



# 2020 Website Sponsorship and Email Marketing Opportunities

current as of December 18, 2019

## Introduction

MineAfrica offers you a cost effective and targetted means of promoting your company, mining project, country or expertise or services to a senior level audience of decision-makers with an interest in mining in Africa. In addition to our regular [seminar presentation](#) opportunities we offer two additional marketing opportunities for reaching this audience: A) website sponsorship and B) targetted email campaigns. Both platforms offer you two significant benefits:

- Targetted Reach: Our specific focus on mining in Africa means that your message will reach senior level mining and financial executives and government representatives who have a specific interest in Africa.
- Cost-effective: More qualified people will see your message than in the typical mining trade publication or competing websites at a much lower cost.

## A. Website Sponsorship

MineAfrica's niche website averages 8,900 visitors per month and 30,000 page views per month. This is the equivalent of 8,900 highly targetted mining and financial executives interested in mining investment in Africa (ie - they are "Africa friendly") opening a mining magazine and turning directly to the MineAfrica page to see your advertisement.

MineAfrica ranks in the top 5 in Google and Yahoo search engines. Our events are posted on all major mining websites event listings. We have banner advertisements and links with many major mining websites (including Africa Intelligence, Africa Monitor, Mining Weekly, the PDAC, Infomine, Mining Leaders, Mining Review Africa, MineWeb, Northern Miner.

### What you get with your Website Sponsorship

- A banner advertisement on **every** page in the icon block at the bottom of the page. The size is 167 x 72 pixels. For a sample see the icon block at the bottom of the page at [www.mineafrica.com](http://www.mineafrica.com).
- Link through to a specific page on your website.
- A minimum run time of 3 months to ensure a consistent, regular message.

### Investment Required – Website Sponsorship

The investment required is C\$500 per month for a minimum 3 months for a total of C\$1,500 (plus 13% HST).

## B. Targetted Email Campaigns

MineAfrica can offer you two types of email campaigns (exclusive or combined) to our targetted database of mining and financial executives, senior government representatives, mining media and service providers – all with an interest in Africa. An exclusive email contains your message alone (the entire 300 word email is dedicated to you) while the combined email includes your condensed (75 word) message and graphic if appropriate, along with additional regular MineAfrica content such as notices about our upcoming seminars, etc in a combined email. We have a total database of 8,500 senior level contacts with email addresses, all focussed on mining in Africa. Our email open rates range between 12% and 20%.

### Email Database Composition by Type of Company

Type of Company	% of total	Type of Company	% of total
Mining Company	35%	Media	4%
Financial Institution	22%	Engineering Firm	2%
Service Provider	12%	Association	2%
Government	10%	Other	7%
Law Firm	5%	Equipment Supplier	1%

Country	% of total database	Country	% of total database
Canada	45%	Switzerland	5%
South Africa	20%	Australia	4%
United Kingdom	9%	USA	3%
Rest of Africa	7%	Other	7%

### Email Database Composition by Country of Origin

Position	% of total	Position	% of total
President, CEO, Managing Director	36%	Chairman	5%
Vice President	11%	Lawyer	5%
Director	14%	Investor Relations	3%
Analyst	7%	Editor	2%
Manager	5%	Other	12%

### Email Database Composition by Position

**Investment Required - Email** - Exclusive - \$1,500 (plus 13% HST), Combined - \$500 (plus 13% HST)

# Website Sponsorship and Email Marketing Opportunities Contract

Complete and return this page by email to [wayne@mineafrica.com](mailto:wayne@mineafrica.com)

Description	Investment	Please check
A1. Website Sponsorship - 3 months	\$1,500 (plus 13% HST)	
B1. Exclusive Email	\$1,500 (plus 13% HST)	
B2. Combined Email	\$500 (plus 13% HST)	

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Country \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

Signature \_\_\_\_\_

## About MineAfrica

MineAfrica Inc. is a business development and educational company with a primary focus on promoting mining investment into Africa. Detailed information on all our programs including past seminar programs, seminar audience breakdowns, benefits of presenting and photo galleries from past events are available for download at [www.mineafrica.com](http://www.mineafrica.com).

## For More Information

769 Euclid Avenue  
Toronto, Ontario, Canada M6G 2V3  
Wayne Floreani  
416.533.3998 [wayne@mineafrica.com](mailto:wayne@mineafrica.com) [www.mineafrica.com](http://www.mineafrica.com)