

SMART MANUFACTURING 2019 EDITORIAL CALENDAR



	MARCH	MAY	SEPTEMBER	NOVEMBER
EDITORIAL LEAD	Monitoring/Control Tech & Data Analytics	Blockchain Technology (special report)	Production Harmonization	Robotics and Automation
	Sensors in Process Manufacturing	Cyber Defense	PLM Software	Data Management
	Automation	Measurement & Inspection	Additive Manufacturing Applications for Automotive	Smart Measurement & Inspection
	Medical Manufacturing Software	Latest in Additive Manufacturing	Predictive Maintenance	Automated Cells
	Optical Metrology		Hybrid Systems	Progress in IT/OT Integration
	Vision Systems			
SHOWS	HOUSTEX and AERODEF	EASTEC, RAPID + TCT and WMTS	WESTEC, CMTS and RAPID + TCT West	SOUTH-TEC and FABTECH
BONUS DISTRIBUTION	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) W. Springfield, MA; RAPID + TCT (5/21- 23) Detroit, MI; WMTS (6/4- 6) Edmonton, Alberta; 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	SOUTH-TEC (10/22-24) Greenville, SC; FABTECH 2019 (11/11- 14) Chicago, IL; Rockwell Automation Fair [11/20- 21) Chicago, IL
ADVERTISER BONUS	Special Edition: Smart Manufacturing Enewsletter	Webinar: Blockchain Technology	Podcasts Promo	Webinar: Robotics and Automation
AD CLOSING DATES				
RESERVATIONS	14-Jan-19	22-Mar-19	7-Aug-19	25-Sep-19
MATERIALS	16-Jan-19	25-Mar-19	14-Aug-19	27-Sep-19

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 SPECIFICATION

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

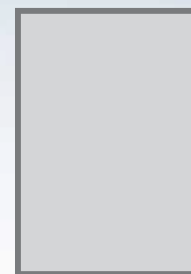
Trim Size: 17.5" X 5.75"

FURNISHED MATERIALS

- 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 313.425.3257.
- 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 313.425.3260



FULL PAGE

Bleed: 9" X 11"

Trim: 8.75" X 10.75"

Live Area: 8" X 10"



VERTICAL 1/2 PAGE

Ad Size: 3.875" X 10.25"

Bleed: 0*

Trim: None



HORIZONTAL 1/2 PAGE

Ad Size: 8" X 4.875"

Bleed: 0*

Trim: None



SQUARE 1/3 PAGE

Ad Size: 5.125" X 4.875"

Bleed: 0*

Trim: None



VERTICAL 1/3 PAGE

Ad Size: 2.625" X 10.25"

Bleed: 0*

Trim: None



ISLAND 1/2 PAGE

Ad Size: 5.125" X 7.625"

Bleed: 0*

Trim: None



2/3 PAGE

Ad Size: 5.125" X 10.25"

Bleed: 0*

Trim: None



1/4 PAGE

Ad Size: 3.875" X 4.875"

Bleed: 0*

Trim: None

*Allow .125" on all bleeding edges