



**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 News 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, process, and recycle the minerals and metals of innovation.

Combined, Metal Tech News allows readers to discover the metals of innovation, informs them on the latest mineral exploration and mining technologies, and challenges them to think about the role minerals and metals 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 publication discovering the elements of innovation? Turn the page to find out more ...

## Metal Tech News \ Where Technology Metals & Mining Technologies.

Metal Tech News is a weekly digital news publication that provides the most in-depth and knowledgeable insights into the mined materials needed for high-tech and green energy applications; along with the latest technologies being employed for the mining and exploration of those metals.

The weekly digital edition and Metal Tech News website 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 covers:

- 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 also reports on the new technologies that are helping to make mining and mineral exploration safer, more efficient, and sustainable.

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

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

- Remote & autonomous 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
- Space mining.

Together, these facets of Metal Tech News provide our 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 nearly two decades. 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 his 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 has emerged as an interesting, popular and highly regarded news source that your company will be proud to be a part of.



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



## Digital Edition Monthly Advertising Rates

WEB/STORY AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Medium Rectangle Ad	300x250	\$680	\$640	\$570
Small Horizontal Lead Ad	260x90	\$575	\$540	\$480
Leaderboard Ad	728x90	\$945	\$860	\$770
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 comes 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 four 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, making it the first thing potential clients see when they visit the page.

**Circulation:** Metal Tech News website visitors; weekly digital newsletter delivered to subscribers; search queries related to technology metals and mining technologies; and robust social media campaigns.

**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 Advertising Rates

NEWSLETTER AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Newsletter Story Ad	300x250	\$145	\$130	\$110
Newsletter Sponsor Ad	728x90	\$170	\$155	\$135

All newsletter ad rates are per weekly placement. 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 is an attention-grabbing ad placement on the Metal Tech Newsletter. The four positions available for this is premium placement are available on a first come-first serve basis. (Newsletter Sponsor Ad positions are rotated weekly.)

**Newsletter Story Ad:** At 330x250 pixels, these ads are featured with the story summaries emailed to subscribers each week. Only 3 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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### Rebecca Lasley, executive director

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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.*

