

Targeted Mining Sector Marketing

45 map titles. 850,000 copies distributed globally.

The most effective marketing media to reach mining and exploration companies. Capitalise on mining industry growth by placing your brand where it has the most impact. 88% of mining sector companies surveyed have an Intierra map either on their wall or desk.

Intierra Mineral Information Map stretches your advertising budget via;

Targeted Marketing

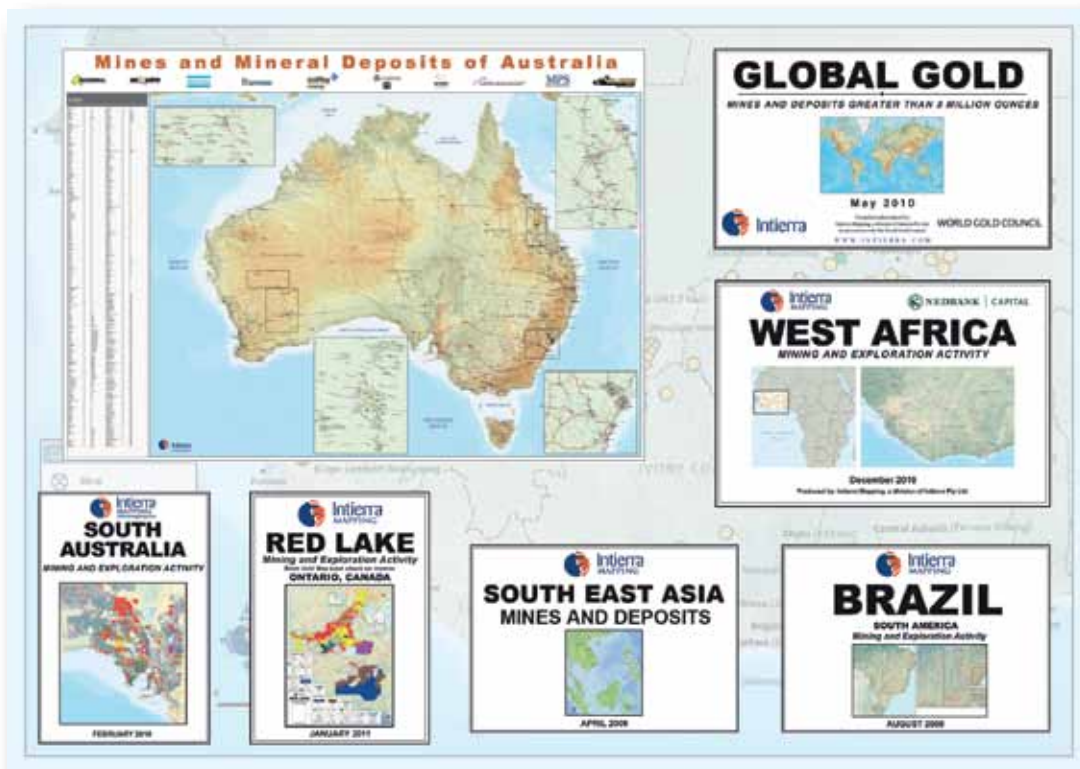
Each year roughly 45 map titles are developed by region, commodity and mining lifecycle stage.

Maximum Advert Viewing Frequency

These maps are highly regarded by the mining industry and adorn the office walls and desks of many mining sector purchase decision makers.

Broadest Reach Per Dollar

Distribution of more than 850,000 maps via leading trade media, at key sector conferences and via direct campaigns. To explorers, miners, investors, mining funding companies, media and suppliers.



Intierra researches, aggregates and organises global mining information such as financial statistics, news feeds, government lease information and technical data. We interpret over 200,000 reports to the market annually and our data covers 40,000 companies, 40,000 global projects, 3500 listed companies and 160 commodities. All information is searchable via our IntierraLive database and forms the basis of the quality content in our maps.

Marketing opportunities are available now for Global Commodity maps, the African and Australian series, Canadian Hot Plays, Global Emerging Mines and other topical themes.

For advertising enquiries contact: maps@intierra.com

Exploration Activity Maps

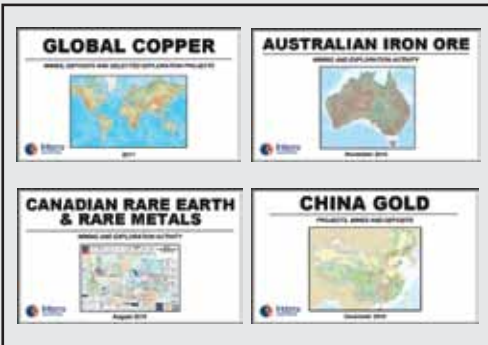


- Communicate, educate and inform decision makers of properties, equipment, services or companies on these quality, widely-read maps.
- Accurately detailing the hot exploration areas around the globe; the key stakeholders, their land positions and prospects in relation to infrastructure, existing mines and deposits.
- The maps are distributed through leading industry publications, at conferences and throughout the banking and broking industries. They are also provided to thousands of individual investors. Participating exploration companies often also directly distribute these themselves.

DowGroup, Explorers CEO / Robin Dow

"I have been using Intierra maps since 1996. The West Africa map and the subsequent map on China proved invaluable in communicating our activities in relative area plays to shareholders. I have participated in every relevant map since, and the reaction to each just gets better and better. In the commodity boom, everybody should participate, because every broker, analyst and investor, is going to want the maps to show the key plays."

Mines and Deposit Maps



- These high-quality wall maps provide an outstanding reference guide to the location of key mines and deposits around the globe.
- Researched from Intierra's extensive database of mines and deposits, they provide a comprehensive view of key assets and their locations. All maps include a relevant data table and simple alphabetical index so you can locate any property quickly and easily.

Optiro Managing Director / Mark Warren

"Optiro provides strategic advice to mining and exploration companies and their stakeholders. We advertise on Intierra maps to ensure our brand gets exposure to those companies and also the firms that service them. Advertisements on Intierra maps have a shelf-life measurable in years rather than days and are on display in boardrooms and events across the globe. Intierra maps are one of the most targeted and cost-effective marketing tools we use."

Custom Maps or Campaigns



- Create a custom map with mining content plus your branding, products and campaign message. Perhaps a map of global underground mines embellished with your branding and new underground mining equipment.
- By subscribing to IntierraLive database you can create target mailing lists. Perhaps the Finance Directors of all underground mines in the world, or in Africa, or in copper...
- Intierra has existing relationships with most mining magazines so we can manage printing and insertion of your custom map into an appropriate broader readership target.

Rico Resources Executive Chairman, Imants Kins

"Recently we went to Intierra to prepare a map for our investor roadshows. They listened to what we wanted to achieve with the map and were able to design a tailored map – it showed other successful projects in the area, had helpful inset tables, was generated at the best scale with clear symbols. Through this high quality map we were able to tell our investors the best story possible of the potential of our projects."

Current Map Production Schedule

Intierra produces a diverse range of maps from global commodity maps; series of specific geographies such as Australia, Africa, Latin America through to regional mining and exploration and even company-specific maps.

Map Name	Map Name	Map Name
Global	Africa / Europe	Canada / North America Hot Play
Global Gold	Burkina Faso/Ghana	Athabasca Basin, Sasaakatchewan, North America
Global Iron Ore	Central Africa	Bc Moly, Canada
Global Rare Earth Elements & Rare Metals	East Africa	Blackwater Gold Area, BC, Canada
Global Copper	Mines and Minerals of Africa	Casa Berardi, Quebec
Global Uranium	South Africa	Cassiar Area, BC, Canada
Global Coal	Southern Africa	Flin Flon, Canada
Australia & Asia	West Africa	McFauld's Lake, On, Canada
Australian Gold	Emerging Iron Ore Producer - West Africa	Nfld/Labrador, Canada
Australian Iron Ore	Russian Gold	Northern Canada Resources, NWT/Nunavut, Canada
Australian Rare Earths Elements & Rare Metals	Greenland	North Central Nevada, North America
Australian Uranium	Norway / Sweden / Finland	NW Ontario, Canada
Australian Coal	Americas	Otish Mountains, Quebec, Canada
Australian Top 50 Explorers	Alaska	Quesnel Trough, Canada
Mines and Mineral Deposits of Australia	Argentina	Red Lake, Ontario, Canada
Mongolia	Brazil	Sierra Madre North and Central, North America
Queensland	Canadian Rare Earths	Sierra Madre South; Jalisco/Nayarit, North America
South Australia	Caribbean	Stewart, BC, Canada
Hot Play	Chile	Sudbury, Ontario, Canada
Goldfields, Kalgoorlie, WA	Guyana	Timmins/Kirkland Lake, Canada
Hunter Valley, NSW	Peru	Val-d'Or, Quebec, Canada
Mt Isa, Queensland	SW United States Uranium	Walker Lane, Nevada, North America
Pacific Rim (or S.E Asia)		White Gold, Canada
Pibara, WA		SW US Uranium
		Yukon, Canada