



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 four 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

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

Toll Free Phone: 866-387-0967

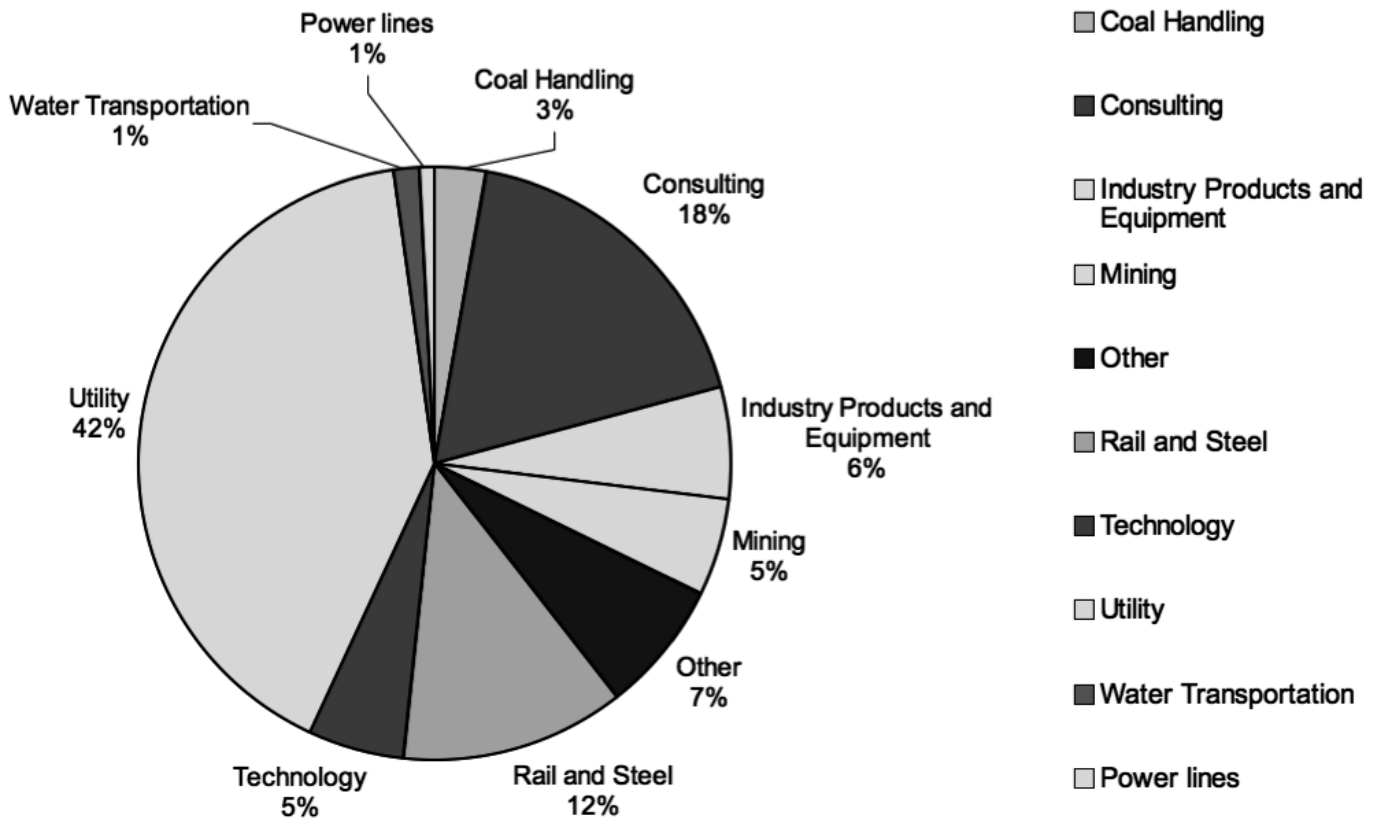
Toll Free Fax: 866-458-6557

Contact: **Maria Martonick**

maria@martonickpublications.com

www.martonickpublications.com

READERSHIP STATISTICS



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 maria@martonickpublications.com
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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

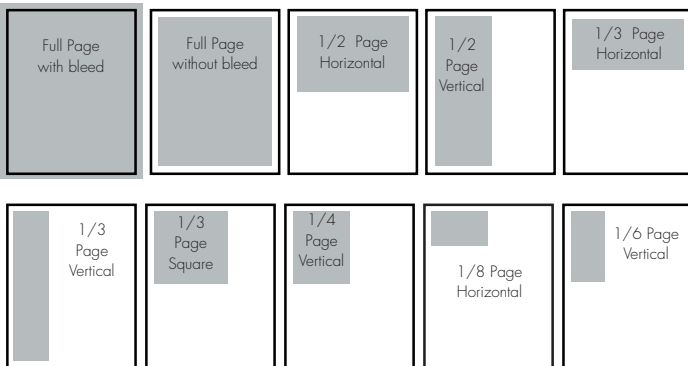
Multi insertion discount 10%

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

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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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**



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