News offers four online advertising options:

Leaderboard Ad: At 728x90 pixels, this attention-grabbing ad is featured prominently on the Metal Tech News homepage and across the top of each Metal Tech News article that is opened. With only three positions available, this is a premium placement available on a first-come-first-serve basis.

Homepage Splash Ad: Looking to really grab attention? If so, the Homepage Splash ad placement is for you. At 550x480 pixels, this ad opens in front of the Metal Tech News homepage. This ensures your company's message is the first thing viewed by visitors to the website. (Ask your sales representative about availability and rates for custom duration placements.)

Medium Rectangle Ad: At 300x250 pixels, this ad appears in multiple locations across the Metal Tech News digital platform, as well as alongside Metal Tech News articles, providing numerous opportunities to be seen with a single ad placement. Only 20 placements are available.

Small Horizontal Lead Ad: Small but mighty, this 260x90 ad is placed at the top of the Metal Tech News homepage and subpages of the website, making it the first thing potential clients see when they visit the page.

Circulation: Metal Tech News website; as well as articles accessed from the website, weekly eBook, search engine delivery and social media network.

Placement: Ads are on a random rotation across Metal Tech News' online presence.



The power of a hotlink

A hotlink directing potential clients to any page on your company's website can be included with any Metals Tech News online ad at no extra charge. This provides your company the power to link potential clients directly to the information, equipment, goods or services in the ad.

A digital advertisement on Metal Tech News links your company directly to industry developments as they happen, providing countless opportunities to grab the attention and interest of our growing audience.



Newsletter Monthly Advertising Rates

NEWSLETTER AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Newsletter Story Ad	300x250	\$535	\$475	\$405
Newsletter Sponsor Ad	728x90	\$760	\$685	\$580

All newsletter ad rates are per month. First month paid prior to insertion and billed monthly thereafter.

Beyond standard digital advertising, Metal Tech News offers your company the opportunity to advertise alongside the newsletter delivered to subscribers each week – providing a direct connection between your company and its future customer.

Metal Tech News offers two newsletter advertising options in standard web sizes:

Newsletter Sponsor Ad: At 728x90 pixels, this attention-grabbing ad is featured at the top of the Metal Tech Newsletter. With only one position available, this is a premium placement available on a first-come-first-serve basis. (Ask your sales representative about custom placement options.)

Newsletter Story Ad: At 330x250 pixels, this ad runs in random rotation alongside the story summaries emailed to subscribers each week. Only 10 placements are available.

Added Value

For an even more influential advertising campaign, ask your sales representative about special rates for combining your company's newsletter ad with the added exposure of an ad on the Metal Tech News website.



Contact Information

Metal Tech News

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Specs & General information

Production specifications: Ads should be submitted electronically (with a proof). Files must be at least 72 dpi. The image should be the same size (measured in pixels) as the space reserved.

Production charges: We can build your ad for a flat rate of \$80. (With up to 2 edits. \$20 for each additional change.)

Non-profit and political ads: 30% off open rates.

Approved agencies: Approved advertising agencies will receive a 15% discount on the net price.

We reserve the right to reject any advertising deemed misleading or objectionable.



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