



**MINING LIFE**  
ONLINE PORTAL

**Central Canada's  
ONLINE GUIDE  
to the mining industry**

**Be everywhere!**

[www.mininglifeonline.net](http://www.mininglifeonline.net)



**MINING LIFE**  
ONLINE PORTAL

## the portal

Central Canada's **online** Mining Industry Platform!  
A trusted source of knowledge to the Mining Sector.

### **Bringing the mining industry together**

#### **Your one-stop location for:**

- Daily news
- Directory of 25,000 plus contacts representing the supply and service sector
- Have access to key contacts representing central Canada's mine and junior mine operations
- Access to current job postings
- Access Indigenous, government, academic and training organizations from northern Ontario

### **Become part of our mining community**

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Connecting mining suppliers, local and international purchasers successfully for years. **Mining Life** Online continues to field calls in the office, regarding products and services that visitors have seen displayed on the supplier's microsites on the portal.

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# MINING LIFE

ONLINE PORTAL

By becoming part of the portal you are getting connected – staying connected and increasing your online **presence**

## Let's Build Your Microsite Today!

### What is a Microsite?

A microsite is a **community website**, with **your company!**  
Your Products, Your Services, Your Personnel.  
**Your window to the industry!**

### A microsite can deliver:

- Virtual events
- webinars
- videos
- documents (pdf, photo, word)
- product or service catalogues
- presentations
- news releases



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**MINING LIFE**  
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Why should my company be listed on the portal?

## Producing Mining Operations

### **Stakeholder engagement Platform**

- Stay connected to a growing list of suppliers, contractors and service organizations
- Have your finger on the pulse of new mining technology, new product releases
- Promote your expertise in your specialized fields
- Showcase your assets to an international audience
- Educate and inform the communities you serve

## Active Junior Mining Companies

Supercharge your Investor Relations by hosting live events or meetings on the webinar platform (coming soon)

- Promotes active Juniors and new discoveries
- Engaging Junior Platform, that allows your company to be found based on a number of financial parameters
- Present documents, videos, maps that are attractive to new investors

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# MINING LIFE

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Why should my company be listed on the portal?

## SUPPLY & SERVICE COMPANIES

- Share your new product releases with mines
- Stay connected to a growing list of mines, and service organizations
- Discover what industry leaders are doing, so you can target the best prospects as future customers
- Reach portal visitors looking for YOUR product or service
- Mining Life has connected interested buyers with sellers for decades

## FILL THE GLOBAL GAP

## INDIGENOUS COMMUNITY

- Highlight partnerships you are engaged in or are open to discuss
- Connect with your community members
- Increase your presence in the mining community
- Key contacts within First Nation communities dealing in mining

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# MINING LIFE

ONLINE PORTAL

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## ACADEMIA

- Highlight your in-class and distance learning programs
- Connect potential students directly to your online assets
- Present your programs, courses and professional courses in our flipbook application
- List all your online activities
- Content can be externally linked to your website over the portal
- Increase the number of students taking your courses and programs

## ASSOCIATION

- Increase membership by broadening your exposure to industry stakeholders
- Profile your organization's mandate and objectives
- Let the world know what you do and how you do it
- List all your online activities
- Get more members and participants in your programs
- Share your content on social media







**MINING LIFE**  
ONLINE PORTAL

## What benefits will all users have in common?

- Keeps them connected to all mining related topics, on any device
- Will have access to Updates to company news as it happens
- Share content from news, events, analyst coverage, videos, images & financials
- Presents your products/projects with images, video, text, interactive presentations & shares them across the web
- News Releases can be shared
- You can take part in online job fairs, Post job openings & career opportunities
- Stay informed about upcoming events & courses in the mining community

**BECOME PART OF THE  
WHO'S WHO IN MINING  
DATABASE**

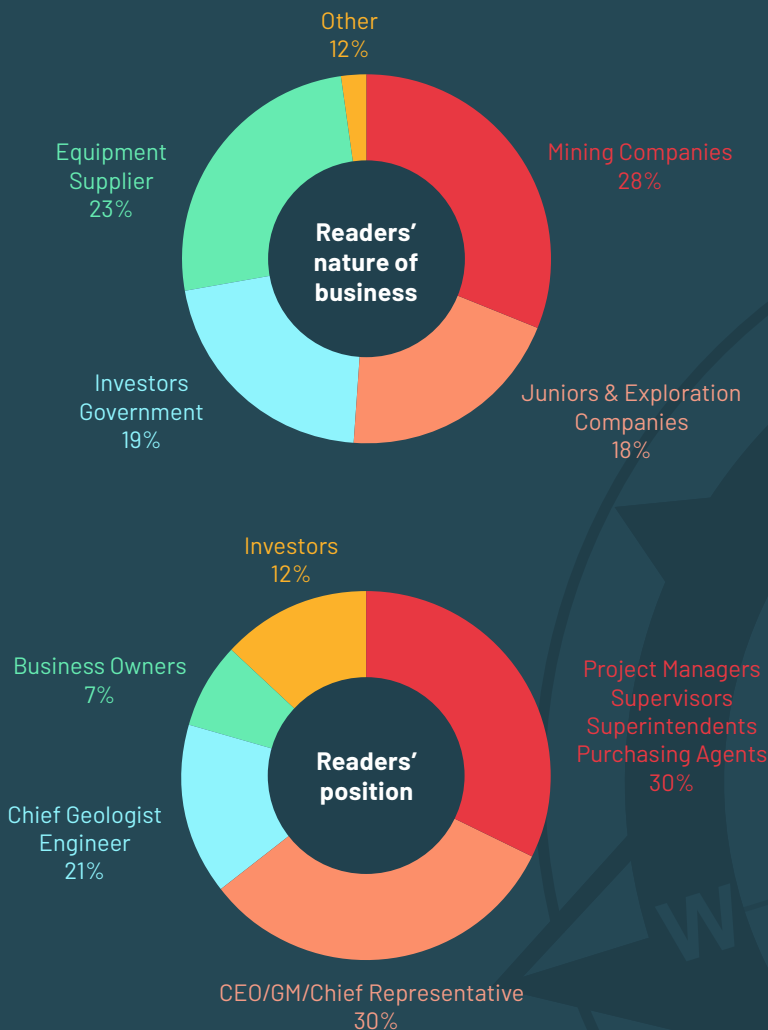
[www.mininglifeonline.net](http://www.mininglifeonline.net)





## statistics

- Listing Over 10,000 companies including manufacturers, suppliers, service groups, contractors, First Nations contacts & organizations, academic & training institutions
- Our users include decision-makers throughout the industry from top producers to government regulators
- Our viewers include decision makers at all levels, top mining companies, active junior, government ministries / bureaus



In the last 5 months, an average of **200** people utilized the Mining Life Online portal **each day** with unique user sessions. **20,037** of these were new visitors to the portal.

This is a work in progress and would like the feedback of our community members.

We are in the process of updating the listing content. We feel confident that over the next few months our numbers will grow to **more than 10x** the current visitor ratio.





# MINING LIFE ONLINE PORTAL

## banner promotions

Promote your brand or company to your target audience.

Rotating banner promotions appear on the Mining Life homepage and throughout the site's content.

High resolution, high impact .jpg or .png files deliver visibility  
Let us create the banner for you!  
Call our creative service team at 705-264-2251



1200x300

If purchasing a full-width (H1) banner, you must also submit an H4 banner that will be used on the mobile version.

588 x 240

285 x 285

898 x 210

285 x 260



## Listing & Microsites

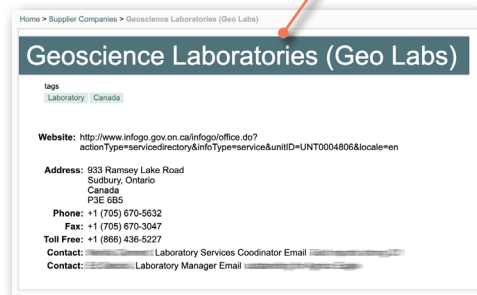
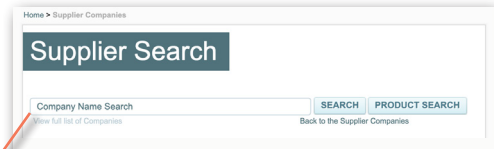
### LISTING - 1 year membership

#### Get a directory listing that includes:

- Company Name
- Logo
- 3 searchable tags
- Website url
- Address and up to 3 branches
- Phone number
- Email
- Contact person's name

#### Base Price: \$300/year

Each component can have add-ons & customization



\* Each component can have add-ons & customization

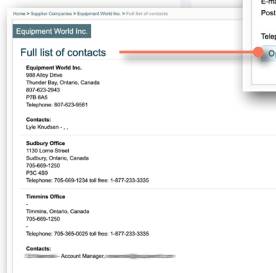
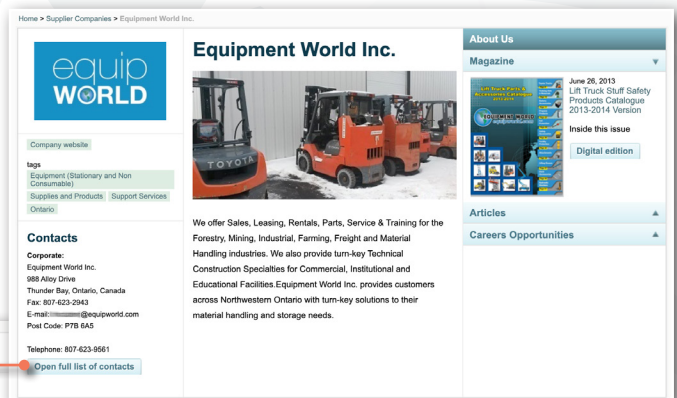
### MICROSITES - 1 year membership

#### Microsites include all the listing features, plus:

- Contact info for up to 2 more key people
- 500 words of description
- Photos
- PDFs
- Videos
- 6 searchable tags
- Flipbook
- New product releases (one per month)

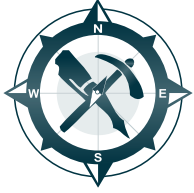
#### Base Price: \$ 3,000/year

Each component can have add-ons & customization



\* Each component can have add-ons & customization





### Company Info

Name of the Company \_\_\_\_\_

Name of the Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province / State \_\_\_\_\_ Postal / Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

URL \_\_\_\_\_ Email \_\_\_\_\_

H1 1200x300 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H2 588 x 240 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H3 588 x 240 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H4 285 x 285 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H5 898 x 210 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H6 588 x 260 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

H7 285 x 260 Start Date \_\_\_\_\_ Duration \_\_\_\_\_

A 50% DEPOSIT IS REQUIRED 15 DAYS AFTER THE DATE OF THE CONTRACT BEING SIGNED. THERE WILL BE NO CANCELLATIONS 30 DAYS AFTER THE SIGNING OF THE APPLICATION.

HST # 89895 6578 RT0001

### Payable to Canadian Trade-Ex

Sub Total  HST

TOTAL

Deposit  Balance

### Payment by:

Visa  Master Card

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_

Cardholder \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Applicant \_\_\_\_\_ Signature \_\_\_\_\_

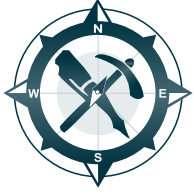
Agent's Name \_\_\_\_\_

Position \_\_\_\_\_

**Canadian Trade-Ex (CT-EX) P.O. Box 490, Schumacher, ON P0N 1G0**

**Toll Free in Canada 866.754.9334 Ph.: 705.264.2251 Fax: 705.264.4401**

**Contact Your Agent: Audrey Guindon email: a.guindon@canadiantradex.com [mininglifeonline.net](http://mininglifeonline.net)**



### Company Info

Name of the Company \_\_\_\_\_

Name of the Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province / State \_\_\_\_\_ Postal / Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

URL \_\_\_\_\_ Email \_\_\_\_\_

### Community Membership (1 year)

#### Listing

Base price: \$500

Start Date: \_\_\_\_\_

Includes: Head office, 3 branches, 3 tags

Notes:

Each component can have add-ons & customization

#### Microsite

Base Price: \$3,000

Start Date: \_\_\_\_\_

Includes: Contact info for 3 key people, 500 word description, 6 tags

Notes:

Each component can have add-ons & customization

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HST # 89895 6578 RT0001

### Payable to Canadian Trade-Ex

Sub Total	<input type="text"/>	HST	<input type="text"/>
TOTAL	<input type="text"/>		
Deposit	<input type="text"/>	Balance	<input type="text"/>

#### Payment by:

Visa       Master Card

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_

Cardholder \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Applicant \_\_\_\_\_

Signature \_\_\_\_\_

Agent's Name \_\_\_\_\_

Position \_\_\_\_\_

\_\_\_\_\_

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