

# 2017 SMART MANUFACTURING EDITORIAL CALENDAR

	March	May	September	November
<b>EDITORIAL LEAD</b>	<b>Automation Technology</b>	<b>IT-OT integration</b>	<b>Digital Factory</b>	<b>Materials for Smart Manufacturing</b>
	Robotics	Additive Manufacturing is Complementary to Conventional Machining	Process Optimization	Advanced Composites for Aerospace
	Smart Measurement and Inspection	Automated Cells	Smart Measurement & Inspection	Design for Manufacturing Software
	Motion-Control Sensors	IT-OT integration	Shop-Floor Data Management	New Materials
	Cybersecurity Software	Advances in AM	Predictive Analytics for Operational Performance	Strategies in Lightweighting
<b>SHOWS</b>	<b>AUTOMATE, HOUSTEX, AERODEF, [MC]² CONFERENCE</b>	<b>RAPID, EASTEC</b>	<b>WESTEC, CMTS</b>	<b>SOUTHTEC, FABTECH</b>
<b>SPECIALS</b>		Additive Manufacturing Special Section		
<b>BONUS DISTRIBUTION</b>	<b>HOUSTEX</b> 2/28-3/2 Houston, TX  <b>AERODEF</b> 3/6-9 Fort Worth, TX  <b>AUTOMATE</b> 4/3-6 Chicago, IL  <b>[MC]² Conference</b> 5/2-4 Nashville, TN	<b>RAPID + TCT</b> 5/8-11 Pittsburgh, PA  <b>EASTEC</b> 5/16-18 West Springfield, MA  <b>SpaceTech Expo</b> 5/23-25 Pasadena, CA  <b>WMTS</b> 6/6-8 Edmonton, AB	<b>WESTEC</b> 9/12-14 Los Angeles, CA  <b>CMTS</b> 9/25-28 Mississauga, ON	<b>SOUTHTEC</b> 10/24-26 Greenville, SC  <b>FABTECH</b> 11/6-9 Chicago, IL
<b>ADVERTISER BONUS</b>	Podcasts Promo	Tech Sheets	Video Package	Supplier Showcase
<b>AD CLOSING DATES</b>				
<b>RESERVATIONS</b>	January 24	March 7	Jun 20	Aug 22
<b>MATERIALS</b>	January 26	March 9	Jun 22	Aug 24

In launching our new magazine, we surveyed more than 800 manufacturing professionals representing a wide range of company sizes, industries and job titles about their attitudes, current practices and plans for this new digital revolution in manufacturing:

Respondents feel the most powerful benefits that digital technology/smart manufacturing delivers to their industry are **increased productivity** (60%) and **improved operations efficiencies** (60%).

**Over half** of respondents say **manufacturing process improvement** is the priority area targeted for smart manufacturing in their company (54%), with an approximate average spend for digital solutions of **\$397,711**.

The **27%** who are currently using **digital technology/smart manufacturing solutions** feel the greatest success has been in the areas of **increased ability to attract younger talent** (60%), **greater access to data** (59%) and **increased productivity** (58%).

**Two in five respondents** (43%) anticipate their company will be **investing or re-investing in digital technology solutions** within the next 24 months. **One in four** cite investments are expected in three or more years and **a third** do not know.

# SMART MANUFACTURING 2017 RATES & SPECS



## Four-Color Display Rates (Gross)

Ad Size	1X	3X	6X
Full Page	\$4,925	\$4,780	\$4,625
2/3 Page	\$3,680	\$3,550	\$3,450
1/2 Page Island	\$3,320	\$3,235	\$3,120
1/2 Page	\$2,830	\$2,750	\$2,665
1/3 Page	\$1,960	\$1,900	\$1,850
1/4 Page	\$1,500	\$1,460	\$1,420

## MECHANICAL SPECIFICATIONS

### Printing

Web offset to SWOP standards  
Color rotation: K-C-M-Y

### Binding Method

Perfect bound

### Live Area

All type and live matter should be at least .25" from trim and gutter on each page

### Storage of Materials

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency

### Smart Manufacturing Junior Spreads

Ad Size: 17.5" X 5.75"  
Add .125" bleed to Left, Right and Foot

Trim Size: 17.5" X 5.75"

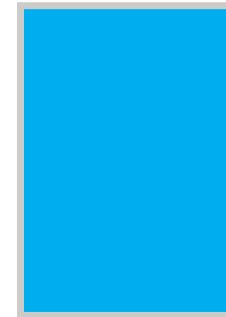
### Furnished Materials

- Required materials: TIFF-IT/P1 or PDF X-1a files are preferred, generated using SME's Digital PDF Tech Notes. PDF Tech Notes are available at [www.sme.org/advertising](http://www.sme.org/advertising) or by contacting SME Production at 313.425.3479.
- Proofs: ads must be accompanied by SWOP-certified proofs (10th edition – 2005)
- Screen: 133 lines/inch
- Four-color materials: The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
- Submit furnished materials to SME's FTP site whenever possible.
- For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is not necessary.

### Matched PMS Colors

Advertisers requiring matched PMS or spot color must specify number on their insertion order.

### Advertising insert specs and quotations



**Full Page**  
Bleed: 9" X 11"  
Trim: 8.75" X 10.75"  
Live Area: 8" X 10"



**2/3 Page**  
Ad Size: 5.125" X 10.25"  
Bleed: 0"  
Trim: None



**Island 1/2 Page**  
Ad Size: 5.125" X 7.625"  
Bleed: 0"  
Trim: None



**Horizontal 1/2 Page**  
Ad Size: 8" X 4.875"  
Bleed: 0"  
Trim: None



**Vertical 1/2 Page**  
Ad Size: 3.875" X 10.25"  
Bleed: 0"  
Trim: None



**1/4 Page**  
Ad Size: 3.875" X 4.875"  
Bleed: 0"  
Trim: None



**Vertical 1/3 Page**  
Ad Size: 2.625" X 10.25"  
Bleed: 0"  
Trim: None



**Square 1/3 Page**  
Ad Size: 5.125" X 4.875"  
Bleed: 0"  
Trim: None