
Coal Leader

IT PAYS TO ADVERTISE!

Coal Leader, the oldest industry newspaper in existence, is committed to serving its readership and its advertisers. When you advertise in **Coal Leader** you are talking with key decision makers in the coal, mining equipment, utility, and transportation industries.

Why Advertise?

- Sell Products and Services
- Identity Builder
- Sales Force Helper
- Target Decision Makers
- Brand Loyalty Builder
- Continuity
- Reach Busy Buyers

The Readership

The reading audience includes all key decision makers. **Coal Leader** goes to all coal mines, to mine managers, maintenance staff, purchasing agents, and corporate offices as well as, equipment manufacturers, mining consultants and those providing other products and services to the coal industry.

Copies are sent to all committee members of the Senate and House of Representatives overseeing energy and other elected officials. The **Coal Leader** is mailed to all major companies in coal, coalbed methane gas, rail, utility, and manufacturing and service industries.

There is also bonus circulation to hundreds of visitors at meetings, seminars and trade shows connected with the energy industry. The **Coal Leader** has a circulation of nearly 15,000.

Why The Industry Reads Coal Leader

- Monthly coal mining news as it happens, on both underground and surface mining worldwide.
- Coal industry and coalbed methane gas production, forecasts, safety and technology news and comments.
- News of the mining machinery manufacturers, as well as service companies, electric utility and railroad industries.
- Feature articles on environmental and legislative controls such as global climate change and clean air.
- Coverage of current legislation and government reports.
- Fresh, topical and innovative reporting.
- Interviews leading personalities.
- Interprets trends and forecasts.

Personnel

Barbara F. Altizer - Publisher & Managing Editor
barb@coalleader.com

Marsha Presley - Business Editor & Office Manager
marsha@coalleader.com

Martin A. "Marty" Snyder - Advertising Sales Manager
msnyder55@verizon.net

Robert Fields - Web Master
robert@coalleader.com

Eastern Coal Council Directors - Editorial Board & Content

Coal Leader

COAL'S NATIONAL NEWSPAPER

Advertising Rate Card

2011 Rates

www.coalleader.com

2011 Black and White Rates

“Per Month” Mechanical Specifications

AD SIZE	1 Time	3 Times	6 Times	9 Times	12 Times	AD SIZE	Dimensions
Full Page	\$2400	\$2200	\$2000	\$1500	\$1200	93.50 sq. inches	8.5" x 11"
1/2 Page	\$1600	\$1450	\$1350	\$1200	\$1000	48.88 sq. inches	8.5" x 5.75"
1/3 Page	\$1300	\$1150	\$1000	\$975	\$750	29.67 sq. inches	8.5" x 3.49"
1/4 Page	\$1100	\$975	\$900	\$800	\$725	12.24 sq. inches	4.25" x 2.88"
1/8 Page	\$750	\$725	\$675	\$600	\$450	6.12 sq. inches	4.25" x 1.44"
Business Card	\$250	\$200	\$150	\$100	\$50	Business Card	3.5" x 2"

150 Line Screen * Can do Bleeds

**Prices
Are
Full Color**

Special Positions

Back Cover (section 1) add \$300.00
Back Cover (section 2) add \$400.00

Process Color Separation Provided by Advertiser. For best results, text should ALWAYS be **100% Black**, not a process black.

**PDF or EPS Formats
Accepted.
ADS MUST be in PC Format**

Coal Leader has a special segment “Spotlighting” a business or industry. The feature company or industry exhibits outstanding quality, reliability and performance. If you know of a business worthy of spotlighting please contact the management of **Coal Leader**.

www.coalleader.com

Advertise on our Website

With your ad in **Coal Leader**, for an additional fee we will place your ad on the **Coal Leader** website including a link to your company’s website. Contact **Marsha Presley** at marsha@coalleader.com

The benefits of Advertising in **Coal Leader**

- Reaching a National/International audience at very affordable prices.
- Selling Products and Services
- Developing an Individual Identity
- Reaching Busy Buyers
- Creating Interest in New Products
- Providing Consistent Exposure
- Keeping up with the latest technologies for coal and energy

Call and reserve your space in **Coal Leader** TODAY!

MAILING INSTRUCTIONS:
Send all correspondence, contracts, and insertion orders to:

Coal Leader

P. O. Box 858

Richlands, VA 24641-0858

Email: coalleader@coalleader.com

www.coalleader.com

SHIPPING INSTRUCTIONS:

Coal Leader

222 Sunny Hills Drive

Cedar Bluff, VA 24609

Closing Date:

15th of Each Month