



Min^{ing} engineering

OFFICIAL PUBLICATION OF SME

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SME

Society for
Mining, Metallurgy
& Exploration

2013

Media Guide



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Who Is SME?

The Society for Mining, Metallurgy, and Exploration (SME) is the world's largest international society of professionals in the minerals industry. The SME membership is nearly 15,000 strong, with members in nearly 100 countries and a staff of 44 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.

SME is organized into eight distinct divisions - Coal & Energy, Environmental, Industrial Minerals & Aggregates, Mineral & Metallurgical Processing, Mining & Exploration, Underground Construction Association (UCA), International Marine Minerals Society (IMMS) and WAAIME - The Woman's Auxiliary to AIME. These divisions reflect the rich diversity of the SME membership and serve 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. More than 60 local SME sections facilitate the exchange of information and increase grassroots participation in SME programs and services. In addition, with the SME Foundation and the creation of 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.

To find out more about SME or
to become a member and
receive Mining Engineering free, visit
www.smenet.org



Circulation & 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

14,000⁺

SME member and subscriber access

3,000

monthly bonus event distribution

17,000⁺

total readership

Mining Engineering's average circulation figures are based on sworn publisher's statements and the confirmation of the Society for Mining, Metallurgy, and Exploration, Inc. for the period January 2012 - June 2012. See SRDS Media Source for updated 2013 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, and Exploration, Inc., the world's largest professional mining society.

The figures below represent SME members only.

Business Sector

Individuals:

Coal mining	1,476
Economics	202
Environmental	445
Geology/exploration	786
Government	295
Industrial minerals mining & processing	1,358
Manufacturing	587
Marine Mining	111
Metallurgy	304
Metals mining & processing	3,782
Underground construction, tunnel	675
Student, educational, retired, other	1,604

Job Title

Individuals:

Consultant	1,067
Educator	319
Engineer	2,454
Geologist	728
General manager, vice president	1,091
Marketing, sales	583
Mine, plant manager	931
Owner	195
President, CEO/COO	1,144
Purchasing agent	13
Scientist, researcher	203
Supervisor, foreman	141
Student, retired, other	2,216

Geographical

Percentage of circulation:

Africa	0.66%
Asia, Middle East, Russia	1.44%
Australia	3.48%
Canada	6.78%
Europe	2.70%
Mexico	0.47%
South/Central America	1.83%
United States	82.64%

Online

Mining Engineering's online website, www.miningengineeringmagazine.com, debuted on January 1, 2012. Online access for issues dated from 2004 to the present are available 24/7, both in print and online to SME members and ME subscribers at no additional cost.

Mining Engineering Magazine The Evidence is Clear

Mining Engineering Editorial Readex Research™ Study*

Mining Engineering Readers Are Actively Engaged

- 79% Reread past issues
- 47% Visited an advertiser's website
- 41% Engaged up to an hour with each issue
- 85% Took action on an issue
- 42% Retained every issue

Mining Engineering Readers Are Mining Professionals

- 23 Years, median, involved in mining
- 95% Are active SME members
- 96% Active, employed mining professionals

Mining Engineering Readers Read Mining Engineering

- 85% Find Mining Engineering "professional, relevant, readable, and with a reputation for integrity"
- 79% Enjoy the print edition over any digital editions

Media Buying 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's editorial products are respected, read often, peer-reviewed.
- Mining Engineering is actively involved in trade shows throughout the globe.
- Mining Engineering is backed by the world's largest professional mining society, SME.

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.



2013 Editorial and Advertising Calendar

JAN	Editorial Topic / Advertising Offers	Sponsor	Bonus Distribution Event	Topic	Event Date	Location Topic
Sales Close 12/4 Material Close 12/11	Bulk Materials Handling, Crushing and Grinding, SME Preshow Guide Display ad discount: 25% for all ads positioned in the Preshow guide for SME exhibitors, with free repeat ad in February Official Showguide; 15% for all ads positioned in the regular section and for non-exhibitors Display ad offer: All full page advertisers earn a free polybag insert with the February SME show distribution	SME: Society for Mining, Metallurgy and Exploration Inc. CMP: Canadian Mineral Processors / CIM: Canadian Institute of Mining, Metallurgy and Petroleum AMEBC: The Association for Mineral Exploration British Columbia UCT: Underground Construction Technology ISEE: International Society of Explosives Engineers SME: Society for Mining, Metallurgy and Exploration Inc.	George A. Fox Conference CMP Conference Mineral Exploration Roundup International Conference and Exhibition Annual Conference Annual Meeting and Exhibit with CMA Conference	Tunneling, Underground Construction Mineral Processing Canadian Exploration Underground Construction Explosives, Blasting Global Mining	01/22/2013 01/22-01/24/2013 01/28-01/31/2013 01/29-01/31/2013 02/10-02/13/2013 02/24-02/27/2013	New York, NY, USA Ottawa, ON, Canada Vancouver, BC, Canada Houston, TX, USA Fort Worth, TX, USA Denver, CO, USA
Sales Close 01/08 Material Close 01/15	Canada, Exploration, SME Official Showguide Display ad discount: 25% Official Showguide for SME Exhibitors, with free repeat ad in the February Official Showguide; 15% for all ads positioned in the regular section and for non-exhibitors Display ad offer: All full page advertisers earn a free polybag insert for the SME show distribution Display ad discount: 20% for all ads positioned in the Canada section with a free repeat ad in April Canada section Display ad offer: Media Review, full color media and literature offerings 4x \$1,640, 1x \$800	SME: Society for Mining, Metallurgy and Exploration Inc. (with CMA) CMA: Colorado Mining Association (with SME) PDAC: Prospectors and Developers Association of Canada TMS: The Minerals, Metals and Materials Society	Annual Meeting and Exhibit with CMA Conference Annual Meeting Convention, Trade Show and Investor Exchange Annual Meeting and Exhibition	Global Mining Western US Mining Mining Investment Global Mining	02/24-02/27/2013 02/24-02/27/2013 03/03-03/06/2013 03/03-03/07/2013	Denver, CO, USA Denver, CO, USA Toronto, ON, Canada San Antonio, TX, USA
Sales Close 02/05 Material Close 02/12	Coal, Mining Software Tunneling & Underground Construction Supplement Display ad discount: 20% for all ads positioned in the Coal section with a free repeat ad in June Coal section Display ad discount: 20% for all fractional sized ads in the regular section	NSSGA: National Stone, Sand and Gravel Association Coal Prep Annual Coal Processing Exhibition and Conference	Annual Convention Coal Mining	Sand, Stone, Gravel	03/17-03/20/2013 04/29-05/02/2013	San Antonio, TX, USA Lexington, KY, USA
Sales Close 03/05 Material Close 03/12	Canada, Marine Mining Display ad discount: 20% for all ads positioned in the Canada section Display ad discount: 20% for all ads positioned in the Bauma section for Bauma exhibitors Display ad offer: Free custom advertorial in Business Profiles section for all advertisers in this section	BAUMA SME: Society for Mining, Metallurgy and Exploration, Inc. SME: Society for Mining, Metallurgy and Exploration, Inc. CIM: Canadian Institute of Mining, Metallurgy and Petroleum OTC: Offshore Technology Conference Organizations and Societies AIST: Association for Iron and Steel Technology	International Trade Fair Machines and Equipment Minnesota Section Conference Mineral Processing Division Conference Convention Conference Conference and Exposition	Construction, Building Regional Mining Mineral Processing Canadian Mining Offshore Technology, Development Iron and Steel	04/15-04/21/2013 04/16-04/17/2013 04/25-04/26/2013 05/05-05/08/2013 05/06-05/09/2013 05/06-05/09/2013	Munich, Germany Duluth, MN, USA Colorado Springs, CO, USA Toronto, ON, Canada Houston, TX, USA Pittsburgh, PA, USA
Sales Close 04/09 Material Close 04/16	Annual Mining and Exploration Review, Consulting Display ad discount: 20% for all ads positioned in the Products & Services Showcase with a free ad repeat in December Products & Services Directory Display ad offer: Media Review: Special rate for full color media and literature offerings 4x \$1,640, 1x \$800 Display ad offer: Free Products & Services Listing for all active advertisers	GAC: Geological Association of Canada and Mineralogical Association of Canada	GAC MAC Conference	Geoscience Canada	05/22-05/24/2013	Winnipeg, MB, Canada
Sales Close 05/07 Material Close 05/14	Coal, Surface Mining Tunneling & Underground Construction Supplement Display ad discount: 20% for all ads positioned in the Coal section	Mining Media IPMI: International Precious Metals Institute MPIF: Metal Powder Industries Federation, APMI International SME: Society for Mining, Metallurgy and Exploration Inc. RMCMI: Rocky Mountain Coal Mining Institute TMS: The Minerals, Metals and Materials Society	Longwall USA Annual Conference Powder Metallurgy & Particulate Materials Conference RETC - Rapid Excavation and Tunneling Conference Annual Convention World Congress Integrated Computational Materials Conference	Longwall Mining Industrial and Precious Minerals Powder Metallurgy Rapid Excavation and Tunneling Western USA Mining Materials Engineering	06/11-06/13/2013 06/22-06/25/2013 06/24-06/27/2013 06/23-06/26/2013 07/01-07/03/2013 07/07-07/11/2013	Pittsburgh, PA, USA Phoenix, AZ, USA Chicago, IL, USA Washington, DC, USA Vail, CO, USA Salt Lake City, UT, USA
Sales Close 06/04 Material Close 06/11	Australia, Industrial Minerals, Legislation Display ad discount: 20% for all ads positioned in the Australia section with a free repeat ad in September Australia section Display ad discount: 20% for all fractional ads positioned in the regular section	World Mining Congress Instituto de Ingenieros de Minas del Peru TMS: The Minerals, Metals and Materials Society, CSM, JIM, MA, KIM Reed Mining Events	World Mining Congress and Expo Extemin Convencion de Minera Pacific Rim International Conference on Advanced Materials and Processing AIMEX International Mining Exhibition	Global Mining Latin American Mining Pacific Rim Mining Asia Pacific Mining	08/11-08/15/2013 08/11-08/16/2013 08/04-08/09/2013 08/20-08/23/2013	Montreal, PQ, Canada Lima, Peru Waikoloa, HI, USA Sydney, NSW, Australia
Sales Close 07/02 Material Close 07/09	Latin America, International Mining, Health and Safety Display ad discount: 20% for all ads positioned in the Latin America or International sections Display ad offer: Media Review: Special rate for full color media and literature offerings 4x \$1,640, 1x \$800	SEG: Society of Economic Geologists	Whistler 2013: Geoscience for Discovery Conference	Geoscience Canada	09/24-09/27/2013	Whistler, BC, Canada
Sales Close 08/06 Material Close 08/13	Australia, Gold, Pumps Tunneling & Underground Construction Supplement Display ad discount: 20% for all ads positioned in the Australia section Display ad offer: Free custom advertorial in Business Profiles section for all advertisers in this section	AusIMM: The Minerals Institute and SAIMM: The Southern African Institute of Mining and Metallurgy	World Gold Conference	Gold	09/26-09/29/2013	Brisbane, QLD, Australia
Sales Close 09/10 Material Close 09/17	Mineral Processing, Western USA Mining Display ad discount: 20% for all ads positioned in the Products & Services Showcase with a free repeat ad in December Products & Services Directory Display ad offer: Free Products & Services Listing for all active advertisers	CIM: METSOC: The Metallurgy and Materials Society Metallurgists TMS: The Minerals, Metals and Materials Society, ACerS, AIST	Conference of Metallurgists Materials Science and Technology Conference	Metallurgy Materials Science	10/27-10/31/2013 10/27-10/31/2013	Montreal, PQ, Canada Quebec, PQ, Canada
Sales Close 10/08 Material Close 10/15	Autonomous Mining, Education—Today and Tomorrow Display ad discount: 20% for all ads positioned in the Education section Display ad offer: Media Review: Special rate for full color media and literature offerings 4x \$1,640, 1x \$800	NWMA: Northwest Mining Association SME: Society for Mining, Metallurgy and Exploration, Inc.	Annual Conference Arizona Conference	Regional Mining Regional Mining	12/02-12/06/2013 12/08-12/09/2013	Sparks, NV, USA Tucson, AZ, USA
Sales Close 11/05 Material Close 11/12	DEC Underground Haulage, Openpit Mining Tunneling & Underground Construction Supplement Display ad offer: All full page ads positioned in the regular section earn a free repeat ad in the regular section of any 2014 issue					
Sales Close 11/05 Material Close 11/12	Products & Services Directory Display ad discount: 20% for all ads positioned in the Products & Services Showcase Directory Display ad offer: Free Products & Services Listing for all active advertisers					

2013 Advertising Rates



Advertising works!

Contact us to reserve space today!



Display Advertising Rates 2013

Four color process	1X	3X	6X	9X	12X	24X
Full page	\$5,750	\$5,440	\$5,140	\$4,840	\$4,540	\$4,180
2/3 page	\$4,650	\$4,420	\$4,190	\$3,950	\$3,730	\$3,430
1/2 page	\$4,070	\$3,880	\$3,690	\$3,500	\$3,320	\$3,050
1/3 page	\$3,130	\$3,010	\$2,890	\$2,770	\$2,650	\$2,430
1/4 page	\$2,890	\$2,780	\$2,670	\$2,570	\$2,460	\$2,260
1/6 page	\$2,470	\$2,390	\$2,310	\$2,240	\$2,160	\$1,990
2 page spread	\$8,450	\$7,950	\$7,460	\$6,970	\$6,480	\$5,970

Two color process

Full page	\$4,830	\$4,520	\$4,210	\$3,910	\$3,620	\$3,330
2/3 page	\$3,720	\$3,490	\$3,260	\$3,030	\$2,810	\$2,580
1/2 page	\$3,140	\$2,950	\$2,770	\$2,580	\$2,390	\$2,200
1/3 page	\$2,200	\$2,090	\$1,960	\$1,840	\$1,720	\$1,580
1/4 page	\$1,960	\$1,850	\$1,750	\$1,640	\$1,540	\$1,410
1/6 page	\$1,540	\$1,460	\$1,390	\$1,310	\$1,240	\$1,140
2 page spread	\$7,520	\$7,030	\$6,530	\$6,040	\$5,560	\$5,110

Black & White/Grayscale

Full page	\$4,410	\$4,100	\$3,790	\$3,490	\$3,200	\$2,940
2/3 page	\$3,310	\$3,080	\$2,840	\$2,610	\$2,390	\$2,200
1/2 page	\$2,730	\$2,540	\$2,350	\$2,160	\$1,980	\$1,820
1/3 page	\$1,790	\$1,670	\$1,540	\$1,420	\$1,300	\$1,200
1/4 page	\$1,550	\$1,440	\$1,330	\$1,220	\$1,120	\$1,030
1/6 page	\$1,130	\$1,050	\$970	\$900	\$820	\$760
2 page spread	\$7,100	\$6,610	\$6,120	\$5,620	\$5,140	\$4,730

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

Classified Advertising Rates 2013 (Net)

Four color process	1X	3X	6X	9X	12X	24X
2 page spread	\$2,530	\$2,410	\$2,340	\$2,120	\$2,030	\$1,950
Full page	\$1,730	\$1,640	\$1,590	\$1,470	\$1,380	\$1,290
2/3 page	\$1,400	\$1,330	\$1,290	\$1,200	\$1,120	\$1,040
1/2 page	\$1,220	\$1,160	\$1,130	\$1,070	\$980	\$900
1/3 page	\$940	\$890	\$870	\$830	\$750	\$670
1/4 page	\$870	\$820	\$800	\$770	\$690	\$600
1/6 page	\$740	\$710	\$680	\$690	\$600	\$520

Black & White/Grayscale

2 page spread	\$2,130	\$2,030	\$1,970	\$1,885	\$1,710	\$1,625
Full page	\$1,320	\$1,260	\$1,220	\$1,135	\$1,060	\$975
2/3 page	\$990	\$940	\$920	\$835	\$800	\$715
1/2 page	\$820	\$780	\$760	\$675	\$660	\$575
1/3 page	\$540	\$510	\$500	\$430	\$415	\$345
1/4 page	\$460	\$440	\$430	\$370	\$345	\$285
1/6 page	\$340	\$320	\$310	\$270	\$225	\$185

Pantone or PMS (non-CMYK) color selection not available for classified ads

Effective January 1, 2013

Premium Positions:

In addition to space and color charges:
 Pages 3, 5 & 7 or
 guaranteed right-hand page..... \$250.00
 Inside front or inside back cover..... \$500.00
 Back cover..... \$1,000.00

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.

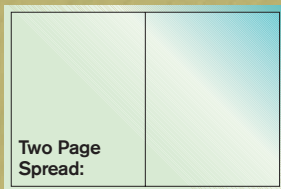
Effective January 1, 2013

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.

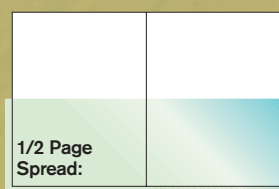
Classified advertising word counts

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	1500 words

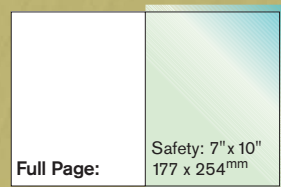
Each issue of Mining Engineering is available online to 17,000+ SME members and readers at www.miningengineeringmagazine.com.



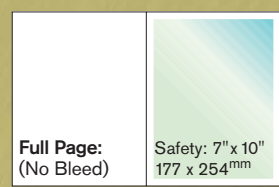
Two Page Spread:
16 3/4" x 11 3/8" (with 1/4" bleed)
Trim Size: 16 1/4" x 10 7/8" • 425 x 290^{mm}



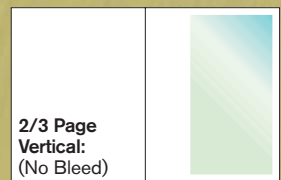
1/2 Page Spread:
16 3/4" x 5 1/2" (with 1/4" bleed)
Trim Size: 16 1/4" x 5 1/4" • 425 x 134^{mm}



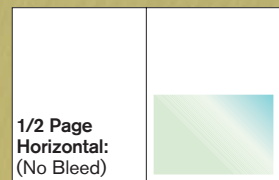
Full Page:
8 5/8" x 11 3/8" (with 1/4" bleed)
Trim Size: 8 1/8" x 10 7/8" • 213 x 283^{mm}



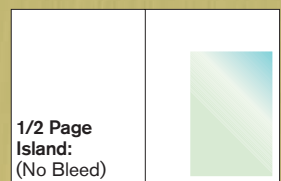
Full Page: (No Bleed)
7" x 10"
Trim Size: 8 1/8" x 10 7/8" • 213 x 283^{mm}



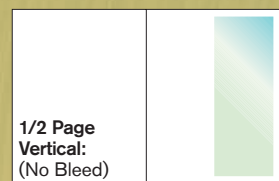
2/3 Page Vertical: (No Bleed)
4 1/2" x 10" • 114 x 254^{mm}



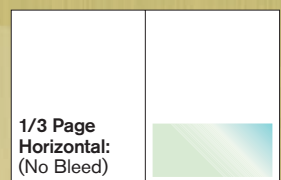
1/2 Page Horizontal: (No Bleed)
7" x 4 7/8" • 177 x 122^{mm}



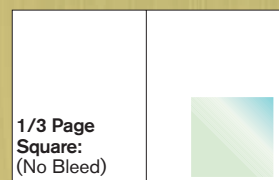
1/2 Page Island: (No Bleed)
4 1/2" x 7" • 114 x 177^{mm}



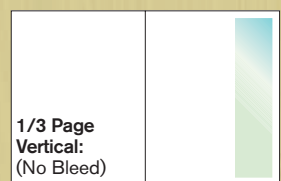
1/2 Page Vertical: (No Bleed)
3 3/8" x 10" • 86 x 254^{mm}



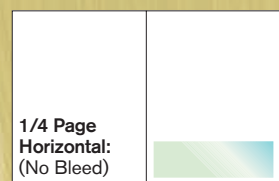
1/3 Page Horizontal: (No Bleed)
7" x 3 1/2" • 177 x 88^{mm}



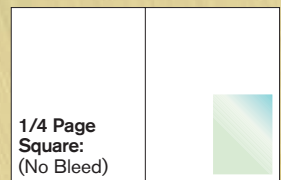
1/3 Page Square: (No Bleed)
4 1/2" x 4 7/8" • 114 x 122^{mm}



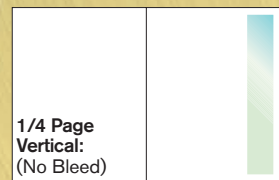
1/3 Page Vertical: (No Bleed)
2 1/8" x 10" • 54 x 254^{mm}



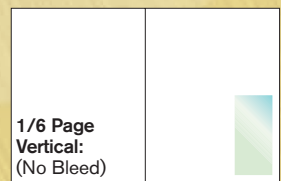
1/4 Page Horizontal: (No Bleed)
7" x 2 3/8" • 177 x 60^{mm}



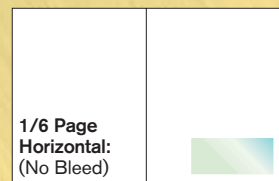
1/4 Page Square: (No Bleed)
3 3/8" x 4 1/2" • 86 x 114^{mm}



1/4 Page Vertical: (No Bleed)
1 5/8" x 10" • 41 x 254^{mm}



1/6 Page Vertical: (No Bleed)
2 1/8" x 4 1/2" • 54 x 114^{mm}



1/6 Page Horizontal: (No Bleed)
4 1/2" x 2 3/8" • 114 x 60^{mm}

Deadlines

Close	Sales Close	Material
January	12/04/2013	12/11/2013
February	01/08/2013	01/15/2013
March	02/05/2013	02/12/2013
April	03/05/2013	03/12/2013
May	04/09/2013	04/16/2013
June	05/07/2013	05/14/2013
July	06/04/2013	06/11/2013
August	07/02/2013	07/09/2013
September	08/06/2013	08/13/2013
October	09/10/2013	09/17/2013
November	10/08/2013	10/15/2013
December	11/05/2013	11/12/2013

Print Advertising Material 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 mcginnis@smenet.org. An exception is made if your file is very large (but file must be under 25MB) and requires FTP upload at <http://www.smenet.org/upload/fileuploadpageAdvertisers.cfm>; please alert us whenever you upload a file.

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 www.miningengineeringmagazine.com.

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 & 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.

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 Pullout \$6,000 net

Take center stage with a pull-out, 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

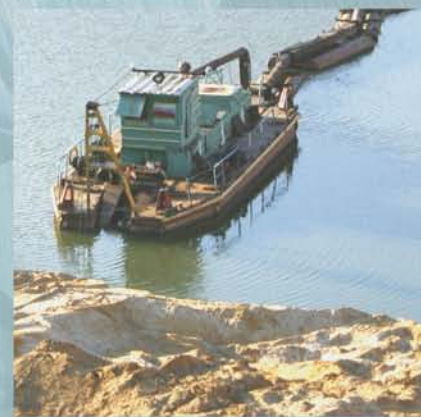
All full-page advertisers earn a free insert position in polybagged issues, from customer-supplied inserts.

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, with direct customer response on each inquiry sent to advertiser. A one-time insertion is \$800 net. Preformatted section is created from supplied copy and images at no additional cost.

Products & Services Showcase, May, October and December Editions

All Mining Engineering advertisers earn a free company listing in each issue that this special section appears. Display ads in this section are discounted by 20% and logos are available for \$250 each. Each ad featured in either May or October will be repeated free in the December Directory. While the May and October sections are featured within the magazine, December will be a stand-alone directory for year-round reference by buyers worldwide.



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, June, 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 \$250 for a full-year program.

Mining Engineering 2013 Online

Mining Engineering is available online at www.miningengineeringmagazine.com, where current and archive issues are available to all SME members and ME subscribers, a total audience of more than 14,000 mining industry professionals worldwide.

Online advertising space is available by contacting the Media Manager at mcginnis@smenet.org or +1-303-948-4243.

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.

Priority Points - SME Meeting Exhibitors Exhibitors earn priority points for their booth space at the SME Annual Meeting 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.

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Advertising orders, specifications, information:

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