

**LEADERBOARD 728 px X 90 px**

**BOX BANNER  
300 px X 250 px**

**Key Features | Benefits**

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

Note: Ad examples are not to actual scale

ACC distributes 18 electronic newsletters to **more than 58,000 inboxes** annually. Each newsletter drives traffic to ACC's website, content portal and buyers' guide, in addition to organic traffic from Google searches!



**ACC's E-Newsletter Media**



**ACC's Association Website**



**ACC's Buyers' Guide Platform**

	3 MONTHS PACKAGE		6 MONTHS PACKAGE		12 MONTHS PACKAGE	
<b>Newsletter Selection</b> (Preference subject to availability)	1 American Coal	2 Members' Update	2 American Coal	4 Members' Update	3 American Coal	6 Members' Update
<b>Rate Card: ACC Member Pricing Reflects a 15% Member Discount</b>	NON-MEMBER	<b>ACC MEMBER</b>	NON-MEMBER	<b>ACC MEMBER</b>	NON-MEMBER	<b>ACC MEMBER</b>
<b>Leaderboard (728 px x 90 px) Top Position with 1 in 3 Rotation</b> ACCLIVE.COM / Digital Buyers' Guide American Coal Council Website (450 px x 80 px) Featured across Members' Update E-Newsletter Featured across American Coal E-Newsletter	1,235.29	1,050.00	2,294.12	1,950.00	4,235.29	3,600.00
<b>Box Banner (300 px x 250 px) 1 in 2 Rotation within Content</b> ACCLIVE.COM / Digital Buyers' Guide American Coal Council Website (200 px x 200 px) Featured across Members' Update E-Newsletter Featured across American Coal E-Newsletter	1,235.29	1,050.00	2,294.12	1,950.00	4,235.29	3,600.00

Website: More than 4,500 page views monthly  
E-Newsletters: Members' Update 1,500 inboxes | American Coal 5,000 inboxes each release!  
All rates are in NET USD, effective January 2021 | ACC Member rate reflects a 15% ACC Member Discount.  
Rates and all advertising orders are subject to The Davis Media Company Inc. Contract & Regulations

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.