

In Addition to the Premium Coverage Received from Advertising, Many Options are Available to Maximize Your Advertising Budget.

### Circulation

- Circulation Updated Daily, Averaging Approximately 14,300 Per Issue, Plus Coal Show Distribution  
*(BPA Audit pending, postal reports available upon request at publisher's discretion to established ad agencies)*
- Geographical Distribution: United States, Canada, Mexico and International Territories.
- Industry and Business: Coal Mining, Aggregate / Quarry, Utilities / Users of Coal, Gov't Department, Division or Institution, Coal Transportation, Manufacturers of Equipment, Coal Sales, Research Firms / Universities / Labs, Financial Institutions
- Mailed to the Specific Names of Administrative Executives, Department Heads, Sales/Marketing Managers, Production Executives, Production Supervisors and Foremen, Production Personnel

### Free Article Opportunities

- Full Page Business Articles Available to Advertisers at No Extra Charge in Select Issues, Printed in Full Color
- Articles Posted on [www.coalpeople.com](http://www.coalpeople.com) for Current Month
- "Advertisers in Action" Articles In Print and Posted On-line for One Year
- PDF Version of Article Available to Customers to Upload on Website
- Article Reprints Available at a Discounted Rate, No Set-Up Fee
- No Extra Charge for Article Set-Up and Design
- Advertising Reprints Available at a Discounted Rate

### Index Coverage

- "Find it Fast" Index In Print and On-Line with Direct-Link Access to Advertiser's Home Page
- Alphabetical Index with Web Address and Page Number in Each Issue
- Advertisers Listed in All Buyer's Guide and Coal Show Indexes

### Buyer's Guides

- Available Year-Round as a Buying Reference
- Annual Buyer's Guides In Print and On-line in Full Flip-Page Format and Downloadable PDF Files
- One-Year In Print Shelf Life as well as Posted on-Line for One Year
- Index Listing with All Contact Information and Company Profile
- Unlimited Categories for Advertisers
- Discounted Advertising on Block Ads Placed with Category

### Coal Show Coverage

- Bonus Circulation at all Participating Coal Shows / Events
- Pre-Show Exhibitor Profile Coverage In Print and On-Line Prior to Participating Coal Events
- Exhibitor's Profiles Circulated via E-mail Prior to Show with Direct Link to Advertiser's E-mail and Website
- Exhibitor Profile Printed in Highlighted Show Section to Maximize Show Exposure
- Coal Show Coverage After the Show Featuring CPM's Very Own "Mine'ing Our Business," with Photos, and Post-Show Comments
- Literature Distribution for CPM Advertisers not attending or Exhibiting at Coal Shows
- Booth Graphic Displayed Prominently in CPM's Booth with Advertiser's Show Location

### News

- Priority Placement in News Sections with Full Color Photo for Every Advertiser Submitting a News Item
- News Sections Available to Accommodate Various Topics Including: Capsule News; Product News; Coal People in the News; Worldwide News; Energy News; and Aggregate & Quarry News

### On-Line Opportunities – [www.coalpeople.com](http://www.coalpeople.com)

- Entire Current Magazine Posted in Flip-Page Formatting
- "Find it Fast" Index Categories Displayed Prominently by Product or Service with Direct Link to Advertiser's Home Page
- "Advertiser's in Action" Posted On-line for Full-Year Accessibility
- Advertiser's Pre-Show Articles Posted Weeks Prior to Show to Allow Attendees to Plan Their Show Agenda
- Coal Show Profiles Posted Weeks Prior to Show with Direct E-mail and Website Link
- Post-Show Photos and Comments Posted for Two Years
- Buyer's Guides Posted for Full Year in Flip-Page Format
- Archived Issues Available in Flip-Page Format
- Free On-line Advertising and Listings for In-Print Advertisers
- Current Classified Section On-Line for Quick Access
- E-mail Prompts Announcing Monthly Updates, News and Features

### No-Charge Ad Production

- Complimentary Layout and Design on Advertising Used Exclusively in *Coal People Magazine*
- Article Reproduction and Pdf Formatting Available Upon Request

### Custom Printing Service

- A Full Service Production Department is Available to Design Company Brochures, Catalogs, Business Cards, and Other Printed Material
- Printing Services Discounted for CPM Advertisers

### CPM's Sales Staff Is Available to Help You Every Step of the Way!

Contact Your Sales Representative Today for Assistance in Implementing A Marketing Plan to Suit Your Companies Needs and Budget!

#### Advertising Sales Team:

Chuck Roper	(864) 546-8978	E-mail: <a href="mailto:chuck.roper@charter.net">chuck.roper@charter.net</a>
Lisa Roper	(864) 278-8227	E-mail: <a href="mailto:lisa.roper@charter.net">lisa.roper@charter.net</a>
Al Terranova	(304) 421-4106	E-mail: <a href="mailto:alterranova@earthlink.net">alterranova@earthlink.net</a>

**NOTE: For assistance of any kind or to be assigned a member of our sales team, please call the Corporate Office.**

#### CORPORATE HEADQUARTERS

PO Box 6247 • Charleston, WV 25362  
Toll Free: 800-235-5188 Phone: 304-342-4129 • Fax: 304-343-3124

#### EDITORS

Editor	Al Skinner	E-mail: <a href="mailto:alskinner@ntelos.net">alskinner@ntelos.net</a>
Managing Editor	Christina Karawan	E-mail: <a href="mailto:cpm@ntelos.net">cpm@ntelos.net</a>

#### CIRCULATION/SUBSCRIPTION DEPARTMENT

Circulation Mgr.	Angela McNealy	E-mail: <a href="mailto:cpmcirc@ntelos.net">cpmcirc@ntelos.net</a>
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#### PRODUCTION DEPARTMENT

Contact	Christina Karawan	E-mail: <a href="mailto:cpm@ntelos.net">cpm@ntelos.net</a>
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Toll Free: (800) 235-5188  
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