



**METAL
TECH
NEWS**

ELEMENTAL OPPORTUNITY

Metal Tech News marketing & advertising brochure

Unleash the Elements of Innovation with Metal Tech News Advertising

Advertising with Metal Tech News connects your business directly with a growing community passionate about the cutting-edge discoveries driving the metals and mining industry. Featuring your company on our dynamic website and in our engaging weekly newsletters, you are delivering your message directly to executives, decision-makers, and industry enthusiasts seeking valuable insights into tech metals and mining technologies.

What truly sets Metal Tech News apart is our standing as a trusted source for accurate and in-depth news covering the entire critical minerals value chain – from spotlighting groundbreaking mining technologies that enhance efficiency and sustainability at the beginning of the supply chain to uncovering the clean energy, high-tech, and everyday innovations driving new uses at the demand end.

Our coverage goes deeper – exploring the interplay between material sciences, government policies, and critical minerals markets as the global geopolitical and technological landscape adjusts to the transition to low-carbon energy and shifting supply chains.

Advertising with Metal Tech News ensures your company's message and brand reaches an influential audience of executives, policymakers, government officials, stakeholders, and enthusiasts deeply engaged in tech metals and mining technologies. This precise targeting allows your marketing campaigns to achieve maximum impact, establishing your brand as a vital contributor to the rapidly advancing tech metals ecosystem.

Are you ready to share your company's solutions with a forward-thinking community passionate about the elemental building blocks of a smarter, greener, and more innovative future?

Turn the page, and let's shape the future together!

Where Tech Metals & Mining Tech meet

Metal Tech News is a weekly digital news publication that provides the most in-depth and knowledgeable insights into the minerals and metals needed for a high-tech and sustainable future, 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 & batteries
- Renewable energy & grid-scale storage
- Graphene & other nanomaterials
- Rare earth elements & their high-tech uses
- Copper & its role in an electric-centric future.
- Alloy & superalloy applications (think aerospace)
- Magnet metals in high-tech & green energy
- Technology metals markets
- 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
- Electric & alternate-fuel powered mining equipment
- Remote sensing for exploration & mine safety
- Advancements in mineral analysis
- Minerals separation & refining
- 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 and spur imperative conversations on how we can more efficiently and sustainably obtain those elements of innovation.

For everyone who loves Tech & Metals

Born from a passion for mining and innovation, Metal Tech News is for everyone 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 and his team at Metal Tech News have authored six magazines that provide in-depth insights into the markets and policies related to the 50 minerals and metals critical to the U.S.

Shane and his team bring this same in-depth knowledge and passion for mining, metals and technology to Metal Tech News. When coupled with a 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.

Digital Edition Monthly Advertising Rates



WEB/STORY AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Medium Rectangle Ad	300x250	\$864	\$814	\$724
Small Horizontal Lead Ad	260x90	\$732	\$687	\$610
Leaderboard Ad	728X90	\$1,202	\$1093	\$978
Homepage Splash	550X480	\$1,328 per month. Ask for details.		

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

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

In addition to the Metal Tech News homepage, your company's online advertisement will appear in multiple locations across the website, as well as alongside stories delivered to subscribers via email and a global audience by search engines and social media.

The powerful multi-level delivery provided by a single placement ensures your Metal Tech News digital advertisement will be seen by thousands of your company's most valuable future clients – decision-makers and enthusiasts engaged 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 articles that are opened. With only four positions available, this is a premium placement available on a first-come-first-serve basis.

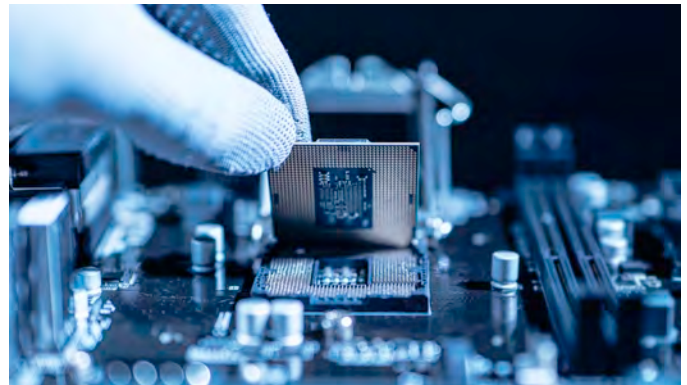
Medium Rectangle Ad: At 330x250 pixels, this ad appears in multiple locations across the Metal Tech News digital platform, as well as alongside articles, providing numerous opportunities to be seen with a single ad placement. Only 20 placements are available.

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.)

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 platform.



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 our growing audience.



Newsletter Advertising Rates

NEWSLETTER AD TYPE	PIXELS	3 MONTH	6 MONTH	12 MONTH
Newsletter Story Ad	300x250	\$194	\$174	\$163
Newsletter Sponsor Ad	728x90	\$228	\$208	\$182

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 business and its future customers.

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

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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 \$100. (With up to 2 edits. \$25 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.



METAL TECH NEWS
THE ELEMENTS OF INNOVATION DISCOVERED