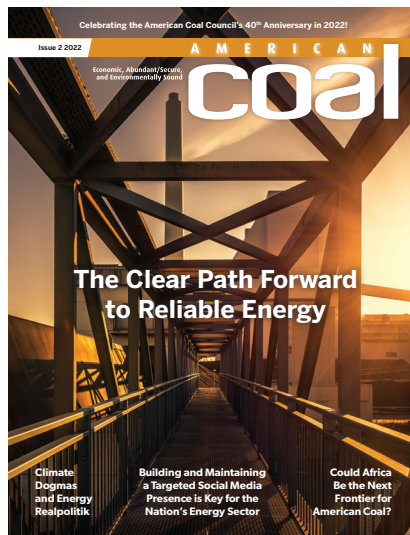


## REACH DECISION-MAKERS ACROSS AMERICA'S \$20 BILLION DOLLAR COAL INDUSTRY!\*

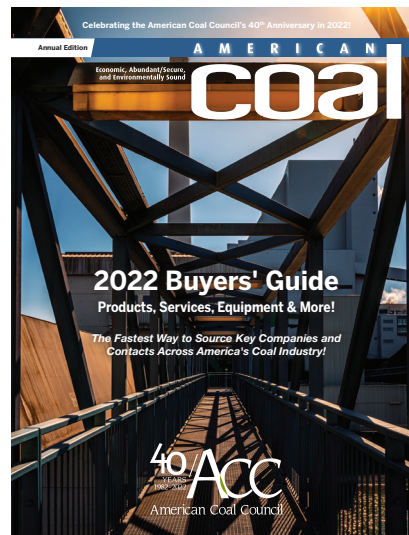
### TARGET

- 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
- Government and Congress

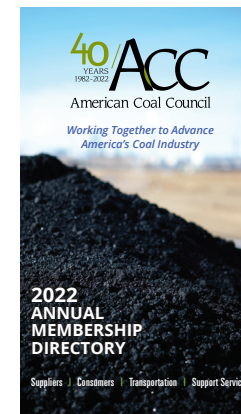
### Bi-Annual Magazine



### Annual Buyers' Guide



### Annual Membership Directory



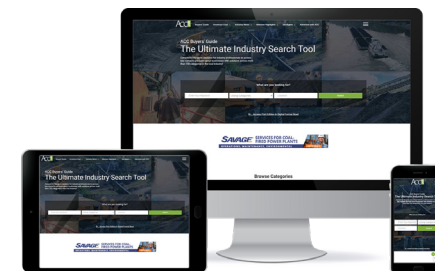
### Electronic Newsletters



### ACC Website Banners



### ACCLIVE.Com Content Portal

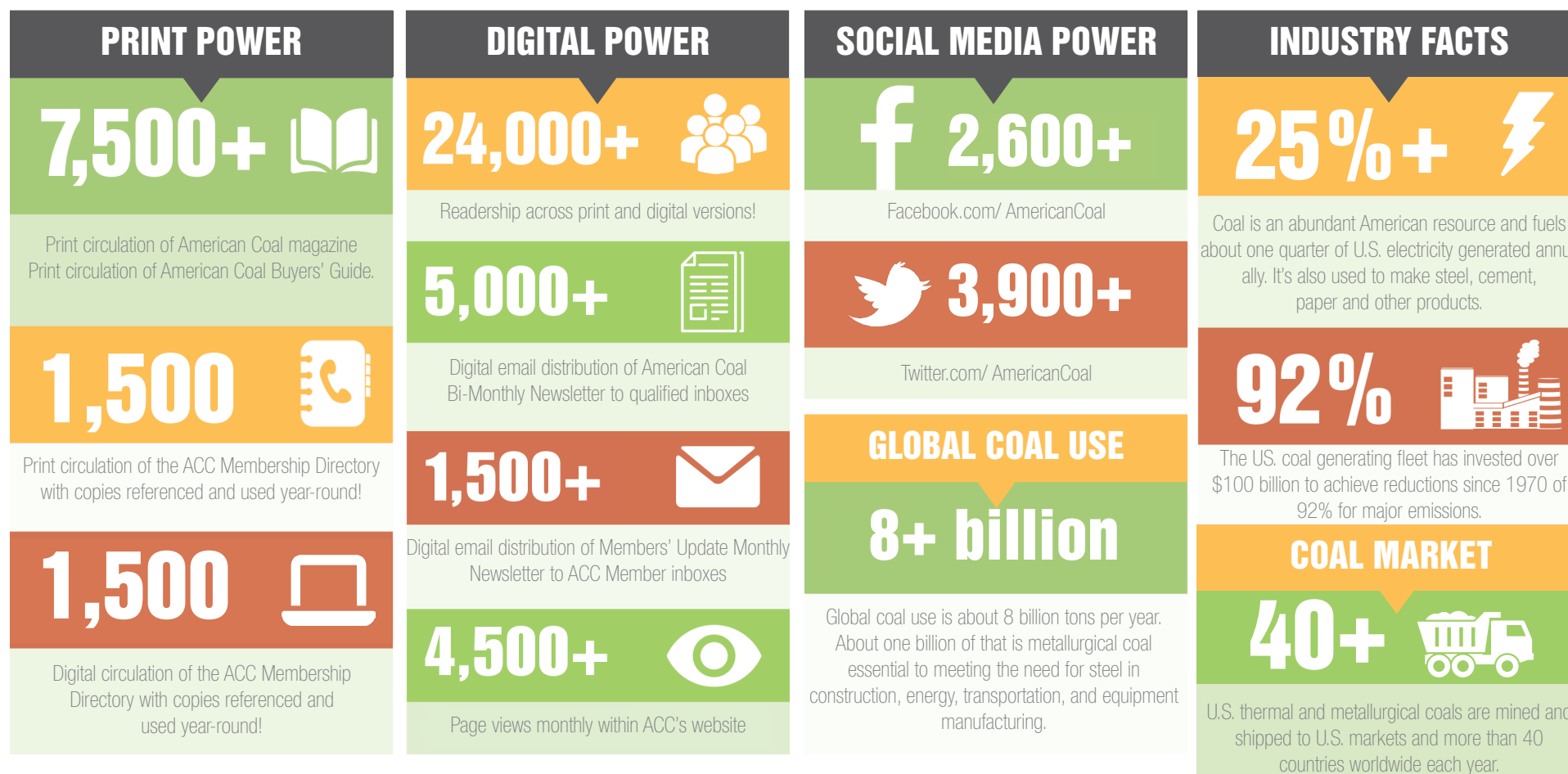


\* Based on EIA's 2020 production and consumption and EIA Coal Prices, the value of U.S. coal produced and shipped exceeds \$20 billion annually.

# For 40 years, ACC has advanced the power, the promise and the pride of America's coal industry!



- » American Coal magazine is read by more than 24,000 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 emails of coal industry professionals.
- » ACC's Digital Media includes a suite of email and online communications that deliver content in real-time on America's coal industry.



When you select one of our strategic annual marketing campaigns below, you cost-effectively impact potential customers across the most broad and diverse memberships in the entire coal space numerous times throughout the year. **ACC Members receive a 15% discount on all marketing packages.**

## Business Basics Package

**\$2,495 /Annually**

**Availability: Unlimited**

### American Coal Magazine

- ✓ Spring Issue: 1/4 Page Color
- ✓ Fall Issue: 1/4 Page Color

### Buyers' Guide

- ✓ Premium Level Listing / 5 Categories

### Membership Directory

- ✓ 1/4 Page Color

**Rate Card Value: \$3,328.83**

**Annual Savings: \$833.83**

## Smart Branding Package

**\$5,895 /Annually**

**Availability: Unlimited**

### American Coal Magazine

- ✓ Spring Issue: 1/2 Page Color
- ✓ Fall Issue: 1/2 Page Color

### Buyers' Guide

- ✓ Premium Level Listing / 5 Categories

### Membership Directory

- ✓ Full Page Color

### ACC Website Marketing

- ✓ Digital Banner / 6 Months

### ACC E-Newsletter Marketing

- ✓ Digital Banner / 25,000 emails

**Rate Card Value: \$8,765.41**

**Annual Savings: \$2,870.41**

## Marketing Performance Package

**\$8,995 /Annually**

**Availability: 5**

### American Coal Magazine

- ✓ Spring Issue: Full Page Color
- ✓ Fall Issue: Full Page Color

### Buyers' Guide

- ✓ Premium Level Listing / 5 Categories
- ✓ Full Page Product Spotlight

### Membership Directory

- ✓ Full Page Color

### ACC Website Marketing

- ✓ Digital Banner / 1 Year

### ACC E-Newsletter Marketing

- ✓ Digital Banner / 50,000 emails

**Rate Card Value: \$12,316.29**

**Annual Savings: \$3,321.29**

## Industry Leader Package

**\$11,495 /Annually**

**Availability: 5**

### American Coal Magazine

- ✓ Spring Issue: 2 Page Spread Color
- ✓ Fall Issue: 2 Page Spread Color

### Buyers' Guide

- ✓ Premium Level Listing / 5 Categories
- ✓ Full Page Product Spotlight

### Membership Directory

- ✓ Full Page TAB Color

### ACC Website Marketing

- ✓ Digital Banner / 1 Year

### ACC E-Newsletter Marketing

- ✓ Digital Banner / 50,000 emails

**Rate Card Value: \$15,390.23**

**Annual Savings: \$3,895.23**

**ACC MEMBERS!**  
**RECEIVE 15% DISCOUNT ON**  
**ANNUAL MARKETING PLANS!**

\* The ACC Membership Directory has 5 TAB-Divided Sections Featuring Full Page Sponsors. All package rates are in NET USD. Package rates effective December 2022. All packages are billed annually, payable to The Davis Media Company Inc. Rates and all advertising orders are subject to The Davis Media Company Inc. Contract & Regulations.

**Call Today! Phone: 888-705-8872 or send an email to Kara Gabriele at [kara@davismediaco.com](mailto:kara@davismediaco.com)**

**The Davis Media Company**



## 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 information about current energy and environmental policy issues, international and domestic market forecasts and reports, shipping and transportation updates and 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 relevant 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, 2023	Apr. 14, 2023	Apr. 21, 2023	May 2023
Issue 2, 2023	Aug. 25, 2023	Sept. 1, 2023	Oct. 2023

Rate Base: 7,500 Circulation

All rates are in NET USD. Rates effective December 2022.

ACC Member rate reflects a 15% ACC Member Discount.

Rates 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

Be featured in the Buyers' Guide connecting ACC's audience of coal supply chain 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. The Buyers' Guide publication is released in October of each year in both print and digital format. In addition, your information is included in our searchable online buyers' guide available at [www.acclive.com](http://www.acclive.com).

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
2023 Annual Edition	Aug. 25, 2023	Sept. 1, 2023	Oct. 2023

Rate Base: 7,500 Circulation

All rates are in NET USD. Rates effective December 2022.

ACC Member rate reflects a 15% ACC Member Discount.

Rates and all advertising orders are subject to The Davis Media Company Inc. Contract & Regulations

## FEATURED BUYERS' GUIDE LISTING & OPTIONS

Listings & Categories	NON-MEMBER	ACC MEMBER
Premium Level (5 Category Listings)	849.50*	449.50*
Basic Level (3 Category Listings)	400.00	<b>Complimentary!</b>
Full Color Logo (Add-on for Basic Level)	234.70	199.50
Additional Categories	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

## INTRODUCING: PRODUCT SPOTLIGHT PACKAGE

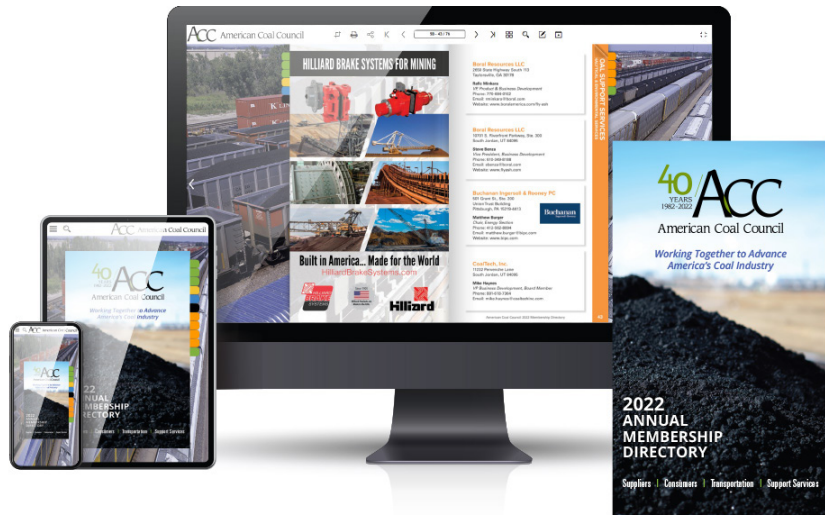
Full Page & Listing Package	NON-MEMBER	ACC MEMBER
Full Page + Premium Level Listing	1,999.50	1,650.00

### Product Spotlight Includes:

- Size Format: Full Page Product Spotlight Feature
- 600 Word Advertorial Copy (Supplied)
- Up to 5 Images (Products, Equipment, Location/Facility) (Supplied)
- Headline / Byline (Authors name and title if required).
- Copy-editing Included
- Design Included + Up to 3 Proofs included for edits / changes.

### Premium Listing Includes:

- Size Format: 3 column - 1/5th Page Premium Listing
- Logo, Contact Details, 75 Word Profile
- 5 Categories Company Name can be found under in our Category Index.



### 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	299.50
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

Issue	Space/Materials	Impact Date
2023 Annual Edition	Jan. 20, 2023	March 2023

Rate Base: 1,500 Circulation

All rates are in NET USD. Rates effective December 2022.

ACC Member rate reflects a 15% ACC Member Discount.

Rates and all advertising orders are subject to The Davis Media Company Inc. Contract & Regulations

Feature your Full Page Color Advertisement on one of 10 Premium TAB Dividers, separating the directory into the following sections: (Section of choice, subject to availability!)

- |                   |                   |                          |
|-------------------|-------------------|--------------------------|
| 1. About ACC      | 3. Coal Consumers | 5. Coal Support Services |
| 2. Coal Suppliers | 4. Transportation |                          |

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 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)	<b>1 American Coal</b>	<b>2 Members' Update</b>	<b>2 American Coal</b>	<b>4 Members' Update</b>	<b>3 American Coal</b>	<b>6 Members' Update</b>
<b>Rate Card: ACC Member Pricing Reflects a 15% Member Discount</b>	NON-MEMBER	ACC MEMBER	NON-MEMBER	ACC MEMBER	NON-MEMBER	ACC MEMBER
<b>Leaderboard (728 px x 90 px)</b> <b>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)</b> <b>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 December 2022 | 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](http://www.americancoalcouncil.org) - ACC's central hub for content, education, news and updates.