

# coal ENERGY

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From the Mine to the Utility

## 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 fastest growing e - journal.

## AUDIENCE

Coal Energy goes out to members of the four associations listed above. 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.

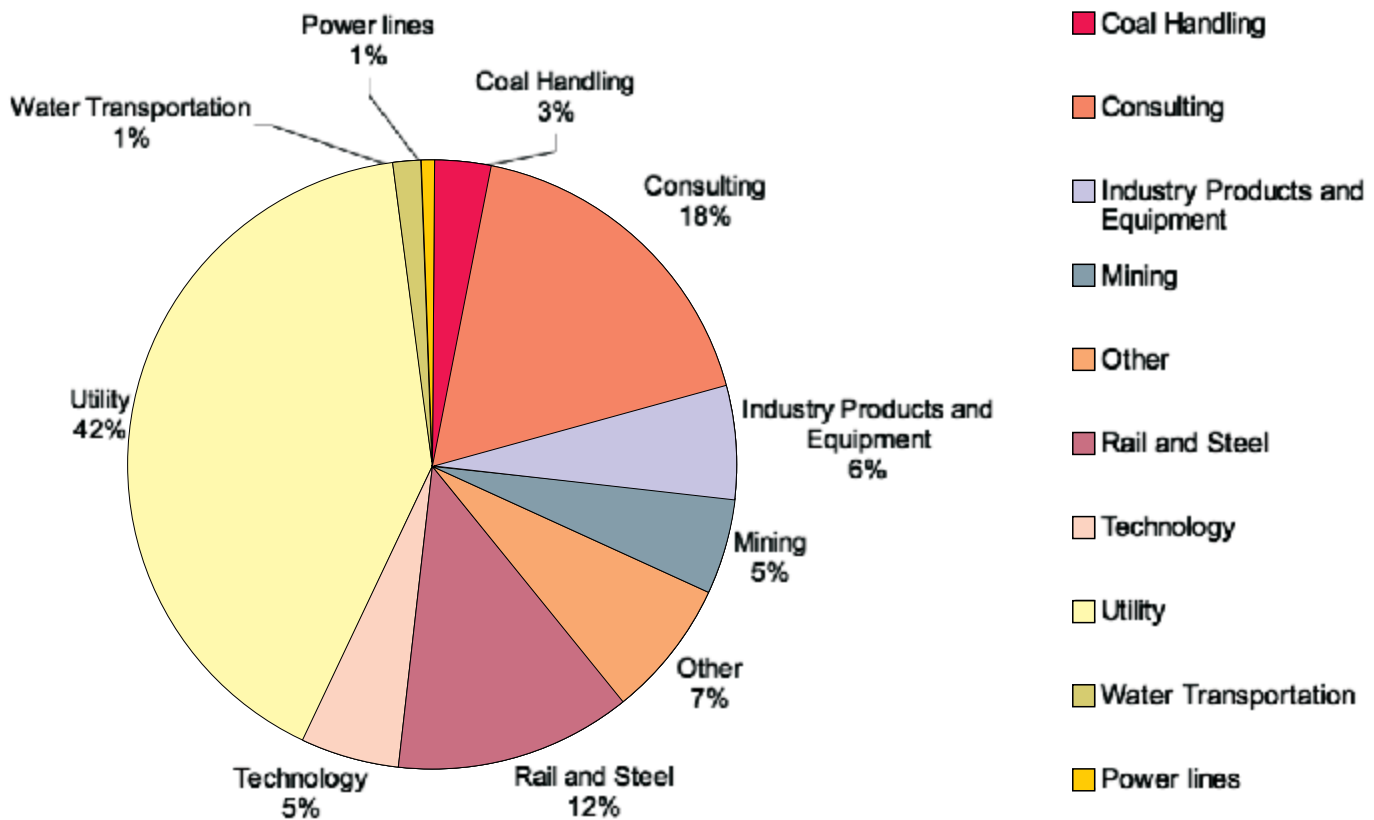
PO BOX 244322  
Boynton Beach, FL 33424  
**Toll Free Phone: 866-387-0967**  
**Toll Free Fax: 866-458-6557**

Contact: **Maria Martonick**  
[maria@martonickpublications.com](mailto:maria@martonickpublications.com)  
[www.martonickpublications.com](http://www.martonickpublications.com)

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## READERSHIP STATISTICS



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## SPACE RATES

Full Page	\$2299.50
2/3 Page	\$2099.50
1/2 Page	\$1199.50
1/3 Page	\$899.50
1/4 Page	\$749.00
1/6 Page	\$449.00
1/8 Page	\$379.00

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

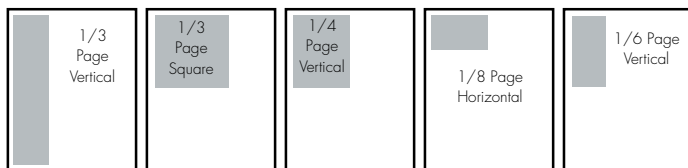
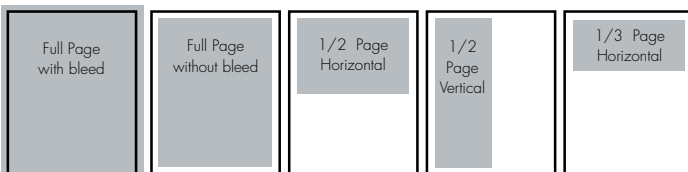
Multi insertion discount 10%

## 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



## 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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## ADVERTISING AGREEMENT

### ADVERTISER INFORMATION

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

### RATE INFORMATION

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

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

Q1 2024                       Q2 2024  
 Q3 2024                       Q4 2024  
 Memorial 2023

\*You will be billed separately for each edition.

### APPROVAL

I agree this constitutes the acknowledgement of my order.

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

### 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)**

\*I/O's automatically renew unless cancelled thirty days prior to publishing dates.



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