

Mining[®] engineering

OFFICIAL PUBLICATION OF SME



MEDIA GUIDE 2020



all issues, all archives
all advertising, all online



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me.smenet.org



SME Society for
Mining, Metallurgy
& Exploration[®]

WHO IS SME?

Mining Engineering, the official publication of the Society for Mining, Metallurgy & Exploration Inc. (SME), enters its 72nd year of continuous publication in 2020. SME is the world's largest professional society in the minerals industry. SME's 13,000 members represent almost 100 countries around the globe and are 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.

WHAT'S NEW FOR 2020



Best of Canada: we're digging deep into seven decades of the **Mining Engineering** archives to present the magazine's finest articles about the dynamic Canadian mining industry – see **p. 5** for special advertising offers.

Redesigned **Mining Engineering** Website: completely overhauled for an optimal online experience, the new ME Online offers more late-breaking industry news, insights, and SME information – see **p. 9** for more information.



me.smenet.org

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CIRCULATION AND READERSHIP

Published by the world's largest professional mining society serving more than 14,000 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 January 2019 - June 2019. See SRDS Media Source for updated 2020 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:		JOB TITLE - Individuals:	
Coal mining and processing	1,076	Consultant	938
Economics	159	Educator	260
Education	553	Engineer	2,169
Environmental	470	Geologist	620
Geology/exploration	717	General manager, vice president	855
Government	212	Marketing, sales	529
Industrial minerals mining and processing	1,169	Mine, plant manager	670
Manufacturing	506	Owner	157
Marine mining	39	President, CEO/COO	876
Metallurgy	307	Purchasing agent	11
Metals mining and processing	3,197	Scientist, researcher	206
Underground construction/tunneling	605	Supervisor, foreman	103
Student/educational/retired/other	672	Student/retired/other	2,072

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 2021 **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** 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.

2020 EDITORIAL AND ADVERTISING CALENDAR

	EDITORIAL TOPIC/ADVERTISING OFFERS	BONUS DISTRIBUTION EVENT	HOSTING ORGANIZATION	EVENT DATE	LOCATION
JAN Sales Close 12/3 Material Close 12/10	Surface Mining, SME Preshow Guide • Display Ad Discount: 20% on all ads in the Surface Mining section • Display Ad Discount (SME exhibitors only): 25% discount on all ads in the SME Preshow Guide, with free repeat in February's Showguide section and Official Showguide; company logos next to showguide listings just \$250, and all full-page advertisers receive a free polybag insert with distribution at the MineXchange 2020 SME Annual Conference & Expo	AME Roundup 2020	Association for Mineral Exploration British Columbia	1/20-1/23/20	Vancouver, British Columbia
		George A. Fox Conference	Underground Construction Association of SME	1/28/20	New York City, New York
FEB Sales Close 1/7 Material Close 1/14	Heavy Equipment, Southwest U.S. Mining, SME Official Showguide, Media Review • Display Ad Discount: 20% on all ads in the Heavy Equipment section, plus take an additional 10% off ads placed in September's MINExpo section (total of 35% discount for MINExpo ads) • Display Ad Discount: 20% on all ads in the Southwest U.S. Mining section • Display Ad Discount: 25% on all ads in the SME Showguide section, with a free repeat in the Official Showguide; company logos next to Showguide listings just \$250 and all full-page advertisers receive a free polybag insert with distribution at the MineXchange 2020 SME Annual Conference & Expo • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800)	MineXchange SME 2020 Annual Conference & Expo	SME	2/23-2/26/20	Phoenix, Arizona
		TMS 2020 Annual Meeting & Exhibition	The Minerals, Metals and Materials Society	2/23-2/27/20	San Diego, California
MAR Sales Close 2/4 Material Close 2/11	Canada, Health & Safety, Tunneling & Underground Construction • Special Advertising Offer: All ads positioned in the Canada section will be repeated free in June's Canada section • Special Advertising Discount: 20% on all ads positioned in the Health & Safety section, plus take an additional 10% off ads placed in September's MINExpo section (total of 35% discount for MINExpo ads)	PDAC 2020	Prospectors & Developers Association of Canada	3/1-3/4/20	Toronto, Ontario
APR Sales Close 3/3 Material Close 3/10	Coal, Precious Metals, Business Profiles, Best of Canada, Vol. I • Special Advertising Offer: All ads positioned in the Coal section will be repeated free in July's Coal section • Special Advertising Discount: 20% on all ads positioned in the Precious Metals section • Display Ad Offer: Free custom editorial for all advertisers in the Business Profiles section • Best of Canada, Vol. I – A collection of the best feature articles about Canadian mining from the pages of Mining Engineering; 20% discount with a free repeat in October's Best of Canada publication	2020 SME Minnesota Conference	SME Minnesota Section	4/6-4/8/20	Duluth, MN
MAY Sales Close 4/7 Material Close 4/14	Drilling, Annual Review, Media Review, Tunneling & Underground Construction • Special Advertising Discount: 20% on all ads positioned in the Drilling section • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) Products & Services Directory – polybagged with May issue of <i>Mining Engineering</i> • Special Advertising Offer: 20% discount on all ads in the Products & Services Directory, with a free repeat in the November publication of the Directory • All active Mining Engineering advertisers receive a free company listing in the Products & Services Directory	CIM 2020 Convention	Canadian Institute of Mining, Metallurgy & Petroleum	5/3-5/6/20	Vancouver, British Columbia
JUN Sales Close 5/5 Material Close 5/12	Canada, Engines • Display Ad Discount: 20% on all ads in the Canada section or Engines sections, and Engine section placements receive an additional 10% off ads placed in September's MINExpo section • Display Ad Discount: 20% on all fractional ads	North American Tunneling Conference	Underground Construction Association of SME	6/7-6/10/20	Nashville, Tennessee
JUL Sales Close 6/2 Material Close 6/9	Coal, Industrial Minerals • Display Ad Discount: 20% discount on all ads in the Coal or Industrial Minerals sections	International Ground Control Conference	SME	7/28-7/20/20	Canonsburg, Pennsylvania
AUG Sales Close 7/7 Material Close 7/14	Crushing & Grinding, Media Review • Display Ad Discount: 20% on all ads in the Crushing & Grinding section • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800)				
SEP Sales Close 8/4 Material Close 8/11	MINExpo, Business Profiles, Tunneling & Underground Construction • Display Ad Discount: 25% on all ads in the MINExpo section • Display Ad Offer: Free custom editorial for all advertisers in the Business Profiles section				
OCT Sales Close 9/1 Material Close 9/8	Underground Mining, Best of Canada, Vol. II • Display Ad Discount: 20% on all ads in the Underground Mining section • Display Ad Discount: 20% on all ads in the Best of Canada, Vol. II publication	SME Florida Annual Conference	SME Florida Section		
NOV Sales Close 10/6 Material Close 10/13	Conveyors, Media Review, Products & Services Directory • Display Ad Discount: 20% on all ads in the Conveyors section • Display Ad Offer: Media Review, full-color media and literature offerings (4x \$1,640; 1x \$800) • Display Ad Discount: 20% on all ads in the <i>Products & Services Directory</i>				
DEC Sales Close 11/3 Material Close 11/10	Electric Vehicles, Water Management, Tunneling & Underground Construction • Display Ad Discount: 20% on all ads in the Electric Vehicles and Water Management sections, plus take an additional 10% off ads placed in September's MINExpo section (total of 35% discount for MINExpo ads) • Display Ad Offer: Any full-page ad placement outside of the Electric Vehicles or Water Management sections earns a free full-page placement in a 2021 issue of <i>Mining Engineering</i>	SME Arizona Annual Conference	SME Arizona Section		Tucson, AZ
		AEMA 125th Annual Meeting	American Exploration & Mining Association		

2020 ADVERTISING RATES

DISPLAY ADVERTISING RATES 2020 - EFFECTIVE JANUARY 1, 2017

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$6,280	\$5,960	\$5,960	\$5,290	\$4,970	\$4,570
2/3 page	\$5,090	\$4,850	\$4,850	\$4,580	\$4,330	\$3,760
1/2 page	\$4,450	\$4,240	\$4,240	\$4,040	\$3,840	\$3,340
1/3 page	\$3,420	\$3,300	\$3,300	\$3,160	\$3,030	\$2,670
1/4 page	\$3,160	\$3,050	\$3,050	\$2,920	\$2,820	\$2,460
1/6 page	\$2,710	\$2,610	\$2,610	\$2,530	\$2,440	\$2,180
2 page spread	\$9,250	\$8,690	\$8,690	\$8,160	\$7,620	\$6,530

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$4,840	\$4,480	\$4,140	\$3,830	\$3,540	\$3,280
2/3 page	\$3,620	\$3,370	\$3,120	\$2,890	\$2,670	\$2,470
1/2 page	\$2,980	\$2,790	\$2,580	\$2,390	\$2,210	\$2,040
1/3 page	\$1,970	\$1,830	\$1,690	\$1,560	\$1,440	\$1,330
1/4 page	\$1,710	\$1,580	\$1,460	\$1,350	\$1,250	\$1,160
1/6 page	\$1,240	\$1,150	\$1,060	\$980	\$900	\$830
2 page spread	\$7,760	\$7,230	\$6,690	\$6,190	\$5,620	\$5,200

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

CLASSIFIED ADVERTISING RATES 2019 (NET)

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$1,890	\$1,800	\$1,750	\$1,620	\$1,510	\$1,410
2/3 page	\$1,530	\$1,460	\$1,410	\$1,310	\$1,230	\$1,140
1/2 page	\$1,330	\$1,270	\$1,240	\$1,180	\$1,080	\$990
1/3 page	\$1,030	\$980	\$960	\$920	\$820	\$740
1/4 page	\$960	\$900	\$880	\$840	\$760	\$670
1/6 page	\$810	\$780	\$760	\$750	\$670	\$580
2 page spread	\$2,780	\$2,640	\$2,560	\$2,320	\$2,220	\$2,130

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$1,450	\$1,370	\$1,330	\$1,250	\$1,160	\$1,060
2/3 page	\$1,090	\$1,030	\$1,010	\$920	\$880	\$790
1/2 page	\$900	\$860	\$830	\$750	\$730	\$640
1/3 page	\$600	\$570	\$560	\$470	\$450	\$370
1/4 page	\$500	\$480	\$470	\$410	\$370	\$310
1/6 page	\$370	\$350	\$340	\$290	\$250	\$210
2 page spread	\$2,330	\$2,230	\$2,160	\$2,060	\$1,870	\$1,790

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

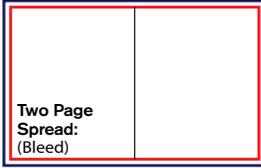
Classified rates listed are for general classified section placement and guaranteed placement is not available due to production and layout parameters. No spot or Pantone inks on classified ads. Basic typesetting and ad creation offered at no additional cost from advertiser supplied materials. Column-inch 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

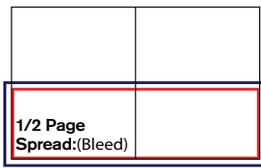
SPECIFICATIONS

Final: 16.75 x 11.375
Trim: 16.25 x 10.875



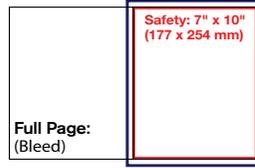
Final Size: 16 3/4" x 11 3/8" (with 1/4" bleed)
Trim Size: 16 1/4" x 10 7/8" (425 x 290 mm)

Final: 16.75 x 5.5
Trim: 16.25 x 5.25



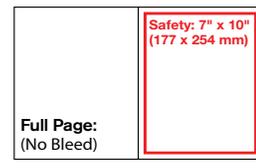
Final Size: 16 3/4" x 5 1/2" (with 1/4" bleed)
Trim Size: 16 1/4" x 5 1/4" (425 x 134 mm)

Final: 8.625 x 11.375
Trim: 8.125 x 10.875

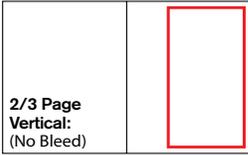


Final Size: 8 5/8" x 11 3/8" (with 1/4" bleed)
Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)

Final: 7 x 10
Trim: 8.125 x 10.875

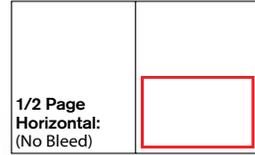


Final Size: 7" x 10"
Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)



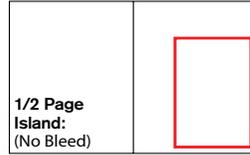
2/3 Page
Vertical:
(No Bleed)

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



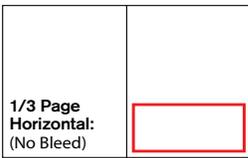
1/2 Page
Island:
(No Bleed)

4 1/2" x 7" (114 x 177 mm)
4.5 x 7



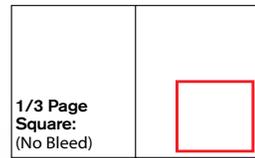
1/2 Page
Vertical:
(No Bleed)

3 3/8" x 10" (86 x 254 mm)
3.375 x 10



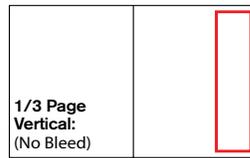
1/3 Page
Horizontal:
(No Bleed)

7" x 3 1/2" (177 x 88 mm)
7 x 3.5



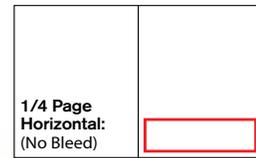
1/3 Page
Square:
(No Bleed)

4 1/2" x 4 7/8" (114 x 122 mm)
4.5 x 4.875



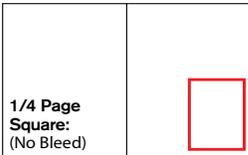
1/3 Page
Vertical:
(No Bleed)

2 1/8" x 10" (54 x 254 mm)
2.125 x 10



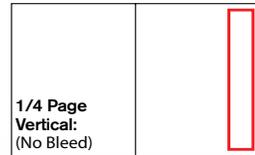
1/4 Page
Horizontal:
(No Bleed)

7" x 2 3/8" (177 x 60 mm)
7 x 2.375



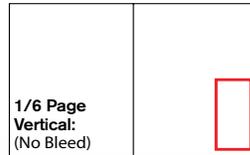
1/4 Page
Square:
(No Bleed)

3 3/8" x 4 1/2" (86 x 114 mm)
3.375 x 4.5



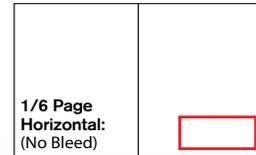
1/4 Page
Vertical:
(No Bleed)

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" (177 x 60 mm)
4.5 x 2.375

DEADLINES	Sales	Art	Sales	Art	Sales	Art		
January	12/3/19	12/10/19	May	4/7/20	4/14/20	September	8/4/20	8/11/20
February	1/7/20	1/14/20	June	5/5/20	5/12/20	October	9/1/20	9/8/20
March	2/4/20	2/11/20	July	6/2/20	6/9/20	November	10/6/20	10/13/20
April	3/3/20	3/10/20	August	7/7/20	7/14/20	December	11/3/20	11/10/20

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. TIFs 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.

All advertising in the print and online editions of **Mining Engineering** is subject to publisher's approval. SME reserves the right to reject any advertisement or space reservation.

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
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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 – Completely Redesigned!

Thousands of people visit the *Mining Engineering* website, me.smenet.org, each month — and the site has been redesigned to be mobile-friendly and attract even more visitors with daily updates, serving as the go-to resource for industry news. When the online version of each issue of *Mining Engineering* is posted to the site on the first day of each month, every SME member and magazine subscriber receives an email notification of its availability. Whether you're promoting a new product or looking for ways to improve brand awareness, advertising on ME Online provides effective and measurable methods of getting your company in front of thousands of online readers each month. Contact your advertising representative to discuss the variety of size and placement options.

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