



The Mining Oil Gas Electronic Direct Marketing (EDM) is an immediate way for you to get your message across to key mining & energy industry decision makers



## EMAIL CAMPAIGNS DELIVER RESULTS.

**EDM campaigns are a simple and cost-effective** way to deliver your company's product and service information directly to your client base. Our extensive database of more than **30,000 decision makers** from the Australian mining sector and associated industries means you get unparalleled access to stakeholders, contractors and employers.

## A COMPLETE SERVICE.

Our in-house team can take care of all your database email campaigns for you including:

- Campaign Design
- Copywriting & Graphic Design
- Implementation & Execution
- Outcome Analysis

## ADVERTISING PRICES & SIZING

1. **One EDM to 2x databases** \$4000 + GST
2. **Two to Three EDMs to 2x** \$3000 each + GST
3. **Four or more EDMs to 2x** \$2500 each + GST

[www.miningoilgas.com.au](http://www.miningoilgas.com.au)

Example:

The image shows a set of marketing collateral for Austmine 2017. It includes a main banner with the event title 'AUSTMINE 2017 MINING INNOVATION CONFERENCE & EXHIBITION', dates (Workshops 22 May, Conference 23-24 May, Exhibition 23-24 May), and location (Perth Convention and Exhibition Centre). Below the banner are buttons for 'VIEW PROGRAM', 'VIEW SPEAKERS', and 'PURCHASE CONFERENCE PASS'. The main content area features the headline 'BRINGING THE SOLUTIONS OF TOMORROW TO THE MINERS OF TODAY' and a sub-headline 'MINING'S INNOVATION IMPERATIVE'. It provides details about the conference theme, dates, location, and speakers. There are also buttons for 'DOWNLOAD THE PROGRAM'. At the bottom, there is a 'PRINCIPAL SPONSOR' section for RioTinto, featuring a grid of speaker headshots and names: Chris Salisbury (Opening Keynote Speaker), Michelle Ash (Chief Innovation Officer), Chris Lewicki (President & Chief Engineer), Barry Fitzgerald (CEO), Dr. Alan Bye (VP Technology Strategy), Lara Bruhns (General Manager), Damon Dormer (Group Manager), Craig Stroman (VP Operational & Technical Support), and another Barry Fitzgerald (CEO).



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