

2012 EDITORIAL CALENDAR

Manufacturing ENGINEERING



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
EDITORIAL LEAD	CUTTING TOOLS	ENERGY MANUFACTURING	AEROSPACE MANUFACTURING	ADDITIVE MANUFACTURING	MEDICAL MANUFACTURING	MANUFACTURING SOFTWARE	AUTOMATION	IMTS 2012 SPECIAL ISSUE	AUTOMOTIVE MANUFACTURING	PROCESS IMPROVEMENT	FABTECH TECHNOLOGIES	DESIGN FOR MANUFACTURING	
EDITORIAL FEATURES	<p>Cutting Tools</p> <p>Measurement & Inspection Technology</p> <p>Metalworking Coolants and Lubricants</p> <p>Micro/Nano Technology</p>	<p>Energy Savings in Manufacturing</p> <p>Machining for Oil Field Parts</p> <p>Workholding for Energy Manufacturing</p> <p>CAD/CAM Software</p> <p>Nano for Energy Manufacturing</p>	<p>Aerospace Engine and Component Production</p> <p>Machining Aerospace Materials</p> <p>Measurement in Aerospace</p> <p>Automation</p> <p>Contract Manufacturing Profile</p> <p>Lean Manufacturing</p>	<p>Additive Manufacturing Technology and Materials</p> <p>Manufacturing Software</p> <p>Micro Cutting Tools</p> <p>Finishing</p>	<p>Materials in Medical Manufacturing</p> <p>Grinding</p> <p>Lasers</p> <p>Micro Molding</p> <p>Measurement in Medical Manufacturing</p> <p>Lean Manufacturing</p>	<p>ERP Software</p> <p>Machining Centers & Cells</p> <p>Automation</p> <p>Machine Controls</p> <p>Lean Manufacturing</p>	<p>ERP Software</p> <p>Machining Centers & Cells</p> <p>Automation</p> <p>Machine Controls</p> <p>Lean Manufacturing</p> <p><i>WEBSITE PROFILE: 1/4 page Website Profile for eligible advertisers of automation-related products</i></p>	<p>Introduction to IMTS 2012</p> <p>Shop Floor Data Management</p> <p>Machining Centers & Cells</p> <p>Measurement & Inspection</p>	<p>Machining Centers & Cells</p> <p>Communicating with the Shop Floor</p> <p>IMTS Show Preview by Pavilion: <i>Abrasive Machining /Sawing/ Finishing</i></p> <p><i>Alternative Manufacturing Processes</i></p> <p><i>Controls & CAD-CAM</i></p> <p><i>EDM</i></p> <p><i>Emerging Technology Center</i></p> <p><i>Gear Generation</i></p> <p><i>Machine Components/ Cleaning/ Environmental</i></p> <p><i>Metal Cutting</i></p> <p><i>Quality Assurance</i></p> <p><i>Tooling & Workholding Systems</i></p>	<p>Motorized Vehicle MFG: Auto, Truck, Off-Road, & Heavy Equipment</p> <p>Robotics & Automation</p> <p>Difficult to Machine Materials</p> <p>Innovative Cutting Tools</p> <p>Measurement & Inspection Using Vision Systems</p> <p>Turning</p>	<p>Best Practices on the Shop Floor</p> <p>Managing Shop Coolants and Chip Handling</p> <p>5-Axis Machining</p> <p>Cutting Tools & Toolholders</p>	<p>Alternative Cutting Technologies: Waterjet, EDM, and Lasers</p> <p>PLM Software</p> <p>Deburring</p> <p>Lean Manufacturing</p> <p><i>WEBSITE PROFILE: 1/4 page Website Profile for eligible advertisers / FABTECH exhibitors</i></p>	<p>Finite Element Analysis (FEA) and Finite Element Modeling (FEM)</p> <p>Purchasing Automation</p> <p><i>COMPANY PROFILE: 1/2 page Company Profile for eligible advertisers</i></p>
BONUS DISTRIBUTION AT SME'S INDUSTRY LEADING EVENTS			<p>Composites Manufacturing March 13-15 Mesa, AZ</p> <p>FABTECH Canada March 20-22 Toronto, ON, CAN</p> <p>WESTEC® March 27-29 Los Angeles, CA</p> <p>Micro & Nano Manufacturing March 28-29 Boston, MA</p>	<p>RAPID & 3D IMAGING May 22-25 Atlanta, GA</p>	<p>Mfg4 Manufacturing 4 the Future May 8-10 Hartford, CT</p> <p>MMTS Montreal Manufacturing Technology Show May 14-16 Montréal, QC, CAN</p> <p>RAPID & 3D IMAGING May 22-25 Atlanta, GA</p>	<p>SME Annual Conference June 3-5 Cleveland, OH</p>				<p>Medical Manufacturing Innovations October 24-25 Mississauga, ON, CA</p>	<p>FABTECH® November 12-14 Las Vegas, NV</p>		
EXPOSITION/TRADE SHOW COVERAGE			<p>WESTEC Show Preview</p> <p>WESTEC TV Show Report</p>	<p>RAPID & 3D IMAGING Show Preview</p>	<p>Mfg4 Show Preview</p> <p>Mfg4 TV Show Report</p>			<p>IMTS 2012 Sept. 10-15 Chicago, IL</p>			<p>FABTECH® Show Preview</p>		
AD CLOSING DATES													
RESERVATIONS	December 5	January 7	February 6	March 6	April 4	May 2	June 5	July 3	August 2	September 6	October 2	November 1	
MATERIALS	December 7	January 9	February 8	March 8	April 8	May 4	June 7	July 6	August 6	September 10	October 4	November 5	

Rate Card #41—2012 Market & Media

Manufacturing ENGINEERING



A. Black-and-White Display Advertising Rates

	1x	3x	6x	9x	12x	18x	24x	36x	48x
Full Page	\$6,600	\$6,410	\$6,210	\$6,030	\$5,030	\$4,820	\$4,610	\$4,220	\$3,950
2/3 Page	4,920	4,760	4,630	4,510	3,740	3,590	3,440	3,150	2,950
1/2 Page (Island)	4,450	4,330	4,180	4,080	3,380	3,240	3,130	2,840	2,670
1/2 Page	3,790	3,690	3,560	3,470	2,870	2,770	2,650	2,430	2,270
1/3 Page	2,620	2,540	2,450	2,400	1,990	1,920	1,820	1,670	1,570
1/4 Page	1,990	1,940	1,880	1,820	1,500	1,450	1,400	1,270	1,200

B. Color R.O.P Full Page Rates

- Standard second colors: cyan, magenta, yellow, red or green digital. Add **\$1,020** per page per color.
- PMS (matched) Second colors: Add **\$1,300** per page per color.
- Four-Color Process: Add **\$1,810** for the first page.
- Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is **\$905**.
- No charge for bleed.

C. New Color Rates for Fractional Ads (1/2-page or smaller)

- Standard second colors: cyan, magenta, yellow, red or green digital. Add **\$800** per page per color.
- PMS (matched) Second colors: Add **\$1,040** per page per color.
- Four-Color Process: Add **\$1,440** for the first page.
- Use of the same color on additional pages in the same issue is discounted 50%. For example, the charge for 4-color on a second ad page in the same issue is **\$720**.

D. Covers and Special Positions

All covers and special positions are sold on a non-cancelable 6x (every other month) and 12x basis. Includes 4-color process.

	6x	12x
Cover 2	\$8,820	\$7,520
Cover 3	\$8,430	\$7,170
Cover 4	\$9,220	\$7,860

Note: Fifth color on cover is \$1,310 additional.

Special positions: Add 10% to space and color charges.

Attention NEW advertisers!

Contact your sales rep for details on a special offer.

E. Inserts and Gatefolds: Available on request.

Contact Production Department for rates and mechanical specifications.

F. Frequency Discounts

The rate earned is determined by the number of insertions or different advertisements contracted for and used in any one or more issues within any twelve-month period. Spreads count as two single page insertions. No space under one-quarter page may be included as a "rate-holder" to earn frequency discounts on larger space.

G. Combination Discounts

Insertions in SME supplements and yearbooks apply toward total earned frequency in *Manufacturing Engineering*.

H. Classified Advertising

1. Classified display section

- Ads occupy individual space within border rules. Nine lines to an inch (7/8"). Maximum size 2"; Minimum size 1".
- Frequency:

1X	6X	12X
\$180/inch	\$170/inch	\$160/inch

2. Classified non-display section

Set in want-ad style. One paragraph. No display. Seven words/line average. Five line minimum. Rate per line (per insertion): \$33 (noncommissionable).

3. Classified Advertising Section Rates

- Units restricted to maximum mechanical sizes listed.
- Units of varying sizes can earn frequency rates.
- Advertising in the Classified Advertising section cannot be applied to regular R.O.P. display contracts or used as "rate-holders."

CLASSIFIED ADVERTISING RATES				
	1X	3X	6X	
1/9 Unit (2-3/16" w x 3-3/8" d)	\$855	\$830	\$795	4 COLOR ADS
1/8 Unit (3-3/8" w x 2-1/4" d)	\$965	\$935	\$915	
1/6 Unit (2-3/16" w x 4-7/8" d)	\$1,295	\$1,255	\$1,215	
2/9 Unit (4-1/2" w x 3-3/8" d)	\$1,720	\$1,675	\$1,615	
				Standard Inch Unit
				2nd color \$90 \$220
				4-color \$110 \$440

I. Commissions and Terms

- Agency Commission: 15% of gross billings allowed to recognized agencies on space, color, and position, provided the account is paid 30 days from date of invoice. Commission not allowed on mechanical or production charges or on charges such as back-up inserts, special binding of inserts, trimming, printing of inserts or reprints, and the like.
- Terms are net 30 days: Agency commissions will not be allowed on unpaid invoices over 90 days. All unpaid invoices over 120 days are automatically turned over to collection, and further insertions are suspended.
- Liability for Payment: The advertiser is responsible for all payments. In the event an agency was paid, but the agency fails to pay the amount owing (for whatever reason), it will remain the obligation of the advertiser to see the account is paid. Further, for agencies having exhibited a poor financial record, the publisher reserves the right to bill the advertiser direct and remit commissions when paid.

J. Cancellations:

Notification of space cancellations must be received by the Advertising Sales Representative by the space closing deadline. Written confirmation must be received within 5 working days thereafter. If space is canceled after deadline, or material is received late, the advertiser will be charged for the insertion.

Manufacturing ENGINEERING



SEND MATERIAL TO:

Manufacturing Engineering
Production Manager
One SME Drive
Dearborn, MI 48121

Phone: 313.425.3479
Fax: 313.425.3417
advertising@sme.org

PUBLISHER

Greg Sheremet
313.425.3261
gsheremet@sme.org

REGIONAL SALES REPRESENTATIVES

NORTHEAST/MID-ATLANTIC

Alan Berg
732.995.6072
Fax: 732.438.5805
Rochelle Berg
732.616.5258
abergsales@aol.com

CHICAGO
Bill Lepke
630.497.0183
Fax: 630.497.0184
lepkeb@sbcglobal.net

SOUTHEAST/ATLANTA

Gary Gadek
843.237.2386
gggadek@earthlink.net

DALLAS/HOUSTON
Mike Sullivan
214.551.3596
sullmik@grandecom.net

DETROIT/CLEVELAND

Dave Sweeney
248.540.0300
Fax: 248.540.8068
dsweeneysme@comcast.net

WEST COAST
Paul Semple
Phone/Fax: 916.880.5225
paul@semplemedia.com