

SMART MANUFACTURING 2020 EDITORIAL CALENDAR



	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
EDITORIAL LEAD	Aerospace & Defense	Additive Manufacturing	Smart Manufacturing Experience	IMTS	FABTECH	Automation
	Top 20 Women in Aerospace & Defense	Top 25 Leaders in Smart Manufacturing	Top 20 Professors	Additive at IMTS	Batch Size One	Mobile Robots
	Augmented Reality	Wearables	5G	Robotics	Thermoplastics	CAD/CAM Software Advances
	Advanced Composites for Aerospace	Predictive Analytics	Digital Factory	Expeditionary Manufacturing	Vision Systems for Process Mfg.	Process Optimization
MANUFACTURING USA UPDATE 						
	Distributed Manufacturing	Smart Manufacturing Materials	Wearables as Retention Tools	Automation & Composites	Workforce	Automation & Robotics
	Additive Manufacturing Update		Additive Manufacturing Update		Additive Manufacturing Update	Additive Manufacturing Update
SPECIALS	Collective Intelligence Roundtable		Collective Intelligence Roundtable		Collective Intelligence Roundtable	
BONUS DISTRIBUTION	AeroDef Manufacturing March 16-19, Fort Worth, TX	RAPID + TCT April 20-23, Anaheim, CA MMTS May 11-13, Montreal, QC	Smart Manufacturing Experience June 2-4, Pittsburgh, PA NAMRC 48 June 22-26, Cincinnati, OH	IMTS Sep 14-19, Chicago, IL	FABTECH Nov 18-20, Las Vegas, NV	
ADVERTISER BONUS	Women In Manufacturing Podcast Series Package	Social Media Promotion Package	Top Professors Campaign	Podcast Package	Virtual Career Fair	Webinar
AD CLOSING DATES						
RESERVATIONS	Jan. 2, 2020	Feb. 14, 2020	Mar. 18, 2020	Jun. 17, 2020	Aug. 19, 2020	Oct. 19, 2020
MATERIALS	Jan. 6, 2020	Feb. 16, 2020	Mar. 20, 2020	Jun. 22, 2020	Aug. 24, 2020	Oct. 22, 2020

AD SIZE	1X	3X	6X
FULL PAGE	\$5,440	\$5,270	\$5,100
2/3 PAGE	\$4,050	\$3,930	\$3,800
1/2 PAGE ISLAND	\$3,680	\$3,570	\$3,440
1/2 PAGE	\$3,130	\$3,020	\$2,940
1/3 PAGE	\$2,160	\$2,100	\$2,040
1/4 PAGE	\$1,660	\$1,620	\$1,570

Extra charge for PMS (matched) and spot colors. Contact your sales rep for pricing.

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.

MECHANICAL SPECIFICATION

Printing

Web offset to SWOP standards
Color rotation: K-C-M-Y

Binding Method

Perfect bound

Live Area

All type and live matter should be at least .25" from trim and gutter on each page

STORAGE OF MATERIALS

All materials will be discarded 12 months after last use by the publisher unless otherwise advised in writing by advertiser or agency.

SMART MANUFACTURING JUNIOR SPREADS

Ad Size: 15.5" X 5.75"

Add .125" bleed to Left, Right and Foot

Trim Size: 15.5" X 5.75"

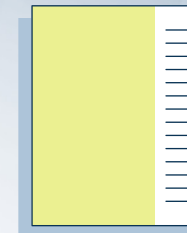
FURNISHED MATERIALS

- **Required materials:** All ads must use CMYK color profile. PDF/X-4:2010 files are preferred, generated using SME's Digital PDF Tech Notes. PDF Tech Notes are available at www.sme.org/ad-specs or by contacting SME Production at 313.425.3160
- **Fonts:** For best results, supplied PDFs should contain embedded fonts in their native vector format. Outlining of fonts is required when font is not embedded. Publisher and printer are not responsible for substitution of non-embedded or outlined fonts.
- **Proofs:** Digital ad proofs are available upon request, print proofs are available for a fee. Contact SME Production at 313.425.3160 for more details.
- **Screen:** 133 lines/inch
- **Four-color materials:** The density of ink coverage should be no greater than 280% for all 4-color advertisements. Publisher and printer are not responsible for errors in keying.
- **Matched PMS Colors:** Advertisers requiring matched PMS or spot color must specify number on their insertion order.
- **Advertising insert specs and quotations:** Call SME Advertising & Production at 313.425.3160
- Submit furnished materials through SME Media Ad Portal.

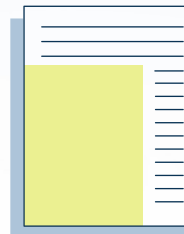
Note: Ad size change. All SME Media publications now have a common ad size.



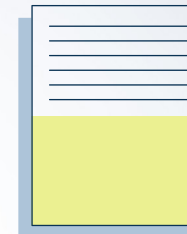
FULL PAGE
Ad Size: 7.75" X 10.5"
Bleed: 8" X 10.75"



2/3 PAGE
Ad Size: 4.5625" X 10"
Bleed: 0*
Trim: None



ISLAND 1/2 PAGE
Ad Size: 4.5625" X 7.5"
Bleed: 0*
Trim: None



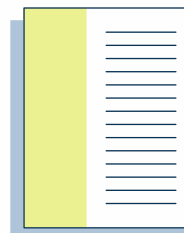
HORIZONTAL 1/2 PAGE
Ad Size: 7" X 4.875"
Bleed: 0*
Trim: None



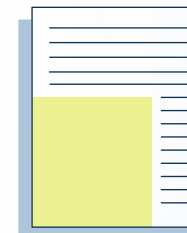
VERTICAL 1/2 PAGE
Ad Size: 3.375" X 10"
Bleed: 0*
Trim: None



1/4 PAGE
Ad Size: 3.375" X 4.875"
Bleed: 0*
Trim: None



VERTICAL 1/3 PAGE
Ad Size: 2.1875" X 10"
Bleed: 0*
Trim: None



SQUARE 1/3 PAGE
Ad Size: 4.5625" X 4.875"
Bleed: 0*
Trim: None

*Allow .125" on all bleeding edges