## Manufacturing Engineering 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-Axis Machining—And Beyond</td>
<td>Horizontal Machine Tools</td>
<td>Manufacturing Automation</td>
<td>Wolters &amp; Associates AM Outlook</td>
<td>Industry 4.0 For Small to Medium Enterprises</td>
<td>Swiss-Style Machining</td>
<td>Tool Performance Monitoring</td>
<td>Machining Workforce Development</td>
<td>Laser Cutting Machines</td>
<td>Aerospace Machining</td>
<td>Motorized Vehicle Trends</td>
<td>CAD/CAM Software</td>
</tr>
<tr>
<td>Machining High-Temperature Alloys</td>
<td>Vertical Machine Tools</td>
<td>Job Shop Automation</td>
<td>AM in Aerospace Applications</td>
<td>Integrated Cybersecurity</td>
<td>Abrasive Machining</td>
<td>Workholding for Large Parts</td>
<td>Manufacturing/College Training Partnerships</td>
<td>Waterjets</td>
<td>Managing the Aerospace Supply Chain</td>
<td>Auto Parts Machining</td>
<td>ERP Software</td>
</tr>
<tr>
<td>Turning Inserts</td>
<td>Machine Tool Spindles</td>
<td>CNC Machine Controls</td>
<td>Servo Drives and Motors</td>
<td>Indexable Tooling</td>
<td>Rotary Transfer Machines</td>
<td>Automated Tool Presetting</td>
<td>Traditional Lathes</td>
<td>Welding</td>
<td>Robotics in Manufacturing</td>
<td>Solid-Carbide Tools</td>
<td>Threading Tools</td>
</tr>
<tr>
<td>Modular Workholding</td>
<td>PLM Software</td>
<td>Parting &amp; Grooving Tools</td>
<td>Machine Tool Maintenance</td>
<td>Laser-Based Measurement</td>
<td>Tool Grinding Machines</td>
<td>Toolholding for High-Speed Machining</td>
<td>Ceramic Cutting Tools</td>
<td>Bridge Mills</td>
<td>Coordinate Measurement Machines (CMM)</td>
<td>Gaging</td>
<td>Reverse Engineering of Parts</td>
</tr>
<tr>
<td>End Mills</td>
<td>Toolpath Simulation Software</td>
<td>Assembly Systems</td>
<td>Holemaking</td>
<td>Tool Balancing</td>
<td>EDMs</td>
<td>Diamond/CBN Cutting Tools</td>
<td>Tools, Machines, Software for Moldmaking</td>
<td>Marking Systems</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI-MONTHLY COLUMNS</td>
<td>Additive Manufacturing Update</td>
<td>Software Update</td>
<td>Additive Manufacturing Update</td>
<td>Software Update</td>
<td>Additive Manufacturing Update</td>
<td>Software Update</td>
<td>Additive Manufacturing Update</td>
<td>Software Update</td>
<td>Additive Manufacturing Update</td>
<td>Software Update</td>
<td></td>
</tr>
<tr>
<td>SPECIALS</td>
<td>Medical Additive Yearbook</td>
<td>Laser Special Section</td>
<td></td>
<td></td>
<td>Motorized Vehicle Yearbook</td>
<td>Aerospace &amp; Defense Yearbook</td>
<td>Medical Special Section</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHOW PREVIEW</td>
<td>HOUSTEX</td>
<td>RAPID + TCT</td>
<td>EASTEC</td>
<td>WMTS</td>
<td></td>
<td>FABTECH</td>
<td>AeroDef/WESTEC</td>
<td>CMTS</td>
<td>SOUTHTEC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADVERTISER BONUS</td>
<td>Tech Sheets (w/ full-page ad or equivalent)</td>
<td>Show Exhibitors Receive Same Size Ad in 2021 HOUSTEX Event Directory</td>
<td>Half-Page Case Study or Company Profile (w/halfpage ad or larger)</td>
<td>Medical Additive Yearbook Advertisers Receive Leads from Medical Additive Webinar</td>
<td>Show Exhibitors Receive Same Size Ad in 2021 EASTEC Event Directory</td>
<td>Buy An Ad In The Pre-Show Issue/Receive An Ad In The Show Guide</td>
<td>Website Profiles (w/ half-page ad or larger)</td>
<td>Free Ad in Special T &amp; W eNewsletter</td>
<td>Motorized Yearbook Advertisers Receive Leads from Motorized Webinar</td>
<td>Signet AdBrand Advertising Study (w/half-page ad or larger)</td>
<td>Inclusion In FABTECH Pre-Show eNewsletter</td>
</tr>
</tbody>
</table>

## AD Closing Dates

|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|

## 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
### A. BLACK AND WHITE DISPLAY AD RATES

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

**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 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

1. Standard Second Colors: cyan, magenta, yellow, red or green digital. **Add $1,120 per page per color.**
2. PMS (matched) Second Colors: **Add $1,450 per page per color.**
3. Four-Color Process: **Add $2,050 for the first page.**
4. 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.
5. No charge for bleed.

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

1. Standard Second Colors: cyan, magenta, yellow, red or green digital. **Add $910 per page per color.**
2. PMS (matched) Second Colors: **Add $1,120 per page per color.**
3. Four-Color Process: **Add $1,610 for the first page.**
4. 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.

<table>
<thead>
<tr>
<th>COVERS &amp; SPECIAL POSITIONS</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVER 2</td>
<td>$10,140</td>
<td>$8,670</td>
</tr>
<tr>
<td>COVER 3</td>
<td>$9,690</td>
<td>$8,230</td>
</tr>
<tr>
<td>COVER 4</td>
<td>$10,610</td>
<td>$9,030</td>
</tr>
</tbody>
</table>

**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”.
   - Nine lines to an inch (7/8”). Maximum size 2”; Minimum size 1”.

<table>
<thead>
<tr>
<th>CLASSIFIED DISPLAY SECTION</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$200/in.</td>
<td>$180/in.</td>
<td>$170/in.</td>
</tr>
</tbody>
</table>

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.”

<table>
<thead>
<tr>
<th>CLASSIFIED AD SECTION RATES</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/9 UNIT (2-3/16&quot; X 3-3/8&quot;)</td>
<td>$900</td>
<td>$880</td>
<td>$840</td>
</tr>
<tr>
<td>1/8 UNIT (3-3/8&quot; X 2-1/4&quot;)</td>
<td>$1,020</td>
<td>$990</td>
<td>$970</td>
</tr>
<tr>
<td>1/6 UNIT (3-3/16&quot; X 4-7/8&quot;)</td>
<td>$1,345</td>
<td>$1,330</td>
<td>$1,290</td>
</tr>
<tr>
<td>2/9 UNIT (4-1/2&quot; X 3-3/8&quot;)</td>
<td>$1,370</td>
<td>$1,770</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

4. **Color Ads**
   - Standard 2nd color - Inch: $100, Unit: $240
   - 4 color - Inch: $120, Unit: $470

### I. COMMISSIONS AND TERMS

1. **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.
2. 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.
3. **Liability for Payment:** The advertiser is responsible for all payments. In the event an agency was paid, 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.