

# 2012 SME REBATE PROGRAM **Manufacturing ENGINEERING**



## EXHIBIT • ADVERTISE • EARN

### Advertisers & Exhibitors

SME continues to offer the most cost-effective, collaborative solutions to support and strengthen your marketing presence. Use *Manufacturing Engineering's* 2012 Rebate Program to earn money back on the exhibit space and net advertising dollars you spend..

- ✓ Maximize your marketing dollars
- ✓ Capitalize on your SME exhibit and net advertising dollars spent
- ✓ Keep your marketing costs more affordable
- ✓ Earn FREE ads in the SME Show Directories

## Solutions that support and strengthen your marketing presence

### FOR MORE INFORMATION CONTACT:

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### HERE'S HOW IT WORKS

Exhibit at WESTEC, and Mfg4 and advertise in the corresponding show issue (March and May) of *Manufacturing Engineering*® — receive a 5% rebate on your net space investment. Visit [sme.org/events](http://sme.org/events) for more information.

*Sample calculations for a 200 square foot booth with a one-page, four-color advertisement.*

Sample based on exhibiting at WESTEC and Mfg4

	SME Show Space Investment (200 sq. ft. booth per show)	Manufacturing Engineering® Net Ad Space Investment for a 1 page, 4-color ad at your frequency rate	Total SME Marketing Investment	<b>5% REBATE</b>	PLUS Net Value Added for a FREE Show Directory Ad (1 page, 4-color)
WESTEC	\$5,000	\$7,148	\$12,148	607.40	\$4,710
Mfg4	\$6,400	\$7,148	\$13,548	677.40	\$4,710
<b>Total</b>	<b>\$11,400</b>	<b>\$14,296</b>	<b>\$25,696</b>	<b>\$1,284.80</b>	<b>\$9,420</b>

### Add Rapid & 3D Imaging

Sample based on exhibiting at WESTEC, Mfg4, and RAPID

WESTEC	\$5,000	\$7,148	\$12,148	607.40	\$4,710
Mfg4	\$6,400	\$7,148	\$13,548	677.40	\$4,710
RAPID/3D	\$5,000	\$7,148	\$12,148	607.40	\$1,880
<b>Total</b>	<b>\$16,400</b>	<b>\$21,444</b>	<b>\$37,844</b>	<b>\$1,892.20</b>	<b>\$11,300</b>

Event	Dates	Location	Manufacturing Engineering Issue	Reservation	Material
westec® 2012	March 27-29	Los Angeles, CA	March	February 6	February 8
rapid	May 22-25	Atlanta, GA	April	March 6	March 8
mfg4	May 8-10	Hartford, CT	May	April 4	April 8

# 2012 SME SHOW DIRECTORIES **Manufacturing ENGINEERING**



## SPECIAL BONUS FOR SME SHOW EXHIBITORS

A FREE Show Directory Ad is available to exhibitors who also advertise in the specific show issue of *Manufacturing Engineering* magazine.

	Gross Advertising Rates for SME Show Directories									Directory Closing Date	Paid Ad appears in this issue	Paid Issue Closing Date
	Black & White Display Rates						Cover Rates Includes 4 color process					
	Full Page	2/3 Page	1/2 Page (island)	1/2 Page (regular)	1/3 Page	1/4 Page	Cover 2	Cover 3	Cover 4			
<b>WESTEC®</b> Los Angeles, CA March 27-29	\$3,710	\$2,770	\$2,500	\$2,130	\$1,450	\$1,110	\$5,680	\$5,410	\$5,960	2/14/12	March	2/6/12
<b>RAPID®</b> Atlanta, GA May 22-25	\$880	\$760	\$730	\$700	\$640	\$600	\$2,180	\$2,090	\$2,290	4/16/12	April	3/6/12
<b>Mfg4</b> Hartford, CT May 8-10	\$3,710	\$2,770	\$2,500	\$2,130	\$1,450	\$1,110	\$5,680	\$5,410	\$5,960	4/2/12	May	4/2/12

### Color Information

- Standard second color: Cyan, Magenta, Yellow, Red or Green (digital), must be CMYK. Add \$540 per page per color.
- PMS (matched) Second color: Add \$680 per page per color.
- Four-Color Process: Add \$1,000 extra for the first ad page in directory; 4-color process for each additional 4-color ad page (second ad page and more) in the same directory is \$500.
- No charge for bleed.

### Color Rates for Fractional Ads (1/2-page or smaller)

- Standard second color: Cyan, Magenta, Yellow, Red or Green (digital), must be CMYK. Add \$430 per page per color.
- PMS (matched) Second color: Add \$580 per page per color.
- Four-Color Process: Add \$680 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 \$340.
- No charge for bleed.

Ask your Sales Representative how to leverage a custom solution for your advertising and show marketing investment!

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