



Mission

Coal News is coal's foremost publication for coal operators, managers, mining personnel, equipment manufacturers, mining consultants, government employees in coal related positions, students and faculties of mining colleges, mining association and institutes, and to others providing products and services to the coal mining industry.

Coal's Foremost Publication

- Promotes greater safety and health in coal mining
- Presents reports on coal conferences, meetings, trade shows and expositions
- Publishes interviews with leading personalities and experts associated with the coal industry
- Reviews industry, government and research reports
- Provides information on technologies and equipment for coal mining, processing and distribution
- Discusses coal production trends and forecasts

Coal News was established in 2004 and is published by Coal News, Inc. in Bluefield, West Virginia. Circulation is 15,700.

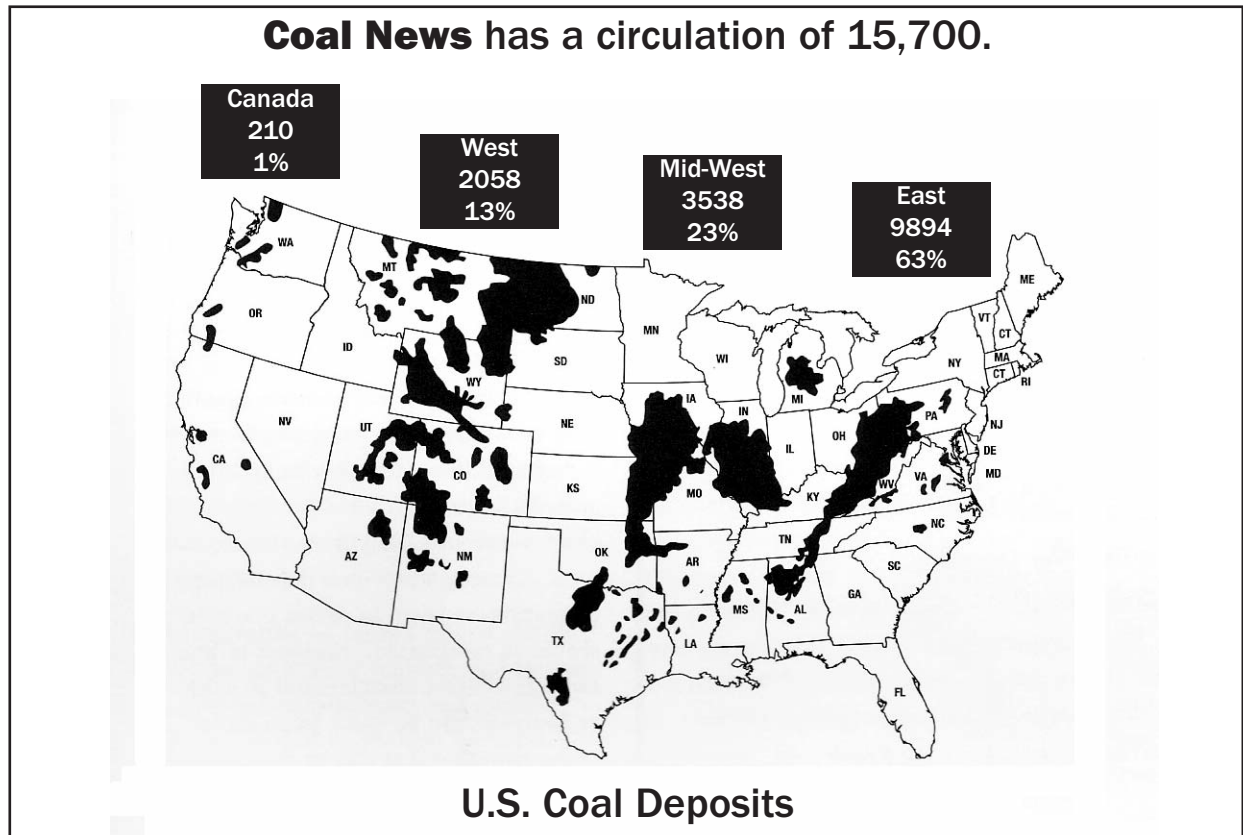
2010 Editorial Calendar

<p>JANUARY</p> <p>SME/PCMIA Meeting</p>	<p>FEBRUARY</p> <p>WVCMF Meeting Mine Safety</p> <p>Bonus Circulation</p> <p>WVCA Symposium and National Western Mining Conference & Exhibition SME Annual Meeting</p>	<p>MARCH</p> <p>WVCA Mining Symposium Miner Training</p>	<p>APRIL</p> <p>Belt Conveyor Special Issue Western Coal</p>
<p>MAY</p> <p>CMA Meeting Report Surface Mining Focus</p> <p>Bonus Circulation</p> <p>West Virginia Coal Association/ West Virginia Coal Mining Institute</p>	<p>JUNE</p> <p>Longwall USA Special Issue SME Meeting Report</p> <p>Bonus Circulation</p> <p>Longwall USA and Rocky Mountain Coal Mining Institute</p>	<p>JULY</p> <p>Appalachian Coal Reclamation</p>	<p>AUGUST</p> <p>Longwall Shearers</p> <p>Bonus Circulation</p> <p>Ground Control Conference Illinois Mining Institute</p>
<p>SEPTEMBER</p> <p>Bluefield Coal Symposium Special Issue Western Coal</p> <p>Bonus Circulation</p> <p>Bluefield Coal Symposium Kentucky Mining Institute</p>	<p>OCTOBER</p> <p>RMCMI Meeting Report Mine Rescue</p> <p>Bonus Circulation</p> <p>Kentucky Coal Association PCMIA/SME Joint Meeting WVCMF/SME Joint Meeting</p>	<p>NOVEMBER</p> <p>Ground Control Continuous Miners Health & Safety</p>	<p>DECEMBER</p> <p>IMI Meeting Report Surface Mining Special Issue Maintenance</p>

Coal News

Coal's Foremost Publication

Circulation



Coal News is circulated to all coal mines, to mine managers, maintenance staff, purchasing agents, corporate officers, and key decision-makers in the industry. The circulation includes equipment manufacturers, mining consultants, government employees, students and faculty of mining colleges, mining associations, and mining institutes, as well as others providing products and services to the coal mining industry.

Coal News is mailed to major companies in the rail and utility industry, as well as to Canada and Mexico. There is also a bonus circulation of hundreds of copies to visitors at meetings, seminars, and trade shows associated with the coal industry.

2007 Major U.S. Coal Producers

(Million Short Tons)

Company	Production Tonnage	Percent of Total U.S.
1. Peabody Energy Corporation	192.3	16.8%
2. Rio Tinto Energy America	137.9	12.0%
3. Arch Coal, Inc.	128.1	11.2%
4. Foundation Coal Corporation	71.8	6.3%
5. CONSOL Energy, Inc.	64.6	5.6%
6. Massey Energy Company	39.0	3.4%
7. Kiewit Mining Group, Inc.	37.5	3.3%
8. North American Coal Corporation	34.0	3.0%
9. Westmoreland Coal Company	30.0	2.6%
10. Murray Energy Corporation	27.1	2.4%
11. Alliance Resource Partners	24.3	2.1%
12. Alpha Natural Resources, LLC	24.2	2.1%
13. Luminant (formerly TXU and Alcoa Mines)	21.9	1.9%
14. Patriot Coal Corp. (formerly Peabody mines)	21.5	1.9%
15. International Coal Group (ICG)	16.4	1.4%
16. Magnum Coal Company (now Patriot Coal)	16.1	1.4%
17. BHP Billiton	15.4	1.3%
18. Chevron Mining Inc. (formerly Pittsburg & Midway)	12.1	1.1%
19. James River Coal Company	11.2	1.0%
20. Interwest Mining Company (Sub. Of PacifiCorp)	10.2	0.9%
Other Producers	<u>210.0</u>	<u>18.3%</u>
Total U.S. Production	1,145.6	100.0%

Source: National Mining Association

In 2007, Top 20 coal producers accounted for 82% of production.
By comparison, in 1990 Top 20 coal producers accounted for 55%.

Why Advertise?

Coal News is committed to serving its readership and advertisers. *Coal News:*

Sell Products and Services - use your advertising to sell the features and benefits of your products and services, or you miss the strongest characteristic of advertising, the ability to influence a buyer.

Builds Identity - without an individual identity for your products and services, it's easy for buyers to order from the competition. Identity builds sales, keeps your customers up-to-date on your products and gives your sales force a better chance.

Helps Sales Force - advertising tells your product/service story again and again, helping your sales force deliver your message. Advertising will help you sell more of your products and service.

Targets Decision-Makers - advertising helps you reach people with the authority to buy your products and services, including hidden buying influences you may not always see, but who see your advertising. How can you hope to speak with all of these people to tell them your story? With advertising, that's how.

Builds Brand Loyalty - advertising compels buyers toward your products and services. The company seeking to reach today's mining executive is in an extraordinary position: not only does it offer products, it offers unique products.

Provides Continuity - things change; people change. Advertising helps you bridge changes by keeping your product recognition high and your message intact. A consistent message is what sells products and services.

Reaches Busy Buyers - buyers don't always have time to see you when you want to see them. Advertising puts your message in front of them more often, giving that message more opportunity to be seen. Print advertising is a way to "talk" to people when they don't have the time to speak with you.

Coal News is circulated to all coal mines, to mine managers, maintenance staff, purchasing agents, corporate officers, and key decision-makers in the industry. The circulation includes equipment manufactur-

ers, mining consultants, government employees, students and faculty of mining colleges, mining associations, and mining institutes, as well as others providing products and services to the coal mining industry.

Coal News is mailed to major companies in the rail and utility industry as well as to Canada and Mexico. There is also a bonus circulation of hundreds of copies to visitors at meetings, seminars, and trade shows associated with the coal industry. *Coal News* has a circulation of 15,700.

Serving the Industry

Coal News assists its advertisers to increase their sales by the ability to influence buyers. In addition, *Coal News:*

- Promotes greater safety and health in coal mining and processing
- Presents reports on coal conferences, meetings, trade shows and expositions
- Publishes interviews with leading personalities and experts associated with the coal industry
- Reviews industry, government and research reports
- Provides information on technologies and equipment for coal mining, processing and distribution
- Discusses coal production trends and forecasts

The Team

Bill Reid - *Managing Editor and Publisher*
billreid007@comcast.net

Heather Turner - *Assistant Editor*
heathermturner@comcast.net

Susan Smith - *Art Director*

For Advertising Inquires

Phone: (304) 327-6777

Email: billreid007@comcast.net

Coal News
Coal's Foremost Publication

2010 Advertising Rate Card



www.coalnews.net

2010 PROCESS COLOR MONTHLY RATES

AD SIZE	1x	3x	6x	9x	12x	Dimensions width x height
Full Page	\$4859	\$4616	\$4373	\$4129	\$3887	9.75" x 13"
1/2 Page	\$2989	\$2839	\$2690	\$2539	\$2391	9.75" x 6.375"
1/3 Page	\$2327	\$2211	\$2095	\$1979	\$1861	9.75" x 4.125"
1/4 Page	\$2016	\$1906	\$1805	\$1706	\$1605	4" x 6.375"
1/8 Page	\$1130	\$1074	\$1017	\$960	\$904	4" x 3.25"
Business Card	\$382	\$364	\$345	\$325	\$306	3.5" x 2"
BC2	\$251	\$239	\$226	\$213	\$201	2.25" x 2"
BC3	\$125	\$119	\$113	\$107	\$100	2.25" x 1"

Color Rate

Coal News has process color on every page and the price of color is included in the above rates.

Special Position

Back Cover add 20% of the earned rate.

Website

www.coalnews.net

With an ad in Coal News, we will place the advertisers name on the Coal News homepage with a direct link to the advertiser's website.

Mailing & Shipping

Coal News
106 Tamarack Street,
Bluefield, WV 24701-4573

Closing Date

15th of Preceding Month.