

2015 Advertising Rates

Effective January 1, 2015

Display Rates 2015

Gross rates shown before discount(s)

Four color process. 1X 4X

Full page	\$2,400	\$1,470
2/3 page	\$1,840	\$1,110
1/2 page	\$1,690	\$1,080
1/3 page	\$1,300	\$860
1/4 page	\$1,200	\$800
1/6 page	\$1,030	\$700
2 page spread	\$3,520	\$2,110

2C

Full page	\$2,160	\$1,380
2/3 page	\$1,700	\$1,110
1/2 page	\$1,460	\$980
1/3 page	\$1,050	\$760
1/4 page	\$970	\$690
1/6 page	\$800	\$600
2 page spread	\$3,280	\$2,000

Black & White/Grayscale

Full page	\$1,840	\$1,040
2/3 page	\$1,380	\$770
1/2 page	\$1,140	\$650
1/3 page	\$740	\$420
1/4 page	\$640	\$360
1/6 page	\$470	\$270
2 page spread	\$2,960	\$1,660

See pages 4 and 6 for special offers.

Frequency rates must be earned before use and may not be taken in advance. Right hand page placement is generally available but not guaranteed unless the guaranteed position rate, above, is part of the advertising order. Free polybag insert space, from advertiser supplied product, must meet weight and size specifications provided 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 advertising. Advertising agency commission discount to recognized agencies only, with supplied press-ready files, with no alterations. Signed SME insertion orders are required for all placements.

Premium Positions

Pages 3, 5 or 7	\$400
Inside front or inside back cover	\$500
Back cover	\$800

Closes	Sales	Art
March	02/03	02/10
June	05/05	05/12
September	08/04	08/11
December	11/03	11/10

Each issue, as well as archives of T&UC, including all advertising pages, are available online to over 17,000+ online visitors worldwide.

Classified Rates 2015

Net rates / no discounts

Four color process. 1X 4X

Full page	\$1,090	\$800
2/3 page	\$970	\$720
1/2 page	\$870	\$670
1/3 page	\$730	\$580
1/4 page	\$690	\$570
1/6 page	\$620	\$530
2 page spread	\$1,570	\$1,030

Black & White/Grayscale

Full page	\$700	\$360
2/3 page	\$530	\$270
1/2 page	\$440	\$230
1/3 page	\$280	\$150
1/4 page	\$250	\$120
1/6 page	\$180	\$90
2 page spread	\$1,130	\$630

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

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. Credit card prepayment is required for all classified order bookings. Agency discounts do not apply on classified ads. Word counts, above, will accommodate one small logo.

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 *Tunneling & Underground Construction* and to ensure optimal reproduction.

File Preparation - Logos:

Logo art must be CMYK or grayscale. Size each logo to a maximum of 2" wide or 50.8 mm. 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) 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 *Tunneling & Underground Construction* may contact the magazine's media manager for technical and/or prepress assistance, goering@smenet.org.

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: Enquire above for specifications.

Mail: List rentals available by calling +1-800-708-5478 x3262.

All publication pages, including advertising, appear at www.tucmagazine.com.
See Also SRDS PRINT MEDIA
SOURCE: www.srds.com.

Display and Classified Ad Sizes

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 290mm	Full Page 8 5/8" x 11 3/8" (with 1/4" Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm	Full Page (No Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm	
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 134mm			
2/3 Page Vertical 4 1/2" x 10" 114 x 254mm	1/2 Page Horizontal 7" x 4 7/8" 177 x 122mm	1/2 Page Island 4 1/2" x 7" 114 x 177mm	1/2 Page Vertical 3 3/8" x 10" 86 x 254mm
1/3 Page Horizontal 7" x 3 1/2" 177 x 88mm	1/3 Page Square 4 1/2" x 4 7/8" 114 x 122mm	1/3 Page Vertical 2 1/8" x 10" 54 x 254mm	1/4 Page Horizontal 7" x 2 3/8" 177 x 60mm
1/4 Page Square 3 3/8" x 4 1/2" 86 x 114mm	1/4 Page Vertical 1 5/8" x 10" 41 x 254mm	1/6 Page Horizontal 4 1/2" x 2 3/8" 114 x 60mm	1/6 Page Vertical 2 1/8" x 4 1/2" 54 x 114mm