



Media Kit 2018

Create a cost-effective marketing campaign across ACC's extensive suite of print and digital media!

American Coal Membership Directory E-Newsletters
Buyers' Guide Calendar ACC Websites



MAINTAIN AND BUILD TRUST IN YOUR BRAND



CONNECT WITH NEW CUSTOMER PROSPECTS



CREATE A MEMORABLE AD CAMPAIGN



INCREASE YOUR MARKET SHARE



SHOWCASE NEW REASONS TO DO BUSINESS

ACCESS THE BUYING-POWER OF THE AMERICAN COAL INDUSTRY

Coal Suppliers | Coal Consumers | Energy Traders | Transportation Companies | Analytical and Environmental Services | Equipment and Materials Suppliers
Finance, Capital and Marketing Associates | Technical and Economic Consultants

Call Today! Phone: 888-705-8871 or send an email to Sean Davis at sean@davismediaco.com

The Davis Media Company

For 35 years, ACC has advanced the power, the promise and the pride of America's coal industry!



- » American Coal magazine is read by more than 7,500 decision-makers in the coal industry for its thought-provoking editorial content.
- » The ACC Buyers' Guide is referenced and used year-round by coal executives to source equipment, products and services.
- » The ACC Membership Directory is the complete tool used industry-wide to access the most up-to-date contact names, numbers and e-mails of coal industry professionals.
- » The ACC Wall Calendar gives each of our monthly sponsors 28+ days of exclusive focus in front of companies you want to be doing business with.
- » ACC's Digital Media includes a suite of e-mail and online communications that deliver content in real-time on America's coal industry.

PRINT POWER	DIGITAL POWER	SOCIAL MEDIA POWER	INDUSTRY FACTS
<p>7,500+ </p> <p>Print circulation of American Coal magazine Print circulation of American Coal Buyers' Guide Print circulation of the ACC Annual Calendar</p>	<p>24,000+ </p> <p>Readership across print and digital versions!</p>	<p>f 2,000+</p> <p>Facebook.com/AmericanCoal</p>	<p>30%+ </p> <p>Coal is an abundant American resource and fuels about 1/3 of U.S. electricity generated annually. It's also used to make steel, cement, paper and other products.</p>
<p>1,500 </p> <p>Print circulation of the ACC Membership Directory with copies referenced and used year-round!</p>	<p>5,500+ </p> <p>Digital e-mail distribution of American Coal Bi-Monthly Newsletter to qualified inboxes</p>	<p>3,500+ </p> <p>Twitter.com/AmericanCoal</p>	<p>92% </p> <p>The U.S coal generating fleet has invested over \$100 billion to achieve reductions since 1970 of 92% for major emissions.</p>
<p>28+ Days </p> <p>Exclusively be the focus of industry executives with a monthly sponsorship Full Page Feature within ACC's Annual Wall Calendar!</p>	<p>2,000+ </p> <p>Digital e-mail distribution of Members' Update Monthly Newsletter to ACC Member inboxes</p>	<p>COAL MARKET</p> <p>750 Million+</p> <p>Coal production is projected by government sources to increase to more than 750 million tons in 2017.</p>	<p>Inexpensive</p> <p>Since 1976, coal has been the least expensive fuel for electricity when based on the cost per million BTUs.</p>
<p>3,000+ </p> <p>Page views monthly within ACC's Website</p>			

Note: ACC Wall Calendar Sponsorship is subject to availability. Limited to 13 available positions.



American Coal - Editorial Focus

American Coal magazine, the ACC's flagship bi-annual print publication, looks into the key issues affecting the American coal industry. American Coal provides explanations of current energy and environmental policy issues, international and domestic market forecasts and reports, shipping and transportation updates, education features, as well as a regular focus on key regulatory initiatives. We source our articles from industry and government experts, Congressional representatives and other elected officials, researchers and academics, consulting firms, energy-focused think tanks, and major media.

Print Circulation: 7,500 Readership: 24,000+
Also available in digital format for desktop, tablet and smartphone!

American Coal | Booking & Material Deadlines

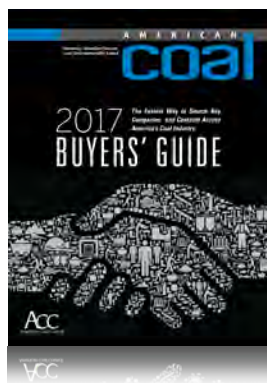
Issue	Space Closing	Materials Due	Impact Date
Issue 1, 2018	Feb. 23, 2018	Mar. 9, 2018	May 2018
Issue 2, 2018	Aug. 17, 2018	Aug. 24, 2018	October 2018

Rate Base: 7,500 Circulation
All rates are in NET USD. Rates effective October 2018
ACC Member rate reflects a 15% ACC Member Discount.
Rate and all advertising orders are subject to The Davis Media Company Inc. Contract & Regulations

Covers - 4 Color	NON-MEMBER		ACC MEMBER	
	1X Rate	2X Rate	1X Rate	2X Rate
2nd Cover (Inside Front)	2,935.78	2,642.20	2,495.41	2,245.87
3rd Cover (Inside Back)	2,935.78	2,642.20	2,495.41	2,245.87
4th Cover (Outside Back)	3,185.73	2,867.16	2,707.87	2,437.09

Display - 4 Color	NON-MEMBER		ACC MEMBER	
	1X Rate	2X Rate	1X Rate	2X Rate
2 Page Spread	3,561.89	3,205.70	3,027.61	2,724.85
Full Page	2,372.78	2,135.50	2,016.86	1,815.18
1/2 Page Spread	2,372.78	2,135.50	2,016.86	1,815.18
2/3 Page	2,186.20	1,967.58	1,858.27	1,672.44
1/2 Page Island	1,948.09	1,753.28	1,655.88	1,490.29
1/2 Page	1,875.28	1,687.75	1,593.99	1,434.59
1/3 Page	1,499.13	1,349.22	1,274.26	1,146.84
1/4 Page	1,155.00	1,050.00	981.75	892.50

Display - Black & White	NON-MEMBER		ACC MEMBER	
	1X Rate	2X Rate	1X Rate	2X Rate
2 Page Spread	2,748.91	2,474.02	2,336.57	2,102.92
Full Page	1,562.24	1,406.02	1,327.91	1,195.12
1/2 Page Spread	1,562.24	1,406.02	1,327.91	1,195.12
2/3 Page	1,402.07	1,261.86	1,191.76	1,072.58
1/2 Page Island	1,246.23	1,121.61	1,059.30	953.37
1/2 Page	1,135.12	1,021.61	964.85	868.37
1/3 Page	686.18	617.56	583.25	524.93
1/4 Page	576.98	519.28	490.43	441.39



ACC Buyers' Guide: Now Booking for the 2018/2019 Year!

Be featured in the Buyers' Guide connecting ACC's audience of coal industry decision-makers with your trusted brand, details on current areas of expertise and your most up-to-date contact information when they source products, services and equipment.

Print and Online from October 1, 2018 to September 30, 2019!

Listing Type & Options	Categories Listings	Contact Details	75 Word Profile	Color Text & Highlighting	Color Font & Text Box	Full Color Logo
Premium	5	X	X	X	X	X
Basic	3	X				

Print Circulation: 7,500 Readership: 24,000+
Also available in digital format for desktop, tablet and smartphone!

Buyers' Guide | Booking & Material Deadlines

Issue	Space Closing	Materials Due	Impact Date
Covers	August 3, 2018	Aug. 10, 2018	October 2018
Listings	Aug. 10, 2018	Aug. 17, 2018	

Rate Base: 7,500 Circulation
All rates are in NET USD. Rates effective May 2018
ACC Member rate reflects a 15% ACC Member Discount.
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FEATURED BUYERS' GUIDE LISTING & OPTIONS

Listings & Categories	NON-MEMBER	ACC MEMBER
Premium Level (5 Category Listings)	699.50	350.00
Basic Level (3 Category Listings)	349.50	Complimentary!
<i>Full Color Logo (Add-on for Basic Level)</i>	234.70	199.50
<i>Additional Categories</i>	100.00	85.00

RUN YOUR DISPLAY AD IN THE BUYERS' GUIDE!

Covers - 4 Color	NON-MEMBER	ACC MEMBER
2nd Cover (Inside Front)	2,935.78	2,642.20
3rd Cover (Inside Back)	2,935.78	2,642.20
4th Cover (Outside Back)	3,185.73	2,867.16

Display - 4 Color	NON-MEMBER	ACC MEMBER
2 Page Spread	2,444.44	2,200.00
Full Page	1,666.67	1,500.00
1/2 Page	1,333.33	1,200.00

Display - 4 Color: Must have a display advertisement of equal size in the corresponding Issue 2 edition of American Coal

Display - Black & White	NON-MEMBER	ACC MEMBER
2 Page Spread	1,888.89	1,700.00
Full Page	1,111.11	1,000.00
1/2 Page	777.78	700.00

Display - Black & White: Must have a display advertisement of equal size in the corresponding Issue 2 edition of American Coal



ACC Membership Directory

Considered a key networking resource in the coal industry, ACC's Annual Membership Directory features the most up-to-date contact details and information of ACC member professionals.

Member Listing Options	NON-MEMBER	ACC MEMBER
Full Color Logo	N/A	249.50
Highlighting	N/A	199.50
Logo And Highlighting	N/A	499.50

Print Circulation: 1,500 Referenced and used year-round by ACC Members!
 Also available in digital format for desktop, tablet and smartphone!

ACC Membership Directory | Booking & Material Deadlines

Edition	Space/Materials	Impact Date
2018 Annual Edition	Dec. 15, 2017	March 2018

Rate Base: 1,500 Circulation
 All rates are in NET USD. Rates effective May 2018
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Feature your Full Page Color on a premium Tab Divider separating one of the following sections:

About ACC
Coal Suppliers

Coal Consumers
Energy Traders

Transportation
Coal Support Services

Premium Placement - 4 Color	NON-MEMBER	ACC MEMBER
Tab Divider	2,666.95	2,266.91

Covers - 4 Color	NON-MEMBER	ACC MEMBER
2nd Cover (Inside Front)	2,438.96	2,073.12
3rd Cover (Inside Back)	2,438.96	2,073.12
4th Cover (Outside Back)	2,646.61	2,249.62

Display - 4 Color	NON-MEMBER	ACC MEMBER
Full Page	1,971.23	1,675.55
2/3 Page	1,796.62	1,527.13
1/2 Page	1,557.93	1,324.24
1/3 Page	1,245.44	1,058.62
1/4 Page	800.00	680.00

Display - Black & White	NON-MEMBER	ACC MEMBER
Full Page	1,297.86	1,103.18
2/3 Page	1,181.74	1,004.48
1/2 Page	943.03	801.58
1/3 Page	570.05	484.54
1/4 Page	479.33	407.43

LEADERBOARD 728 px X 90 px

**BOX BANNER
300 px X 250 px**

Key Features / Benefits

Exclusivity!
Cross-Channel Promotion!
Linkable to Source Website!
Digital Traffic & Statistics

Note: Ad examples are not to actual scale

ACC distributes 18 electronic newsletters to more than 55,000 inboxes annually. Each newsletter drives traffic to ACC's website, content portal and buyers' guide, in addition to organic traffic from google search!



ACC's E-Newsletter Media



ACC's Association Website



ACC's Buyers' Guide Platform

	3 MONTHS PACKAGE		6 MONTHS PACKAGE		12 MONTHS PACKAGE	
Newsletter Selection (Preference subject to availability)	1 American Coal	2 Members' Update	2 American Coal	4 Members' Update	3 American Coal	6 Members' Update
Rate Card - ACC Member Pricing Reflects a 15% Member Discount	NON-MEMBER	ACC MEMBER	NON-MEMBER	ACC MEMBER	NON-MEMBER	ACC MEMBER
<p>Leaderboard (728 x 90) Top Position with 1 in 2 Rotation</p> <p>ACC Buyers' Guide American Coal Council Website Featured across Members' Update E-Newsletter Featured across American Coal E-Newsletter</p>	1,235.29	1,050.00	2,294.12	1,950.00	4,235.29	3,600.00
<p>Box Banner (300 x 250) 1 in 2 Rotation within Content</p> <p>ACC Buyers' Guide American Coal Council Website Featured across Members' Update E-Newsletter Featured across American Coal E-Newsletter</p>	1,235.29	1,050.00	2,294.12	1,950.00	4,235.29	3,600.00

Website: More than 3,000 Page Views Monthly
E-Newsletters: Members' Update 2,000 inboxes | American Coal 5,500 inboxes each release!
All rates are in NET USD, effective May 2018 | ACC Member rate reflects a 15% ACC Member Discount.
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For just \$300 per month, you can be featured across every platform including ACC's Members' Update E-Newsletter, ACC's American Coal Bi-Monthly E-Newsletter, ACC's Digital Buyers' Guide and www.americancoalcouncil.org - ACC's central hub for content, education, news and updates.