

2017 MANUFACTURING ENGINEERING EDITORIAL CALENDAR

	January	February	March	April	13th Issue	May	June	July	August	September	October	November	December
EDITORIAL LEAD	Tooling	Aerospace & Defense	Automation	Emerging Technologies	Cutting Tool Research and Report	Medical	Machining Centers	Automation	Machining Centers	Motorized Vehicles	Software	FABTECH Technologies	Aerospace & Defense
	Cutting Tools for New Materials	Composites Machining	Automation Trends & Technologies	State of Additive Manufacturing	Workholding for Precision and Profit	Medical Manufacturing Trends	Grinding	Workforce Development	Cutting Tools - Milling	Lightweighting Motorized Vehicles	Shop Floor Solutions	EDM	Trends for 2018
	Coolant & Chip Management	Efficient Titanium Machining	ERP Software	Smart Tooling - Managing Data	High-Tech Cutting Tools	Swiss Turning for Medical	Machining Centers - Vertical	30 Under 30	Machining Centers - Horizontal	Abrasive Machining - Honing	Heavy Equipment Manufacturing	Laser Cutting	Manufacturing Software - Security in the Cloud
	Creative Workholding	Innovations in CNC & Machine Controls	Robotic Laser Systems	Shop Floor Data Management	Toolholding, Presetting, Process and Productivity	Rigid Toolholding	Surface Metrology Tools	Tool Presetting	Automation - Linear Pallet Systems	Advances in Robotics	Metrology Tools for Inspection	Waterjets	Trends in Cooling - Cryogenics
	Turning/Milling Machines	Test & Measurement for Aerospace	Optical Metrology Systems	PLM	Advances in Coatings and Other Materials for Tooling	Mold Machining	Simulation Software	Multi-Tasking Machines	Metrology Software for Quality	CAD/CAM Software	Automation for Productivity	Deburring & Finishing	Smart Tooling
						Cutting Tools - Turning		Software - MES Systems		Coordinate Measurement Machines (CMM)	Software - Security Systems	Nesting Software	New Materials Update - Additive Manufacturing/ 3D Printing, Aerospace & Defense, Medical, Motorized Vehicles
SPECIALS				Laser Special Section: Laser Cutting, Laser Marking, Laser Measurement, Laser Welding, Research Results		Additive Manufacturing Special Section: Metals, New Materials, Hybrid Machine Tools Boosting Throughput, Additive in Dentistry, Additive in the Military	Motorized Vehicle Yearbook	30 Under 30 Special Section		Aerospace & Defense Yearbook	Medical Special Section: Additive Manufacturing/ 3D Printing, Vision Systems, Machining Advanced Materials, Micro-Tooling	Energy Yearbook	
SHOW PREVIEW	HOUSTEX	AERODEF	AUTOMATE	RAPID + TCT	EASTEC 5/16-18 West Springfield, MA	EASTEC				WESTEC	SOUTH-TEC	FABTECH	
BONUS DISTRIBUTION	HOUSTEX 2/28-3/2 Houston, TX	AERODEF 3/6-9 Fort Worth, TX MD&M/Quality Expo West 2/7-9 Anaheim, CA MFG Meeting 3/22-25 Amelia Island, FL	AUTOMATE 4/3-6 Chicago, IL	Industrial Supply Association (ISA) 4/22-25 Denver, CO PMTA 4/25-27 Columbus, OH RAPID + TCT 5/8-11 Pittsburgh, PA [MC] Conference 5/2-4 Nashville, TN	WMTS 6/6-8 Edmonton, AB WESTEC 9/12-14 Los Angeles, CA CMTS 9/25-28 Mississauga, ON SOUTH-TEC 10/24-26 Greenville, SC	EASTEC 5/16-18 West Springfield, MA WMTS 6/6-8 Edmonton, AB SpaceTech Expo 5/23-25 Pasadena, CA NAMRC 45 6/4-8 Los Angeles, CA	Amerimold 6/14-15 Rosemont, IL			WESTEC 9/12-14 Los Angeles, CA CMTS 9/25-28 Mississauga, ON	SOUTH-TEC 10/24-26 Greenville, SC Quality Show 10/24-26 Rosemont, IL Assembly Show 10/24-27 Rosemont, IL AMT Global Forecasting & Marketing Conf. (TBD)	FABTECH 11/6-9 Chicago, IL Rockwell Automation Fair 11/15-16 Houston, TX	
ADVERTISER BONUS	Tech Sheets	Podcasts Promo	Video Package	Bonus Digital Announcement	Tooling and Workholding Webinar	Social Media Profiles	Website Profiles - Print and Digital	Tech Sheets	Video Package	Readex Research	Podcasts Promo	Supplier Showcase Package	Supplier Showcase Package
"SPECIAL" ADVERTISER BONUS				Laser Focus Webinar and eNewsletter		Additive Manufacturing Webinar and eNewsletter	Motorized Vehicle Manufacturing Webinar			Aerospace & Defense Manufacturing Webinar	Medical Manufacturing Webinar and eNewsletter	Energy Manufacturing Webinar	
AD CLOSING DATES													
RESERVATIONS	December 5	January 3	February 7	February 28	March 22	April 4	May 2	June 6	July 5	August 1	September 5	October 5	October 31
MATERIALS	December 7	January 5	February 9	March 2	March 24	April 6	May 4	June 8	July 7	August 3	September 7	October 9	November 2

DISPLAY ADVERTISING RATES

A. Black-and-White Display Ad Rates

	1X	3X	6X	9X	12X	18X	24X	36X	48X
Full Page	\$7,610	\$7,380	\$7,150	\$6,960	\$5,810	\$5,560	\$5,330	\$4,880	\$4,570
2/3 Page	\$5,680	\$5,490	\$5,330	\$5,200	\$4,350	\$4,150	\$3,980	\$3,650	\$3,420
1/2 Page (Island)	\$5,130	\$5,000	\$4,820	\$4,710	\$3,900	\$3,750	\$3,620	\$3,290	\$3,090
1/2 Page	\$4,380	\$4,250	\$4,120	\$4,010	\$3,330	\$3,220	\$3,070	\$2,840	\$2,630
1/3 Page	\$3,030	\$2,950	\$2,860	\$2,790	\$2,320	\$2,230	\$2,130	\$1,960	\$1,840
1/4 Page	\$2,320	\$2,250	\$2,190	\$2,130	\$1,750	\$1,690	\$1,640	\$1,510	\$1,410

B. Color R.O.P Full Page Rates

- Standard second colors: cyan, magenta, yellow, red or green digital. **Add \$1,080 per page per color.**
- PMS (matched) Second colors: **Add \$1,380 per page per color.**
- Four-Color Process: **Add \$1,930 for the first page.**
- Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is \$965.
- No charge for bleed.

C. Color Rates for Fractional Ads (1/2-page or smaller)

- Standard second colors: cyan, magenta, yellow, red or green digital. **Add \$850 per page per color.**
- PMS (matched) Second colors: **Add \$1,100 per page per color.**
- Four-Color Process: **Add \$1,520 for the first page.**
- Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is **\$760.**

D. Inserts and Gatefolds

(Available on Request) Contact Production Department for rates and mechanical specifications.

E. Frequency Discounts

The rate earned is determined by the number of insertions or different advertisements contracted for and used in any one or more issues within any twelve-month period. Spreads count as two single page insertions. No space under one-quarter page may be included as a "rate-holder" to earn frequency discounts on larger space.

F. Combination Discounts

Insertions in SME supplements and yearbooks apply toward total earned frequency in *Manufacturing Engineering*.

G. Covers and Special Positions

All covers and special positions are sold on a noncancelable 6x (every other month) and 12x basis. Includes 4-color process.

	6X	12X
Cover 2	\$9,560	\$8,140
Cover 3	\$9,130	\$7,770
Cover 4	\$9,980	\$8,500

Note: Fifth color on cover is \$1,390 additional.
Special positions: Add 10% to space and color charges.

Attention NEW Advertisers!

Contact your sales rep for details on a special offer.

H. Classified Advertising

- Classified display section**
Ads occupy individual space within border rules. Nine lines to an inch (7/8"). Maximum size 2"; Minimum size 1".

1X	6X	12X
\$195/in.	\$180/in.	\$165/in.

- Classified non-display section**
Set in want-ad style. One paragraph. No display. Seven words/line average. Five line minimum. Rate per line (per insertion): \$35 (noncommissionable).
- Classified Advertising Section Rates**
 - Units restricted to maximum mechanical sizes listed.
 - Units of varying sizes can earn frequency rates.
 - Advertising in the Classified Advertising section cannot be applied to regular R.O.P. display contracts or used as "rate-holders."

	1X	6X	12X
1/9 Unit (2-3/16" x 3-3/8")	\$890	\$860	\$825
1/8 Unit (3-3/8" x 2-1/4")	\$1,000	\$970	\$950
1/6 Unit (2-3/16" x 4-7/8")	\$1,345	\$1,300	\$1,260
2/9 Unit (4-1/2" x 3-3/8")	\$1,780	\$1,735	\$1,670

4 Color Ads

- Standard 2nd color - Inch: \$95, Unit: \$230
- 4 color - Inch: \$115, Unit: \$460

J. Commissions and Terms

- Agency Commission: 15% of gross billings allowed to recognized agencies on space, color, and position, provided the account is paid 30 days from date of invoice. Commission not allowed on mechanical or production charges or on charges such as back-up inserts, special binding of inserts, trimming, printing of inserts or reprints, and the like.
- Terms are net 30 days: Agency commissions will not be allowed on unpaid invoices over 90 days. All unpaid invoices over 120 days are automatically turned over to collection, and further insertions are suspended.
- Liability for Payment: The advertiser is responsible for all payments. In the event an agency was paid, but the agency fails to pay the amount owing (for whatever reason), it will remain the obligation of the advertiser to see the account is paid. Further, for agencies having exhibited a poor financial record, the publisher reserves the right to bill the advertiser direct and remit commissions when paid.

K. Cancellations

Notification of space cancellations must be received by the Advertising Sales Representative by the space closing deadline. Written confirmation must be received within 5 working days thereafter. If space is canceled after deadline, or material is received late, the advertiser will be charged for the insertion. If an advertiser fails to complete a schedule that earns a discounted rate, a short-rate will be applied.

L. Multiple Media Platforms

All paid ads will be placed in the print, digital and mobile editions of *Manufacturing Engineering* for a single advertising rate. However, additional charges will apply for digital/mobile features like embedded video, rich media, pulsing links, voiceovers, etc.

Send Materials:

Manufacturing Engineering
Production Manager
One SME Drive
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Publisher:

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