



2010 Website Sponsorship and Email Marketing Opportunities

current as of June 30, 2010

Introduction

MineAfrica offers you a cost effective and targeted means of promoting your company, country 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 platforms for reaching this audience: A) website sponsorship and B) targeted email campaigns. These 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 2,860 unique visitors per month with 4,275 total visits per month. A unique visitor is a distinct individual with a distinct email address. This is the equivalent of 2,860 targeted mining and financial executives interested in mining investment in Africa opening a mining magazine and turning directly to the MineAfrica page.

Time Frame	Unique Visitors Per Month	Total Visits Per Month
2010 (January 1 to June 30)	2,860	4,275
2009 (January to December)	2,100	3,300

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 Mining Weekly, the PDAC, Infomine, Mining Review Africa, Inside Mining, Canadian Business, MineWeb, Mining MX, Africa Monitor, Northern Miner, Canadian Mining Journal, etc).

What you get with your Website Sponsorship

- A banner advertisement on every second page in the masthead at the top of each page. The approximate size is 180 x 90 pixels (2 x 1 inches). For a sample see our masthead at 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 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 along with additional regular MineAfrica content such as notices about our upcoming seminars, etc in a combined email. MineAfrica has a total database of 7,500 senior level contacts with email addresses. Our email open rates range between 12% and 20% which means that in a typical campaign between 800 and 1,300 people with an interest in mining in Africa open our emails.

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%

Email Database Composition by Country of Origin

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 Position

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%

Investment Required - Email - Exclusive - \$2,000 (plus 13% HST), Combined - \$500 (plus 13% HST)

Investment Required

Complete and return this page by email to bruce@mineafrica.com or fax to 416-588-7504

Description	Investment	Please check
A1. Website Sponsorship - 3 months	\$1,500 (plus 13% HST)	
B1. Exclusive Email	\$2,000 (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 is a business development 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.

For More Information

769 Euclid Avenue
Toronto, Ontario, Canada M6G 2V3
T. 416.588.7749 F. 416.588.7504
E. info@mineafrica.com W. www.mineafrica.com

Bruce Shapiro
T. 416.588.7749
E. bruce@mineafrica.com

Wayne Floreani
T. 416.533.3998
E. wayne@mineafrica.com