

MANUFACTURING ENGINEERING 2021 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
EDITORIAL LEAD	Machining Trends	Machining Centers	Automation	Additive Manufacturing	Smart Shop Integration	Specialized Machine Tools	Special Supplement: Tooling & Workholding	Manufacturing Management	FABTECH Show Issue	Aerospace and Defense	Motorized Vehicles	Manufacturing Software	Energy Parts Manufacturing
	Five-Axis Machining—And Beyond	Horizontal Machine Tools	Manufacturing Automation	Wohlers & Associates AM Outlook	Industry 4.0 For Small to Medium Enterprises	Swiss-Style Machining	Tool Performance Monitoring	Machining Workforce Development	Laser Cutting Machines	Aerospace Machining	Motorized Vehicle Trends	CAD/CAM Software	Energy Parts Manufacturing
	Machining High-Temperature Alloys	Vertical Machine Tools	Job Shop Automation	AM in Aerospace Applications	Integrated Cybersecurity	Abrasive Machining	Workholding for Large Parts	Manufacturing/College Training Partnerships	Waterjets	Managing the Aerospace Supply Chain	Auto Parts Machining	ERP Software	Machining Steel Alloys
	Turning Inserts	Machine Tool Spindles	CNC Machine Controls	Servo Drives and Motors	Indexable Tooling	Rotary Transfer Machines	Automated Tool Presetting	Traditional Lathes	Welding	Robotics in Manufacturing	Solid-Carbide Tools	Threading Tools	Micro Cutting Tools
	Modular Workholding	PLM Software	Parting & Grooving Tools	Machine Tool Maintenance	Laser-Based Measurement	Tool Grinding Machines	Toolholding for High-Speed Machining	Ceramic Cutting Tools	Bridge Mills	Coordinate Measurement Machines (CMM)	Gaging	Reverse Engineering of Parts	Deburring & Finishing
		End Mills	Toolpath Simulation Software	Assembly Systems	Holemaking	Tool Balancing		EDMs	Diamond/CBN Cutting Tools	Tools, Machines, Software for Moldmaking	Marking Systems		
BI-MONTHLY COLUMNS	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	Software Update
SPECIALS			Medical Additive Yearbook		Laser Special Section			Motorized Vehicle Yearbook		Aerospace & Defense Yearbook		Medical Special Section	
SHOW PREVIEW		HOUSTEX		RAPID + TCT EASTEC	Smart Manufacturing Experience			FABTECH		AeroDef WESTEC	SOUTHTEC		
BONUS DISTRIBUTION		HOUSTEX Feb. 23-25 Houston, TX		RAPID + TCT April 26-29 Chicago, IL EASTEC May 11-13 West Springfield, MA				FABTECH Sept. 13-16 Chicago, IL	AeroDef Manufacturing Sept. 20-23 Long Beach, CA WESTEC Sept. 21-23 Long Beach, CA		SOUTHTEC Oct. 26-28 Greenville, SC		
ADVERTISER BONUS	Tech Sheets (w/ full-page ad or equivalent)	Show Exhibitors Receive Same Size Ad in 2021 HOUSTEX Event Directory	Half-Page Case Study or Company Profile (w/ half-page ad or larger) Medical Additive Yearbook Advertisers Receive Leads from Medical Additive Webinar	Show Exhibitors Receive Same Size Ad in 2021 EASTEC Event Directory	Show Exhibitors Receive Same Size Ad in 2021 Smart Manufacturing Experience Event Directory	Website Profiles (w/ half-page ad or larger)	Free Ad in Special T&W eNewsletter	Motorized Yearbook Advertisers Receive Leads from Motorized Webinar	Signet AdBrand Advertising Study Inclusion in FABTECH Pre-Show eNewsletter	Aerospace & Defense Yearbook Advertisers Receive Leads from Aerospace & Defense Webinar Show Exhibitors Receive Same Size Ad in 2021 AeroDef and/or WESTEC Event Directory	Show Exhibitors Receive Same Size Ad in 2021 SOUTHTEC Event Directory	Half-Page Case Study or Company Profile (w/ half-page ad or larger)	Website Profiles (w/ half-page ad or larger)
AD CLOSING DATES													
RESERVATIONS	Dec. 2, 2020	Dec. 30, 2020	Jan. 26, 2021	Feb. 24, 2021	Mar. 22, 2021	Apr. 27, 2021	May 24, 2021	Jun. 21, 2021	Jul. 27, 2021	Aug. 23, 2021	Sep. 21, 2021	Oct. 26, 2021	
MATERIALS	Dec. 7, 2020	Jan. 4, 2021	Jan. 29, 2021	Mar. 1, 2021	Mar. 25, 2021	Apr. 30, 2021	May 27, 2021	Jun. 24, 2021	Jul. 30, 2021	Aug. 26, 2021	Sep. 24, 2021	Oct. 29, 2021	

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*, 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 via email or writing by the space closing deadline. 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