

2018 MANUFACTURING ENGINEERING EDITORIAL CALENDAR



manufacturing
ENGINEERING

	January	February	March	April	Special Publication	May	June	July	August	September	Special Publication	October	November	December
Editorial Lead	Workforce Development	Machining Centers	Aerospace & Defense	Emerging Technologies	Tooling & Workholding	Moldmaking	Machining Centers	Automation	IMTS Preview	Motorized Vehicles	Tooling & Workholding	Fabtech Technologies	Software	Review/ Outlook
	Workforce Development	Vertical Machining Systems	Machining Composites for Aerospace	Hybrid Subtractive/Additive Machine Tools	Advances in Cutting Tool Design	Trends in Moldmaking	Parts Grinding Machines	30 Under 30 Special Section	Machining High-Temperature Alloys	Motorized Vehicles	Workholding for 5-Axis Machining	EDMs	Simulation Software	Year in Review/2019 Outlook
	Titanium Machining	Swiss-Style Machine Tools	Additive Manufacturing of Aerospace Parts	Sensor-Based Cutting Systems	Digital Tool Libraries	Moldmaking-Die/ Mold Software	Vertical Machining Centers	IIOT-Based Automation	Horizontal Machining Centers	Effect of Vehicle Electrification on the Supply Chain	Digital Tool Management	Laser Cutting Machines	Metrology Software	Manufacturing in 2050
	Walk-Up Metrology	Data Collection & Analysis	ERP Software	Vision Systems in Manufacturing	Cutting Tools: Drilling	Micro Cutting Tools	Optical Metrology Systems	Job Shop Automation	Design for Manufacturability (DFM) Software	Collaborative Robotics	Tool Grinding	Waterjets	Tool Re-Grinding/ Reconditioning	Cybersecurity for Manufacturing Plants
	Parts Cleaning	Test & Measurement Equipment	Threading Tools	PLM Software	Workholding for Large Parts	Oil Patch Parts Manufacturing	Simulation Software	CNC Machine Controls	IMTS Show Preview by Pavilion: *Abrasive Machining, *Sawing and Finishing *Controls & CAD/CAM	CAD/ CAM Software	Presetting	Chip Handling	Chip Handling	Metallurgical Testing
	Cutting Tools: Turning	5-Axis Machine Tools	Optical Comparators		Toolholding	Deburring & Finishing	Metalworking Fluids	Software: MES Systems	*Gear Generation *Machine Components, Cleaning & Enviro.	Coordinate Measurement Machines (CMM)	Cutting Tools: Milling			
Specials				Laser Special Section Laser Cutting, Laser Marking, Laser Laser Welding			Motorized Vehicle Yearbook	Medical Special Section Medical Manufacturing Trends; Additive Manufacturing Medical Parts; Medical Metrology	*Metal Cutting *Fabrication/ Laser/Additive *Quality Assurance *Tooling and Workholding Systems	Aerospace & Defense Yearbook			Energy Yearbook	
SHOW PREVIEW			AERODEF RAPID + TCT	Smart Manufacturing Experience					IMTS			FABTECH		
Bonus Distribution	MD&M Expo West 2/6-8 Anaheim, CA	MFG Meeting 3/7-10 Miami, FL	AERODEF 3/26-29 Long Beach, CA Industrial Supply Association (ISA) 4/14-4/16 Baltimore, MD RAPID + TCT 4/23-26, Forth Worth, TX	Smart Manufacturing Experience 4/30-5/2 Boston, MA MMTS (Montreal Manufacturing Technology Show) 5/14-16 Montreal, QC		SpaceTech Expo USA 5/22-24 Pasadena, CA MD&M Expo East 6/12-14 New York, NY Amerimold 6/13-14 Novi, MI FABTECH CANADA 6/12-14 Toronto, ONT Quality Expo 6/12-14 New York, NY	NAMRC 46 6/18-22 College Station, TX		IMTS 9/10-15 Chicago, IL			FABTECH 11/6-8 Atlanta, GA Assembly Show 10/23-25 Rosemont, IL AMT Global Forecasting & Marketing Conf. 10/10-12 Indianapolis, IN	Rockwell Automation Fair 11/14-15 Philadelphia, PA	
ADVERTISER BONUS	Tech Sheets	Video Package	Podcasts Promo	Podcasts Promo/ Laser Special Section Webinar	Tooling & Workholding Webinar	Website Profiles- Print and Digital	Tech Sheets/ Motorized Vehicle Manufacturing Webinar	Video Package/ Medical Special Section Webinar	Podcasts Promo	Readex Research/ Aerospace & Defense Manufacturing Webinar	Tooling & Workholding Webinar	Website Profiles Print & Digital/ Podcast Promo	Supplier Showcase Package/ Energy Manufacturing Webinar	Supplier Showcase Package
Ad Closing Dates														
Reservations	5-Dec-17	9-Jan-18	6-Feb-18	6-Mar-18	14-Mar-18	3-Apr-18	1-May-18	5-Jun-18	5-Jul-18	2-Aug-18	21-Aug-18	4-Sep-18	2-Oct-18	1-Nov-18
Materials	7-Dec-17	11-Jan-18	8-Feb-18	8-Mar-18	16-Mar-18	5-Apr-18	3-May-18	7-Jun-18	9-Jul-18	6-Aug-18	23-Aug-18	6-Sep-18	4-Oct-18	5-Nov-18

A. Black-and-White Display Ad Rates

	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$7,750	\$7,530	\$7,290	\$7,110	\$5,930	\$5,670	\$5,430	\$4,970	\$4,650
2/3 Page	\$5,790	\$5,590	\$5,430	\$5,310	\$4,430	\$4,230	\$4,050	\$3,730	\$3,490
1/2 Page (Island)	\$5,230	\$5,090	\$4,910	\$4,810	\$3,970	\$3,830	\$3,690	\$3,350	\$3,150
1/2 Page	\$4,470	\$4,330	\$4,210	\$4,090	\$3,390	\$3,290	\$3,130	\$2,890	\$2,690
1/3 Page	\$3,090	\$3,010	\$2,910	\$2,850	\$2,370	\$2,270	\$2,170	\$1,990	\$1,870
1/4 Page	\$2,370	\$2,290	\$2,230	\$2,170	\$1,790	\$1,730	\$1,670	\$1,530	\$1,440

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 \$1,400 per page per color.
- Four-Color Process: Add \$1,970 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 \$985.
- 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 \$870 per page per color.
- PMS (matched) Second colors: Add \$1,120 per page per color.
- Four-Color Process: Add \$1,550 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 \$775.

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 Smart Manufacturing, SME Special Sections and Yearbooks apply toward total earned frequency in Manufacturing Engineering.

G. Covers and Special Positions

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

	6x	12x
Cover 2	\$9,740	\$8,300
Cover 3	\$9,300	\$7,910
Cover 4	\$10,180	\$8,670

Note: Fifth color on cover is \$1,420 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

1. 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.

2. 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 (non-commissionable).

3. 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
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