

# SMART MANUFACTURING 2018 EDITORIAL CALENDAR

	March	May	September	November
<b>EDITORIAL LEAD</b>	<b>Digital Factory</b>	<b>Quality Assurance</b>	<b>Augmented Reality</b>	<b>Big Data and Condition Monitoring</b>
	Testing, Monitoring & Metrology (Quality Assurance)	Six-Axis Robotics	Vision Systems for Process Manufacturing	Latest in Hybrid (Additive and Subtractive) Machines
	Motion- Control Subsystems and Machine Vision	Advances in 3D Vision	Additive Manufacturing Production Parts	Sensors' Involvement in IT/ OT Integration
	Workforce Skills Gap	Thermoplastics	Mobile Robots	Artificial Intelligence (AI) Software
	Digital Factory and Linear Motion	Production- Integrated Quality Assurance	Augmented Reality	Big Data
	Progress in 3D/ Additive Manufacturing	Designs that mimic nature	CAD/CAM software	PLM Software
<b>SHOWS</b>	<b>AERODEF and RAPID+TCT</b>	<b>Smart Manufacturing Experience, Fabtech Canada and MMTS (Montreal Manufacturing Technology Show)</b>	<b>IMTS</b>	<b>FABTECH, Rockwell Automation Fair, Assembly Show, AMT Global Forecasting</b>
<b>Bonus Distribution</b>	<b>AERODEF</b> 3/26-29 Long Beach, CA  <b>RAPID + TCT</b> 4/23-26 Forth Worth, TX	<b>Smart Manufacturing Experience</b> 4/30-5/2 Boston, MA  <b>MMTS (Montreal Manufacturing Technology Show)</b> 5/14-16 Montreal, QC  <b>SpaceTech Expo USA</b> 5/22-24 Pasadena, CA  <b>Amerimold</b> 6/13-14 Novi, MI  <b>FABTECH CANADA</b> 6/12-14 Toronto, ONT,  <b>NAMRC 46</b> 6/18-22 College Station, TX	<b>IMTS</b> 9/10-15 Chicago, IL  <b>Assembly Show</b> 10/23-25 Rosemont, IL  <b>AMT Global Forecasting &amp; Marketing Conference</b> (TBD)	<b>FABTECH</b> 11/6-8 Atlanta, GA  <b>Rockwell Automation Fair</b> 11/14-15 Philadelphia, PA
<b>ADVERTISER BONUS</b>	<b>Podcasts Promo</b>	<b>Podcasts Promo</b>	<b>Podcasts Promo</b>	<b>Podcasts Promo</b>
<b>AD CLOSING DATES</b>				
<b>RESERVATIONS</b>	9-Feb-18	13-Mar-18	9-Aug-18	11-Oct-18
<b>MATERIALS</b>	13-Feb-18	15-Mar-18	13-Aug-18	15-Oct-18

AD SIZE	1x	3x	6x
Full Page	\$5,180	\$5,020	\$4,860
2/3 Page	\$3,860	\$3,740	\$3,620
1/2 Page Island	\$3,500	\$3,400	\$3,280
1/2 Page	\$2,980	\$2,880	\$2,800
1/3 Page	\$2,060	\$2,000	\$1,940
1/4 Page	\$1,580	\$1,540	\$1,490

## 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"

### Send Materials: Publisher:

Smart Manufacturing  
Production Manager  
One SME Drive  
Dearborn, MI 48128  
P: 313.425.3257  
F: 313.425.3417  
kstebbins@sme.org

Greg Sheremet  
P: 313.425.3261  
gsheremet@sme.org

### 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 313.425.3257.
- 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

Call SME Advertising & Production at 313.425.3257



### Full Page

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



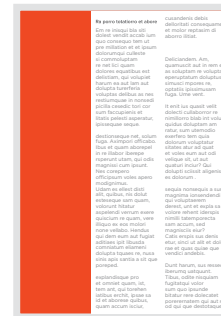
### Island 1/2 Page

Ad Size: 5.125" X 7.625"  
Bleed: 0"  
Trim: None



### Vertical 1/2 Page

Ad Size: 3.875" X 10.25"  
Bleed: 0"  
Trim: None



### Vertical 1/3 Page

Ad Size: 2.625" X 10.25"  
Bleed: 0"  
Trim: None



### 2/3 Page

Ad Size: 5.125" X 10.25"  
Bleed: 0"  
Trim: None



### Horizontal 1/2 Page

Ad Size: 8" X 4.875"  
Bleed: 0"  
Trim: None



### 1/4 Page

Ad Size: 3.875" X 4.875"  
Bleed: 0"  
Trim: None



### Square 1/3 Page

Ad Size: 5.125" X 4.875"  
Bleed: 0"  
Trim: None