



ONLINE ADVERTISING

Optimize your connection to career seekers

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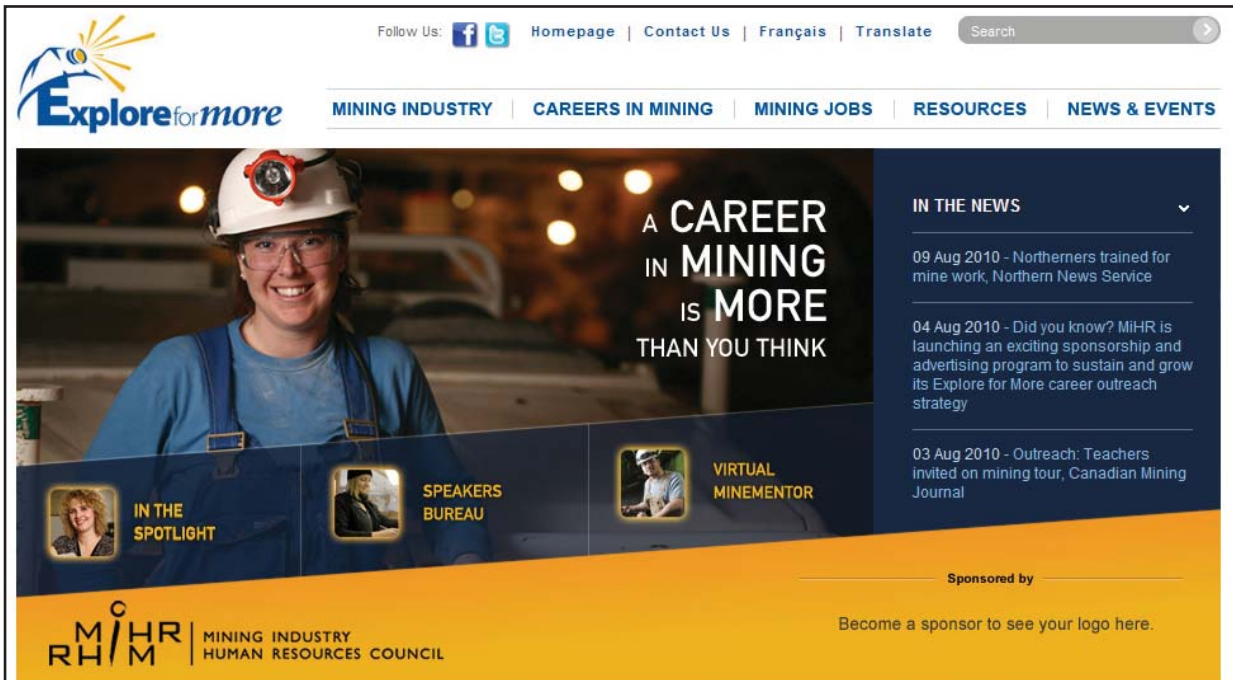
Reach tomorrow's workforce today!

MiHR is committed to ensuring that online advertisers get excellent return on investment when they place their advertisements and logos on the **new Explore for More website**. We're working on multiple fronts to continue to drive traffic and engage targeted user groups:

- dynamic search engine optimization (SEO)
- social media marketing (Facebook, Twitter, YouTube)
- online career outreach strategies
- career information distributed to high schools in Canada, reaching thousands of students each year
- print and online advertisements and articles
- attendance at tradeshow and career events

These initiatives will help to make **www.acareerinmining.ca** the number one destination for industry career seekers, and—with prominent ad placements from industry players like you—the best way for mining employers and candidates to connect online.

Read on below to learn more about advertising opportunities on three key areas of the new and improved *Explore for More* website.



The screenshot shows the homepage of the Explore for More website. At the top, there is a navigation bar with social media icons for Facebook and Twitter, and links for 'Homepage', 'Contact Us', 'Français', and 'Translate'. A search bar is also present. Below the navigation bar, the 'Explore for more' logo is displayed on the left, and a horizontal menu contains 'MINING INDUSTRY', 'CAREERS IN MINING', 'MINING JOBS', 'RESOURCES', and 'NEWS & EVENTS'. The main content area features a large banner with a smiling woman in a mining hard hat and safety glasses. The text on the banner reads 'A CAREER IN MINING IS MORE THAN YOU THINK'. Below the banner, there are three smaller sections: 'IN THE SPOTLIGHT' with a woman's photo, 'SPEAKERS BUREAU' with a man's photo, and 'VIRTUAL MINEMENTOR' with a woman's photo. To the right of the banner, there is a 'IN THE NEWS' section with three news items dated from August 2010. At the bottom of the page, there is a 'Sponsored by' section with the text 'Become a sponsor to see your logo here.' and the MiHR logo (Mining Industry Human Resources Council) on the left.

1. Home Page

The *Explore for More* home page is the main point of entry for users arriving via a search engine or a link from external industry or career-related sites. Your company's brand will gain wide exposure and positive associations with the *Explore for More* program through one of the prominent home page ad placements available (see 1, 2, 3 on the home page image at left).



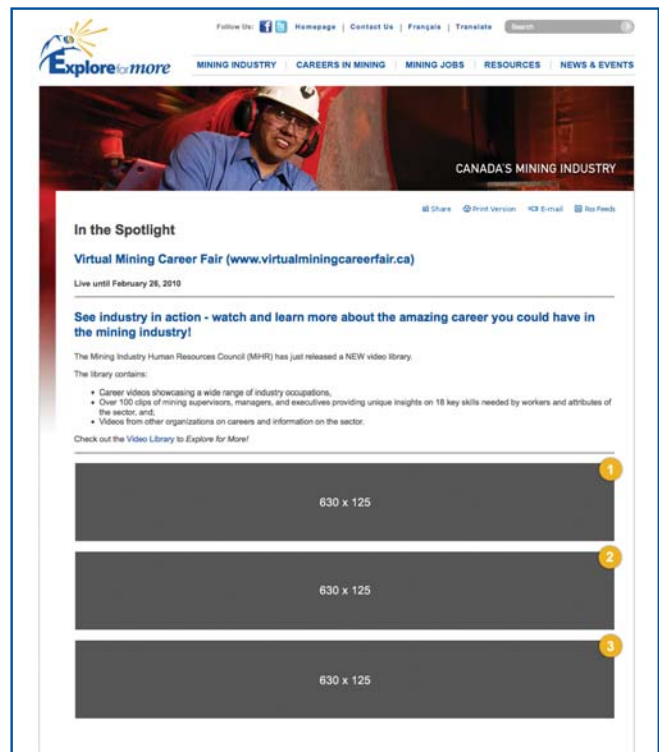
AD UNIT	SIZE (PXLS)	6 MONTHS	12 MONTHS
Logo 1, 2 or 3	95 x 60	\$3,000	\$5,000

2. In the Spotlight

Packed with features, news and the latest *Explore for More* activities, **In the Spotlight** provides users with a frequently updated web resource on careers in the industry.

A key aspect of **In the Spotlight** is its multi-media and social media features, which tend to be a strong draw for youth audiences. Here, you can Become a Fan of *Explore for More* on Facebook, subscribe to the Twitter feed, click to get updates via RSS, and check out interactive content such as virtual career fairs and the MiHR video library. It's a great opportunity to align your brand with these cutting-edge digital tools.

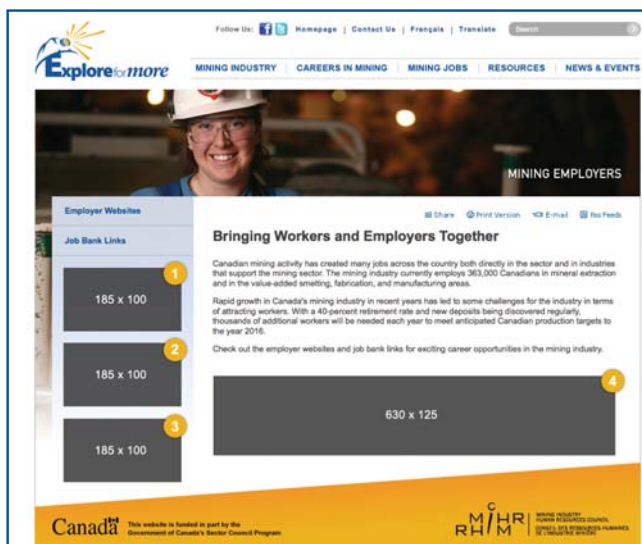
Advertisers have access to large areas of screen real estate across the lower half of the page. There are three static banner areas, which can also be used for logo placement and company promotional stories



AD UNIT	SIZE (PXLS)	6 MONTHS	12 MONTHS
Static Banner 1, 2 or 3	630 x 125	\$2,000	\$3,000

3. Mining Jobs

The benefits of advertising on the Mining Jobs page are clear: this is the website's primary career zone. The goal is in the heading, "Bringing Workers and Employers Together." Here job seekers link directly to mining employer websites, as well as to a number of mining-focused online job boards. Advertising space is well positioned within the left bar, directly under the links and the centre of the page.



AD UNIT	SIZE (PIXELS)	6 MONTHS EXPOSURE	12 MONTHS EXPOSURE
1. Mini Skyscraper	185 x 100	\$2,000	\$3,000
2. Mini Skyscraper	185 x 100	\$1,500	\$2,000
3. Mini Skyscraper	185 x 100	\$1,000	\$1,500
4. Leaderboard (bottom page banner)	630 x 125	\$1,300	\$1,800
COMBINATION PACKAGE		6 MONTHS EXPOSURE	12 MONTHS EXPOSURE
Combination of ad #1 with ad #4		\$2,800	\$3,800
Combination of ad #2 with ad #4		\$2,300	\$3,400
Combination of ad #3 with ad #4		\$1,800	\$3,200

Combine options 1, 2 or 3 with option 4 for maximum visibility and advertising value! MiHR will create an exclusive written "Spotlight" featuring preferred messaging for companies that choose this package.

ONLINE ADVERTISING SPECIFICATIONS

We accept GIF and JPEG formatted images. All files must have a resolution of at least 72 dpi. Company logos should be provided in both colour and black and white versions.

Creative with a white background must have a minimum 1 pixel border to differentiate the ad from editorial content.

Ads cannot expand from their allotted space.

ALL CREATIVE, HYPERLINKS AND PAYMENT IS DUE PRIOR TO CAMPAIGN LAUNCH.

WHERE DID MY AD GO?

If you purchased a banner campaign to be run for 6 months, MiHR's ad serving system will show the ad over your campaign period, and then stop displaying it once the time frame is up, at which time you will receive a web traffic report with details on page views, and an opportunity to renew your agreement.

WHAT IS A PAGE VIEW?

Each time any page on www.acareerinmining.ca is viewed by a reader, one "page view" is recorded. Because each page carries several ads, the number of ad impressions and page views on the site will always differ in a given month.

GENERAL REQUIREMENTS

Please contact us at **613-270-9696** or email us at: marketing@mihr.ca for all advertising information or assistance in creating any advertising-related materials prior to building the files.

All creative must be sent to marketing@mihr.ca.

All creative set to run on www.acareerinmining.ca should be received no later than 5 business days post signing of the Online Advertising Agreement. Term of advertising begins once payment and creative are received, and the creative is posted www.acareerinmining.ca.

WHAT KIND OF CONFIRMATION DO I GET THAT MY AD HAS BEEN SHOWN?

MiHR's ad serving system tracks the number of impressions generated for each ad, as well as the number of times people click on the ad. We are happy to supply you with these statistics upon request, or at the end of your campaign run.

HOW MANY CLICKS WILL I GET?

Click rates are affected by two key factors:

- Size of your target: If your product or service is targeted at the entire EFM audience, you will generate a stronger response (i.e. homepage) than if you are reaching out to a highly targeted subset of our online audience.
- Your ad: Advertisers who are new to online advertising often create a pure "image" ad, and then wonder why few people click on it. On the Web, readers are accustomed to being asked to "click here" to get more information, or to sign up for something of value to them. If response is important to you, invite the reader to click on your ad. Tell them to "learn more" about the specific topic you cover on your website, or find out about your membership or upcoming event. And make sure the entire ad is clickable to increase its effectiveness.

TURNAROUND TIME

Please allow 1-2 business days for our testing of creative before the placements can be set active.

All creative will be tested and working in versions of Firefox and Internet Explorer. Final approval is based on the advertiser's acceptance of working version.