

MANUFACTURING ENGINEERING 2019 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	SPECIAL ISSUE: TOOLING AND WORKHOLDING	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL LEAD	Five-Axis Machining	Energy Parts Manufacturing	Automation	Aerospace & Defense	Tooling & Workholding	Emerging Manufacturing Technologies	Machining Centers	Moldmaking	Cutting Tools	Motorized Vehicles	Manufacturing Software	FABTECH Technologies	Outlook and Trends
	Trends in 5-Axis Machine Tools	Making Parts for the Oil Patch	Manufacturing Automation and Robotics	Machining Aerospace Parts	Managing Cutting Tool Wear	Additive Manufacturing	Vertical Machine Tools	Trends in Moldmaking	Cutting Tools: Milling	Auto and Light Truck Manufacturing	CAD/CAM Software	Laser Cutting Machines	Year in Review/2020 Outlook
	Aluminum Machining	Horizontal Machining Centers	Job Shop Automation	Alternative Manufacturing of Aerospace Parts	Workholding	Industry 4.0 Implementation	Abrasive Machining	Tools and Machines for Making Molds	Cutting Tools: Turning	Heavy-Duty Vehicles	Software: MES Systems	Waterjets	Cutting Tool Purchasing Trends
	Custom Cutting Tools	Swiss-Style Machine Tools	CNC Machine Controls	Vision Systems in Manufacturing	Toolholding	Parting & Grooving Tools	Machine Calibration and Optimization	ERP Software	Cybersecurity for Manufacturing Plants	Machining High-Strength Steel	Toolholding	Welding	Machine Tool Purchasing Trends
	Workholding	Walk-Up Metrology	Indexable Tooling	PLM Software	Cutting Tools: Drilling	Simulation Software	Drilling Tools	Tool Presetters	Shop Floor Gaging	Coordinate Measurement Machines (CMM)	3D Laser Scanning & Measurement	EDMs (Electrical Discharge Machining)	Deburring & Finishing
					Cutting Tools: Boring								
SPECIALS				Laser Special Section			Motorized Vehicle Yearbook	Medical Manufacturing Special Section		Aerospace & Defense Yearbook		Energy Manufacturing Special Section	
SHOW PREVIEW		HOUSTEX		AERODEF		EASTEC and RAPID + TCT				WESTEC and CMTS	SOUTH-TEC FABTECH	FABTECH	
BONUS DISTRIBUTION	MD&M Expo West (2/5-7) Anaheim, CA	HOUSTEX (2/26-28) Houston, TX	Automate Show (4/8-11) Chicago, IL	AERODEF (4/29-5/2) Long Beach, CA	EASTEC (5/14-16); WESTEC (9/24-26); SOUTH-TEC (10/22-24); FABTECH (11/11-14)	EASTEC (5/14-16) W. Springfield, MA; RAPID + TCT (5/21-23) Detroit, MI; WMTS (6/4-6) Edmonton, AB	NAMRC 47 (6/10-14) Erie, PA; MD&M Expo East (6/11-13) New York, NY; Amerimold (6/12-13) Rosemont, IL			WESTEC (9/24-26) Long Beach, CA; CMTS (9/30-10/3) Mississauga, Ontario; RAPID+ TCT WEST (10/9-10) Santa Clara, CA	RAPID+ TCT WEST (10/9-10) Santa Clara, CA; SOUTH-TEC (10/22-24) Greenville, SC; Assembly Show (10/23-25); Rosemont, IL	FABTECH (11/11-14) Chicago, IL; Rockwell Automation Fair (11/20-21) Chicago, IL	
ADVERTISER BONUS	Tech Sheets	Special Energy Newsletter	Podcasts Promo	Laser Webinar	Tooling & Workholding Webinar	Website Profiles-Print and Digital	Motorized Vehicle Manufacturing Webinar	Medical Manufacturing Webinar	READEX Ad Readership Study	Aerospace & Defense Manufacturing Webinar	Website Profiles Print & Digital	Energy Manufacturing Webinar	Podcasts Promo
AD CLOSING DATES													
RESERVATIONS	7-Dec-18	9-Jan-19	6-Feb-19	6-Mar-19	20-Mar-19	8-Apr-19	6-May-19	7-Jun-19	8-Jul-19	7-Aug-19	6-Sep-19	7-Oct-19	6-Nov-19
MATERIALS	11-Dec-18	11-Jan-19	8-Feb-19	8-Mar-19	22-Mar-19	10-Apr-19	8-May-19	10-Jun-19	10-Jul-19	9-Aug-19	9-Sep-19	9-Oct-19	8-Nov-19

IN EVERY ISSUE:

Up Front: A letter from the editor ➤ **Advanced Manufacturing NOW:** Insights into innovation in manufacturing processes ➤ **News Desk:** Trends and ideas in manufacturing

Software Update: Advances in software and digital tools ➤ **Shop Solutions:** Problem-solving on the shop floor ➤ **Workforce Pipeline:** Perspectives on workforce development

A. BLACK AND WHITE DISPLAY AD RATES

AD RATES	1X	3X	6X	9X	12X	18X	24X	36X	48X
FULL PAGE	\$7,900	7,680	\$7,430	\$7,250	\$6,050	\$5,780	\$5,540	\$5,070	\$4,740
2/3 PAGE	\$5,900	\$5,700	\$5,540	\$5,420	\$4,520	\$4,300	\$4,150	\$3,800	\$3,560
1/2 PAGE (ISLAND)	\$5,330	\$5,190	\$5,010	\$4,900	\$4,050	\$3,900	\$3,760	\$3,420	\$3,200
1/2 PAGE	\$4,560	\$4,420	\$4,300	\$4,170	\$3,460	\$3,360	\$3,190	\$2,950	\$2,740
1/3 PAGE	\$3,150	\$3,070	\$2,970	\$2,900	\$2,420	\$2,300	\$2,200	\$2,030	\$1,910
1/4 PAGE	\$2,420	\$2,340	\$2,275	\$2,210	\$1,825	\$1,760	\$1,700	\$1,560	\$1,470

B. COLOR R.O.P FULL PAGE RATES

- Standard second colors: cyan, magenta, yellow, red or green digital. **Add \$1,100 per page per color.**
- PMS (matched) Second colors: **Add \$1,420 per page per color.**
- Four-Color Process: **Add \$2,010 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 \$1,005.
- 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 \$890 per page per color.**
- PMS (matched) Second colors: **Add \$1,140 per page per color.**
- Four-Color Process: **Add \$1,580 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 \$790.

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.

COVERS & SPECIAL POSITIONS	6X	12X	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.
COVER 2	\$9,940	\$8,500	
COVER 3	\$9,500	\$8,070	
COVER 4	\$10,400	\$8,850	

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".

CLASSIFIED DISPLAY SECTION	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."

CLASSIFIED AD SECTION RATES	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
 1000 Town Center, Suite 1910
 Southfield, MI 48075
 P: 313.425.3260

