

Mining

OFFICIAL PUBLICATION OF SME

engineering

SME
Society for
Mining, Metallurgy
& Exploration

2017

media
guide

twenty four / seven
complete online access
all issues, all archives
all advertising, all online

me.smenet.org

Who is SME?

The Society for Mining, Metallurgy & Exploration Inc. (SME) is the world's largest international society of professionals in the minerals industry. SME's membership, numbering nearly 15,000, represents almost 100 countries around the globe and is served by a staff of more than 50 professionals located in Englewood, Colorado, USA.

A member society of the American Institute of Mining, Metallurgical and Petroleum Engineers (AIME), SME's roots date back to 1871 when a handful of coal mining engineers founded AIME. In 1949, AIME began publishing *Mining Engineering* magazine and it is the Official Publication of SME. Since its inception, SME has continued to evolve over the years to stay abreast of industry changes and to reflect the ever-broadening interests of its members.

To better serve the diverse needs of its members, SME is organized into eight distinct divisions: Coal & Energy, Environmental, Health & Safety, Industrial Minerals & Aggregates, Mineral & Metallurgical Processing (MPD), Mining & Exploration, Underground Construction Association (UCA), and Woman's Auxiliary to the AIME (WAAIME). SME divisions play an active role in the Society's governance, serving as a framework for SME's committee structure.

Professional development and information exchange have been watchwords at SME from the beginning. Nowhere is this commitment more evident than in the range of programs and services available to SME members. Publications, professional licensure, peer review of technical papers, college accreditation programs, meetings and exhibits, public education, and SME short courses are just a few examples.

Local and international involvement are also distinguishing features in the structure and character of SME as a professional society. Nearly 70 local SME sections facilitate the exchange of information and increase grassroots participation in SME programs and services. In addition, with the SME Foundation and an international online digital library, OneMine.org, SME has considerable reach around the world with related societies. We encourage you to browse our website to learn more about how professionals around the world are benefiting every day from their membership in SME.

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Circulation and Readership

Published by the world's largest professional mining society serving more than 17,000 members, readers and affiliates in more than 100 countries.



Print Circulation

Mining Engineering's average circulation figures are based on sworn publisher's statements and the confirmation of the Society for Mining, Metallurgy & Exploration Inc. for the period July 2015 - December 2015. See SRDS Media Source for updated 2017 circulation figures.

Mining Engineering magazine is published monthly. Distribution is global, with a distinct saturation in North America. This respected industry publication has been published continually since 1949 and is the official publication of the Society for Mining, Metallurgy & Exploration Inc., the world's largest professional mining society.

The figures below represent SME members only.

BUSINESS SECTOR - Individuals:	
Coal mining and processing	1,382
Economics	216
Education	763
Environmental	630
Geology/exploration	935
Government	267
Industrial minerals mining and processing	1,606
Manufacturing	626
Marine mining	39
Metallurgy	440
Metals mining and processing	4,161
Underground construction/tunneling	966
Student/educational//retired/other	956

JOB TITLE - Individuals:	
Consultant	1,203
Educator	358
Engineer	2,906
Geologist	803
General manager, vice president	1,095
Marketing, sales	719
Mine, plant manager	870
Owner	185
President, CEO/COO	1,097
Purchasing agent	12
Scientist, researcher	274
Supervisor, foreman	159
Student, retired, other	3,417

GEOGRAPHICAL - percentage of circulation:	
Africa	0.6%
Asia, Middle East, Russia	1.7%
Australia	3.4%
Canada	5.9%

GEOGRAPHICAL - percentage of circulation:	
Central/South America	3.7%
Europe	2.6%
Mexico	0.6%
United States	81.5%

Online

Through me.smenet.org, SME members and *Mining Engineering* subscribers have online access to issues of the magazine dating from 1999 to the most recently published edition.

Media Buying: the Evidence is Clear

Mining Engineering advertising partners purchase on average more advertising pages than our leading competitors.

- *Mining Engineering* is distributed to an average of 17,000 global readers every month.
- *Mining Engineering's* advertising rates are lower than our competitors.
- *Mining Engineering* offers more valuable discounts than our competitors.
- *Mining Engineering* has published monthly since 1949 and does not double up on months.
- *Mining Engineering* editorial products are respected, read often, and peer-reviewed.
- *Mining Engineering* is actively involved in trade shows around the globe.
- *Mining Engineering* is backed by the world's largest professional mining society, SME.

Why?

Mining Engineering represents the most engaged and most qualified mining industry target audience for companies seeking to get the ultimate advertising and marketing impact for their investment.

To reach that audience, *Mining Engineering* provides many avenues to extend your marketing budget. Through a variety of printed and electronic publications, *Mining Engineering* offers cost-effective opportunities throughout the year:

Free Repeats of Advertisements: Nothing matches the effectiveness of a two-for-one ad buy, and *Mining Engineering* offers several throughout the year, including in the SME Annual Conference Showguide as well as Coal and Canada editorial sections.

Discounts for Special Sections: Whatever your company specializes in, *Mining Engineering* offers editorial sections – and discount advertising offers – throughout the year to help ensure that your advertising reaches its audience.

***Mining Engineering* Online:** The magazine is available digitally on the first day of each month's publication at me.smenet.org – a variety of options for advertising, from \$500 to \$750 per month, on the magazine's website can help promote product launches or extend brand recognition.

Professional Services Advertisements: At a cost that begins at less than \$23 per month, your ad will appear in each issue of *Mining Engineering* all year long to get your company's name and contact information in front of the magazine's readership.

***Mining Engineering* Calendar:** By appearing in the 2017 *Mining Engineering* monthly calendar, distributed to the magazine's readers and at industry events worldwide, your company will remain top-of-mind for weeks at a time.

Media Review: Have a video or brochure that helps illustrate your products or services? Let *Mining Engineering's* readers know about your company's marketing productions with very cost-effective ads printed four times each year.

Web Directory Listings: Drive *Mining Engineering* readers to your company's website and extend brand recognition through descriptive product and services listings in each issue's Web Directory, available at a very modest yearly cost.

2017 Editorial and Advertising Calendar

	EDITORIAL TOPIC/ADVERTISING OFFERS	BONUS DISTRIBUTION EVENT	SPONSOR	EVENT DATE	LOCATION
JAN Sales Close 12/6 Material Close 12/13	Australia, SME Preshow Guide <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Australia section • Display Ad Discount: 25% on ads in the SME Preshow Guide with free repeat in February Showguide section and Official Showguide (SME exhibitors only) • Display Ad Offer: All full-page advertisers earn a free polybag insert with distribution at the 2017 SME Annual Conference & Expo (ACE) 	AME Roundup 2017	Association for Mineral Exploration British Columbia	1/23-1/26/2017	Vancouver, British Columbia
		George A. Fox Conference	Underground Construction Association of SME	1/24/2017	New York City, New York
FEB Sales Close 1/3 Material Close 1/10	Latin America, SME Showguide <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Latin America section • Display Ad Discount: 25% on ads in the SME Showguide section, with free repeat in Official Showguide (SME exhibitors only) • Display Ad Offer: All full-page advertisers earn a free polybag insert with distribution at the 2017 SME Annual Conference & Expo (ACE) • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) 	2017 SME Annual Conference & Expo and 119th National Western Mining Conference	SME & Colorado Mining Association	2/19-2/22/2017	Denver, Colorado
		TMS Annual Meeting 2017	The Minerals, Metals and Materials Society	2/26-3/2/2017	San Diego, California
		PDAC 2017	Prospectors & Developers Association of Canada	3/5-3/8/2017	Toronto, Ontario
MAR Sales Close 2/7 Material Close 2/14	Coal, Health & Safety, Tunneling & Underground Construction Supplement <ul style="list-style-type: none"> • Special Advertising Offer: All ads positioned in the Coal section will be repeated free in October's Coal section • Display Ad Discount: 20% for all display ads in the Health & Safety section 				
APR Sales Close 3/7 Material Close 3/14	Canada <ul style="list-style-type: none"> • Special Advertising Offer: All ads positioned in the Canada section will be repeated free in August's Canada section • Display Ad Offer: Free custom editorial for all advertisers in the Business Profiles section 	SME Minnesota Annual Conference	SME Minnesota Section	4/17-4/19/2017	Duluth, Minnesota
		CIM 2017	Canadian Institute of Mining, Metallurgy and Petroleum	4/30-5/3/2017	Montreal, Quebec
		Offshore Technology Conference	OTC	5/1-5/4/2017	Houston, Texas
MAY Sales Close 4/4 Material Close 4/11	Drilling, Mining & Exploration Review 2016, SME ACE Wrapup, Tunneling & Underground Construction Supplement <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Drilling section • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) Products & Services Directory – distributed with the May issue of Mining Engineering <ul style="list-style-type: none"> • Display Ad Discount: 20% for all ads placed in the <i>Products & Services Directory</i> • Display Ad Offer: Placement in the <i>Products & Services Directory</i> earns a 40% discount for ads placed in either May or June's issue of <i>Mining Engineering</i> • Display Ad Offer: Free products & services listing for all active advertisers 	Rapid Excavation and Tunneling Conference	Underground Construction Association of SME	6/4-6/7/2017	San Diego, California
JUN Sales Close 5/2 Material Close 5/9	Surface Mining, Mining Consulting <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Surface Mining or Mining Consulting sections • Display Ad Discount: 20% on all fractional ads 				
JUL Sales Close 6/6 Material Close 6/13	Wastewater & Filtration, Industrial Minerals <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Wastewater & Filtration section 	International Conference on Ground Control in Mining	SME	7/25-7/27/2017	Morgantown, West Virginia
AUG Sales Close 7/5 Material Close 7/11	Canada, Mining Software & Technology <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Canada or Mining Software & Technology sections • Display Ad Discount: 20% on all full-page display ads • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) 				
SEP Sales Close 8/1 Material Close 8/8	Precious Metals, Pumps, Business Profiles, Tunneling & Underground Construction Supplement <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Precious Metals or Pumps sections • Display Ad Offer: Free custom editorial for all advertisers in the Business Profiles section 				
OCT Sales Close 9/5 Material Close 9/12	Coal, Underground Mining <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Coal or Underground Mining sections 	SME Florida Annual Conference	SME Florida Section	10/10-10/12/17	Lakeland, Florida
NOV Sales Close 10/3 Material Close 10/10	Crushing & Grinding, Conveyors, Media Review <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Crushing & Grinding or Conveyors sections • Display Ad Discount: 20% on all fractional ads • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) 	SME Arizona Annual Conference	SME Arizona Section	12/3-12/4/2017	Tucson, Arizona
		AEMA 123rd Annual Meeting	American Exploration & Mining Association	12/3-12/9/2017	Reno, Nevada
DEC Sales Close 11/7 Material Close 11/14	Heavy Equipment & Haulage, Tunneling & Underground Construction Supplement <ul style="list-style-type: none"> • Display Ad Discount: 20% for all display ads in the Heavy Equipment & Haulage section • Display Ad Offer: Any full-page ad placement outside of the Heavy Equipment & Haulage section receives a free full-page insertion in a 2018 issue 				

2017 Advertising Rates

DISPLAY ADVERTISING RATES 2017 - EFFECTIVE JANUARY 1, 2017

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$5,920	\$5,610	\$5,300	\$4,990	\$4,680	\$4,310
2/3 page	\$4,790	\$4,560	\$4,320	\$4,080	\$3,840	\$3,540
1/2 page	\$4,200	\$4,000	\$3,800	\$3,610	\$3,430	\$3,150
1/3 page	\$3,230	\$3,110	\$2,980	\$2,850	\$2,730	\$2,510
1/4 page	\$2,980	\$2,870	\$2,750	\$2,650	\$2,540	\$2,330
1/6 page	\$2,550	\$2,470	\$2,390	\$2,310	\$2,230	\$2,060
2 page spread	\$8,710	\$8,200	\$7,690	\$7,190	\$6,680	\$6,160

Two color process	1x	3x	6x	9x	12x	24x
Full page	\$4,980	\$4,660	\$4,340	\$4,030	\$3,730	\$3,440
2/3 page	\$3,830	\$3,600	\$3,370	\$3,130	\$2,900	\$2,660
1/2 page	\$3,240	\$3,040	\$2,850	\$2,660	\$2,470	\$2,270
1/3 page	\$2,270	\$2,160	\$2,020	\$1,920	\$1,770	\$1,620
1/4 page	\$2,020	\$1,910	\$1,800	\$1,700	\$1,590	\$1,460
1/6 page	\$1,590	\$1,510	\$1,440	\$1,360	\$1,280	\$1,180
2 page spread	\$7,750	\$7,250	\$6,730	\$6,230	\$5,730	\$5,270

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$4,550	\$4,230	\$4,340	\$4,030	\$3,730	\$3,440
2/3 page	\$3,420	\$3,180	\$2,930	\$2,690	\$2,470	\$2,270
1/2 page	\$2,810	\$2,620	\$2,430	\$2,230	\$2,050	\$1,880
1/3 page	\$1,850	\$1,720	\$1,590	\$1,470	\$1,350	\$1,240
1/4 page	\$1,600	\$1,490	\$1,380	\$1,260	\$1,160	\$1,070
1/6 page	\$1,170	\$1,090	\$1,000	\$930	\$850	\$780
2 page spread	\$7,320	\$6,810	\$6,310	\$5,790	\$5,300	\$4,870

Add \$1,000 for an optional matched Pantone or PMS (non-CMYK) color selection.

CLASSIFIED ADVERTISING RATES 2017 (NET)

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$1,780	\$1,690	\$1,640	\$1,520	\$1,430	\$1,340
2/3 page	\$1,450	\$1,380	\$1,340	\$1,240	\$1,160	\$1,080
1/2 page	\$1,260	\$1,200	\$1,170	\$1,110	\$1,020	\$930
1/3 page	\$970	\$920	\$900	\$860	\$770	\$690
1/4 page	\$900	\$850	\$830	\$790	\$710	\$620
1/6 page	\$760	\$730	\$710	\$700	\$620	\$540
2 page spread	\$2,610	\$2,490	\$2,420	\$2,190	\$2,090	\$2,010

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$1,370	\$1,300	\$1,260	\$1,180	\$1,100	\$1,000
2/3 page	\$1,030	\$970	\$950	\$860	\$830	\$740
1/2 page	\$850	\$810	\$780	\$700	\$680	\$600
1/3 page	\$560	\$530	\$520	\$450	\$430	\$360
1/4 page	\$480	\$460	\$450	\$390	\$360	\$300
1/6 page	\$360	\$340	\$330	\$280	\$240	\$200
2 page spread	\$2,200	\$2,100	\$2,040	\$1,940	\$1,760	\$1,680

Premium Positions

In addition to space and color charges:
 Pages 3, 5 & 7 or
 Guaranteed right-hand page \$250
 Inside front or inside back cover \$500
 Back cover \$1,000

Discounts And Offers

First-time advertisers receive an additional 10% discount on the gross rate of their first placement. Discounts shown apply to the gross rate before agency discount and cannot be combined with any other discounts except the 10% first-time advertiser discount. Frequency rates must be earned before use and may not be taken in advance. Right-hand page placement for ads is generally available but not guaranteed unless a premium position surcharge is part of the advertising order. Free polybag inserts, from advertiser-supplied product, are specified for quantity, weight and size by the publisher. All discounts and offers taken must be shown on the signed insertion order prepared by SME sales representatives.

Other Rates And Information

All rates are payable in US funds only. Payment for display ads is by credit card, wire transfer or invoice, with invoicing at 30-day net the standard payment model. Credit card prepayment is required for all classified, professional services, web directory and online advertising. Advertising agency commission discount to recognized agencies only, with supplied press ready files, with no alterations on all regular section display ads. Signed SME insertion orders are required for all placements.

Classified

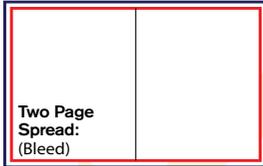
Classified rates listed are for general classified section placement and guaranteed placement is not available due to production and layout parameters. No spot or Pantone inks on classified ads. Basic typesetting and ad creation offered at no additional cost from advertiser supplied materials. Column-inch ads are not available. Credit card prepayment is required for all classified order bookings. Frequency rebates and agency discounts do not apply on classified ads. Word counts, below, will accommodate one small logo.

Classified advertising word counts

Full page 750 words
 2/3 page 500 words
 1/2 page 250 words
 1/3 page 200 words
 1/4 page 150 words
 1/6 page 100 words
 2 page spread 1,500 words

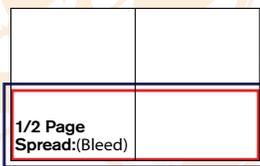
Specifications

Final: 16.75 x 11.375
Trim: 16.25 x 10.875



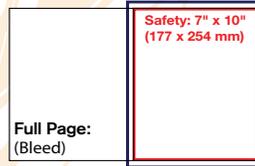
Final Size: 16 3/4" x 11 3/8" (with 1/4" bleed)
Trim Size: 16 1/4" x 10 7/8" (425 x 290 mm)

Final: 16.75 x 5.5
Trim: 16.25 x 5.25



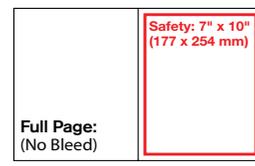
Final Size: 16 3/4" x 5 1/2" (with 1/4" bleed)
Trim Size: 16 1/4" x 5 1/4" (425 x 134 mm)

Final: 8.625 x 11.375
Trim: 8.125 x 10.875

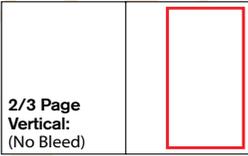


Final Size: 8 5/8" x 11 3/8" (with 1/4" bleed)
Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)

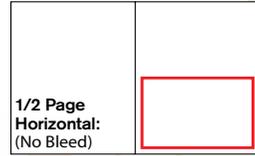
Final: 7 x 10
Trim: 8.125 x 10.875



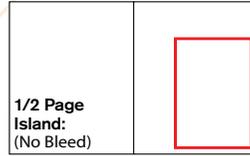
Final Size: 7" x 10"
Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)



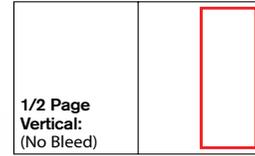
2/3 Page Vertical: (No Bleed)
4 1/2" x 10" (114 x 254 mm)
4.5 x 10



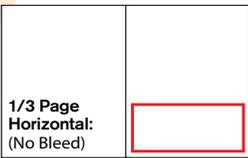
1/2 Page Horizontal: (No Bleed)
7" x 4 7/8" (177 x 122 mm)
7 x 4.875



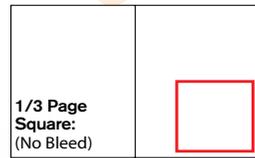
1/2 Page Island: (No Bleed)
4 1/2" x 7" (114 x 177 mm)
4.5 x 7



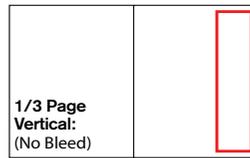
1/2 Page Vertical: (No Bleed)
3 3/8" x 10" (86 x 254 mm)
3.375 x 10



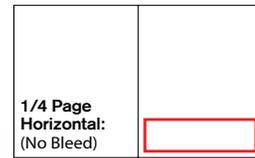
1/3 Page Horizontal: (No Bleed)
7" x 3 1/2" (177 x 88 mm)
7 x 3.5



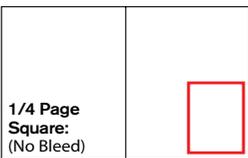
1/3 Page Square: (No Bleed)
4 1/2" x 4 7/8" (114 x 122 mm)
4.5 x 4.875



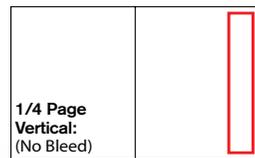
1/3 Page Vertical: (No Bleed)
2 1/8" x 10" (54 x 254 mm)
2.125 x 10



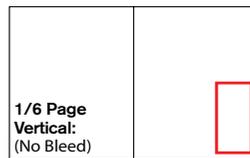
1/4 Page Horizontal: (No Bleed)
7" x 2 3/8" (177 x 60 mm)
7 x 2.375



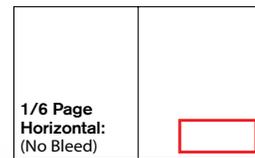
1/4 Page Square: (No Bleed)
3 3/8" x 4 1/2" (86 x 114 mm)
3.375 x 4.5



1/4 Page Vertical: (No Bleed)
1 5/8" x 10" (41 x 254 mm)
1.625 x 10



1/6 Page Vertical: (No Bleed)
2 1/8" x 4 1/2" (54 x 254 mm)
2.125 x 4.5



1/6 Page Horizontal: (No Bleed)
4 1/2" x 2 3/8" (117 x 60 mm)
4.5 x 2.375

DEADLINES	Sales	Art	Sales	Art	Sales	Art		
January	12/6/16	12/13/16	May	4/4/17	4/11/17	September	8/1/17	8/8/17
February	1/3/17	1/10/17	June	5/2/17	5/9/17	October	9/5/17	9/12/17
March	2/7/17	2/14/17	July	6/6/17	6/13/17	November	10/3/17	10/10/17
April	3/7/17	3/14/17	August	7/5/17	7/11/17	December	11/7/17	11/14/17

Print Advertising Materials Specifications

File Preparation – Display Ads: Images/logos (before placing into native file): Size each original image to match the size it will appear in the final ad file. Convert all images to CMYK or grayscale and do not use spot colors, RGB, LAB, or ICC color profiles. Images/logos must be a MAXIMUM of 300 dpi resolution before placing into the ad file. Use only Type 1 fonts – no TrueType fonts or font substitutions. It is vital to prepare your images correctly to ensure your final PDF file will be small enough to email to *Mining Engineering* and to ensure optimal reproduction.

File Preparation – Logos: Logo art must be CMYK or grayscale. Size each logo to a maximum of 2" or 50.8 mm wide. Convert all logo art to CMYK or grayscale and a MAXIMUM of 400 dpi resolution. Convert EPS, AI, CDR, PSD, CPT, etc., to PDF. TIFFs or JPGs are also acceptable, but their quality is sometimes inferior to PDF.

Export to PDF: Export to PDF with fonts and images/logos embedded. Provide PDF/X-1a or PDF/X-4:2008 file. Include crop marks only for ads intended to bleed. Do not send full color ad files for black and white reproduction to ensure optimal reproduction. The final PDF, if properly prepared, should not exceed 1-2MB, a file size accommodated by most email servers.

Send PDF: All ad files are to be emailed to goering@smenet.org.

An exception is made if your file is very large (but file must be under 25MB); please contact your advertising representative or goering@smenet.org for FTP instructions.

Magazine Printing: Web printing, perfect binding.

Technical Support: Advertisers or designers with questions about the preparation or reproduction of advertising in *Mining Engineering* may contact the magazine's media manager for technical and/or prepress assistance, goering@smenet.org.

SME and *Mining Engineering* mailing list rentals available by calling +1-800-708-5478 x3262. All publication pages, including advertising, appear at me.smenet.org.

ALSO SEE SRDS PRINT MEDIA SOURCE, www.srds.com.

Send all correspondence, contracts, insertion orders, and ad materials to:

Ken Goering, Media Manager, SME Publications
12999 E. Adam Aircraft Circle, Englewood, CO 80112 USA
goering@smenet.org, telephone: +1-303-948-4243,
fax: +1-303-973-3845.

Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: call for specifications.

Marketing and Advertising Opportunities

Premium Positions

Best position advertising on a cover or in the first few pages captures immediate reader attention. These rates are in addition to the earned frequency rate.

PREMIUM	
Pages 3, 5 or 7 or guaranteed right-hand placement	\$250
Inside front cover or inside back cover	\$500
Back cover	\$1,000

CENTER SPREAD	
Center Spread Pullout	\$6,000

Take center stage with a pullout, center fold/poster of your product.

- **Business Profiles, April & September Editions** — With the purchase of any size ad 1/4 page or larger, at regular price in this section, receive a matching size custom advertorial to complement your ad. Preformatted section is created from your supplied copy and images at no additional cost.
- **First-time Advertiser Discount** — First-time advertisers receive an additional 10% discount on the gross rate of their first placement, in addition to any other discounts.
- **Magazine Bellybands** — Magazine wrap on any show-related issue, for bonus distribution only. From customer-supplied stock or custom printed, based on custom quote.
- **Magazine Inserts, All Editions** — High-visibility insert positions are available in any issue, in a position of your choice, from customer-supplied inserts and based on custom quote.
- **Magazine Mail Lists** — Available through a third-party resource at very affordable prices.
- **Magazine Polybag Inserts, January and February Editions** — All full-page advertisers earn a free insert position in polybagged issues, from customer-supplied inserts.
- **Media Review, February, May, August and November Editions** — For a very low annual cost - \$1,640 net – offer a company CD or literature to readers four times a year. A one-time insertion is \$800 net. Preformatted section is created from supplied copy and images at no additional cost.
- **Products & Services Directory** — All *Mining Engineering* advertisers earn a free company listing in this May publication. Display ads in this publication are discounted by 20% and color logos are available for \$250. This publication will be a stand-alone directory for year-round reference by buyers worldwide and distributed at the events listed on page 5; the publication will also appear on the *Mining Engineering* website for one year.
- **Trade Show Distribution** — Distribution at trade shows reaches attendees who have come to get the best industry information available. Extend your advertising message – choose the trade shows that reach your target audience.

- **Tunneling & Underground Construction (T&UC) Supplement** — T&UC sections appear in March, May, September and December issues.
- **Web Directory and Professional Services Sections** — Choose Web Directory listings or Professional Services display ads in every issue of ME for one low price. Priced starting at \$275 for a full-year program.
- **Mining Engineering Online** — *Mining Engineering* is available online at me.smenet.org, where current and archive issues are available to all SME members and ME subscribers, a total audience of more than 15,000 mining industry professionals worldwide. Online advertising space, beginning at \$500/month, is available by contacting your advertising representative.

To become an SME member (and receive *Mining Engineering* magazine free) or to subscribe to *Mining Engineering* – both options include full website access – contact SME customer service at cs@smenet.org or +1-800-763-3132.



ME Online Advertising

The *Mining Engineering* website, me.smenet.org, receives thousands of visitors each month. ME Online is posted on the first day of the month (SME members receive an email notification of its availability) and is continuously updated with late-breaking news. Whether your company is promoting a brand-new product or you're looking for cost-effective opportunities for ongoing brand awareness, advertising on ME Online offers a wide variety of size and placement options. Contact your advertising representative for more information!

Priority Points - SME Conference Exhibitors

Exhibitors earn priority points for their booth space at the SME Annual Conference, NAT and RETC by advertising in *Mining Engineering* or a related showguide or pocket program.

The points are applied to their next SME exhibit purchase, moving them up in the selection process. For more information, contact SME Exhibits at gury@smenet.org.

**Advertising works!
Contact us to reserve space today!**



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