

MANUFACTURING ENGINEERING 2020 EDITORIAL CALENDAR



	JANUARY	FEBRUARY	MARCH	APRIL		MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
EDITORIAL LEAD	Advanced Machining	Aerospace & Defense	Additive Manufacturing	Automation	Special Issue: Tooling & Workholding	Smart Shop Integration	Machining Centers	IMTS Pre-Show Issue	IMTS Show Issue	Motorized Vehicles	FABTECH Technologies	Manufacturing Software	Energy Parts Manufacturing
	Toolpath Evolution	Aerospace Machining	Wohlers & Associates AM Outlook	Manufacturing Automation	Replaceable Tip Tools	The Role of Industry 4.0 in Parts Manufacturing	Vertical Machine Tools	Cutting Tools: Milling	Hybrid Additive/Subtractive Machining	Motorized Vehicle Trends	EDMs	CAD/CAM Software	Energy Parts Manufacturing
	Machining Stainless Steel	Additive Manufacturing in Aerospace	Evolution of Metal AM	Job Shop Automation	Innovative Workholding Systems	Integrating Legacy Equipment into Industry 4.0	Abrasive Machining	Safety: Best Practices	ERP Software	Auto Parts Machining	Laser Cutting Machines	Software: MES Systems	Machining Steel Alloys
	Cutting Tools: Turning	Integrated Metrology in Manufacturing	New Applications for Polymer AM	CNC Machine Controls	Tool Presetting/Shrink Fit Systems	Indexable Tooling	Swiss-Style Machining	Cybersecurity: Conventional, SaaS and Cloud Solutions	Gaging	Robotics in Manufacturing	Waterjets	Toolholding	Year in Review/2021 Outlook
	Advanced Workholding	PLM Software	Parting & Grooving	Horizontal Machining Centers	Toolholding: Good, Better, Best Systems	Measurement and Accuracy Tutorial	Tool Balancing	IMTS Pavilion Coverage: Quality Assurance Gear Generation Machine Components / Cleaning / Environmental Fabricating & Lasers	IMTS Pavilion Coverage: Metal Removal Tooling and Workholding Systems Abrasive Machining / Sawing / Finishing Controls and CAD/CAM Additive Manufacturing	Coordinate Measurement Machines (CMM)	Welding	Threading Tools	Trends in Model Based Definition in CAD
	Servo Presses	Boring Tools	Simulation Software				Holemaking			Tools, Machines, Software for Moldmaking	Solid-Carbide Round Tools		Deburring & Finishing
BIMONTHLY COLUMNS	Software Update	Additive Manufacturing Update	Software Update	Additive Manufacturing Update		Software Update	Additive Manufacturing Update	Software Update	Additive Manufacturing Update	Software Update	Additive Manufacturing Update	Software Update	Additive Manufacturing Update
SPECIALS				Medical Additive Yearbook			Motorized Vehicle Yearbook	Laser Special Section			Aerospace & Defense Yearbook	Medical Special Section	Energy Special Section
SHOW PREVIEW		AeroDef Manufacturing	RAPID + TCT			Smart Manufacturing Experience		IMTS	IMTS		FABTECH		
BONUS DISTRIBUTION	MD&M Expo West Feb. 11-13 Anaheim, CA	AeroDef Manufacturing March 16-19 Fort Worth, TX	RAPID + TCT Apr. 20-23 Anaheim, CA	MMTS May 11-13 Montreal, QC	Smart Manufacturing Experience June 2-4 Pittsburgh, PA	Smart Manufacturing Experience June 2-4, Pittsburgh, PA Amerimold June 10-11, Novi, MI	NAMRC 48 June 22-26 Cincinnati, OH	IMTS Sep. 14-19 Chicago, IL	IMTS Sep. 14-19 Chicago, IL		FABTECH 2020 Nov. 18-20 Las Vegas, NV		
ADVERTISER BONUS	Tech Sheets	Ad in 2020 AeroDef Manufacturing Event Directory	Half Page Case Study or Company Profile	Leads from Medical/Additive Webinar	Podcast, free ad in special T&W eNewsletter, free ad in AMN	Ad in 2020 Smart Manufacturing Experience Event Directory	Website Profiles	Leads from Motorized Vehicle Webinar	READEX Advertising Study	Leads from Aerospace & Defense Webinar	Inclusion in FABTECH Pre-Show eNewsletter	Half Page Case Study or Company Profile	Website Profiles
AD CLOSING DATES													
RESERVATIONS	Nov. 20, 2019	Jan. 2, 2020	Jan. 24, 2020	Feb. 21, 2020	Mar. 11, 2020	Mar. 25, 2020	Apr. 22, 2020	May 22, 2020	Jun. 24, 2020	Jul. 22, 2020	Aug. 26, 2020	Sep. 23, 2020	Oct. 26, 2020
MATERIALS	Nov. 25, 2019	Jan. 6, 2020	Jan. 29, 2020	Feb. 25, 2020	Mar. 16, 2020	Mar. 30, 2020	Apr. 27, 2020	May 27, 2020	Jun. 29, 2020	Jul. 22, 2020	Aug. 31, 2020	Sep. 28, 2020	Oct. 29, 2020

IN EVERY ISSUE:

Up Front: A letter from the editor ➤ **Advanced Manufacturing Now:** Insights into innovation in manufacturing processes ➤ **News Desk:** Trends and ideas in manufacturing
Shop Solutions: Problem-solving on the shop floor ➤ **Workforce Pipeline:** Perspectives on workforce development

DISPLAY ADVERTISING RATES

A. BLACK AND WHITE DISPLAY AD RATES

AD RATES	1X	3X	6X	9X	12X	18X	24X	36X	48X
FULL PAGE	\$8,060	\$7,830	\$7,580	\$7,400	\$6,170	\$5,900	\$5,650	\$5,170	\$4,830
2/3 PAGE	\$6,020	\$5,810	\$5,650	\$5,530	\$4,610	\$4,390	\$4,230	\$3,880	\$3,630
1/2 PAGE (ISLAND)	\$5,440	\$5,290	\$5,110	\$5,000	\$4,130	\$3,980	\$3,840	\$3,490	\$3,260
1/2 PAGE	\$4,650	\$4,510	\$4,390	\$4,250	\$3,530	\$3,430	\$3,250	\$3,010	\$2,800
1/3 PAGE	\$3,210	\$3,130	\$3,030	\$2,960	\$2,470	\$2,350	\$2,240	\$2,070	\$1,950
1/4 PAGE	\$2,470	\$2,390	\$2,320	\$2,250	\$1,860	\$1,800	\$1,730	\$1,590	\$1,500

SPECIAL OFFER Expand your presence and increase your return on investment with deeply discounted multiple page advertising. After your first full page ad placement all additional full page/4 color ads in a given issue are available at the discounted rate of \$2,950 gross. To qualify for the discounted rate you must run a page of advertising in a minimum of six issues.

B. COLOR R.O.P FULL PAGE RATES

- Standard second colors: cyan, magenta, yellow, red or green digital. **Add \$1,120 per page per color.**
- PMS (matched) Second colors: **Add \$1,450 per page per color.**
- Four-Color Process: **Add \$2,050 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 \$1,025.
- No charge for bleed.

C. COLOR RATES FOR FRACTIONAL ADS (1/2-PAGE OR SMALLER)

- Standard second colors: cyan, magenta, yellow, red or green digital. **Add \$910 per page per color.**
- PMS (matched) Second colors: **Add \$1,160 per page per color.**
- Four-Color Process: **Add \$1,610 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 \$805.

D. INSERTS AND GATEFOLDS

(Available on Request) Contact Production Department for rates and mechanical specifications.

E. 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.

F. COMBINATION DISCOUNTS

Insertions in *Smart Manufacturing*, SME Special Sections and Yearbooks apply toward total earned frequency in *Manufacturing Engineering*.

G. 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.

COVERS & SPECIAL POSITIONS	6X	12X
COVER 2	\$10,140	\$8,670
COVER 3	\$9,690	\$8,230
COVER 4	\$10,610	\$9,030

NOTE: FIFTH COLOR ON COVER IS \$1,450 ADDITIONAL.

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

ATTENTION NEW ADVERTISERS!
Contact your sales rep for details on a special offer.

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".

CLASSIFIED DISPLAY SECTION	1X	6X	12X
	\$200/in.	\$180/in.	\$170/in.

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): \$35 (non-commissionable).

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 AD SECTION RATES	1X	6X	12X
1/9 UNIT (2-3/16" X 3-3/8")	\$900	\$880	\$840
1/8 UNIT (3-3/8" X 2-1/4")	\$1,020	\$990	\$970
1/6 UNIT (2-3/16" X 4-7/8")	\$1,345	\$1,330	\$1,290
2/9 UNIT (4-1/2" X 3-3/8")	\$1,370	\$1,770	\$1,700

4. Color Ads

- Standard 2nd color - Inch: \$100, Unit: \$240
- 4 color - Inch: \$120, Unit: \$470

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. If an advertiser fails to complete a schedule that earns a discounted rate, a short-rate will be applied.

K. MULTIPLE MEDIA PLATFORMS

All paid ads will be placed in the print, digital and mobile editions of *Manufacturing Engineering* for a single advertising rate. However, additional charges will apply for digital/mobile features like embedded video, rich media, pulsing links, voiceovers, etc.

Send Materials to Manufacturing Engineering
via the SME Media Ad Portal
Questions? Contact SME Media Production
at 313.425.3160

