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.
### Four-Color Display Rates (Gross)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$4,925</td>
<td>$4,780</td>
<td>$4,625</td>
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<tr>
<td>2/3 Page</td>
<td>$3,680</td>
<td>$3,550</td>
<td>$3,450</td>
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<tr>
<td>1/2 Page Island</td>
<td>$3,320</td>
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<td>$3,120</td>
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<tr>
<td>1/2 Page</td>
<td>$2,830</td>
<td>$2,750</td>
<td>$2,665</td>
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<td>1/3 Page</td>
<td>$1,960</td>
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<tr>
<td>1/4 Page</td>
<td>$1,500</td>
<td>$1,460</td>
<td>$1,420</td>
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</table>

### 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**
1. 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 or by contacting SME Production at 313.425.3479.
3. Screen: 133 lines/inch
4. 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.
5. Submit furnished materials to SME’s FTP site whenever possible.
6. 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