

SMART MANUFACTURING 2021 EDITORIAL CALENDAR



	FEBRUARY	APRIL	JUNE	AUGUST	OCTOBER	DECEMBER
EDITORIAL LEAD	Cybersecurity	Metrology	Artificial Intelligence	Augmented Reality	Blockchain	Data Analytics
	Top 20 Women in Robotics & Automation	20 Leaders to Watch	20 Most Influential Professors	Augmented Reality for Assembly	Zero Down Time with Artificial Intelligence	Physics-Informed Artificial Intelligence & Process-Embedded Sensing Methods
	Metamorphic Manufacturing	Double-Sided Incremental Forming	Faster Training via Smart Technology	Emerging Data Analytics Tools	Additive Manufacturing Tech for Liquid & Soft Materials	Blending Intelligence with Manual Machinery
			Artificial Intelligence in the Cloud	Regenerative Medical Devices	Cybersecurity and Blockchain	Big Data Analytics
	Manufacturing USA Update	Manufacturing USA Update	Manufacturing USA Update	Manufacturing USA Update	Manufacturing USA Update	Manufacturing USA Update
	Additive Manufacturing Update	Additive Manufacturing Update	Additive Manufacturing Update	Additive Manufacturing Update	Additive Manufacturing Update	Additive Manufacturing Update
SPECIALS	Collective Intelligence Roundtable	Collective Intelligence Roundtable	Collective Intelligence Roundtable	Collective Intelligence Roundtable	Collective Intelligence Roundtable	Collective Intelligence Roundtable
BONUS DISTRIBUTION	HOUSTEX February 23-25, Houston, TX	RAPID + TCT April 26-29, Chicago, IL EASTECH May 11-13, West Springfield, MA		FABTECH September 13-16, Chicago, IL AeroDef Manufacturing September 20-23, Long Beach, CA WESTEC September 21-23, Long Beach, CA	SOUTHTEC October 26-28, Greenville, SC	
ADVERTISER BONUS	Women in Robotics & Automation Podcast Series Package	Social Media Promotion Package	Top Professors Campaign	Podcast Package	Social Media Promotion Package	Webinar
AD CLOSING DATES						
RESERVATIONS	January 4, 2021	March 2, 2021	April 30, 2021	June 28, 2021	August 30, 2021	November 1, 2021
MATERIALS	January 6, 2021	March 5, 2021	May 5, 2021	July 1, 2021	September 2, 2021	November 4, 2021

SMART MANUFACTURING 2021 RATES & SPECS



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

Live Area

All type, logos, and critical images and material should be at least .25" from finished ad edge on all sides of full page ads.

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"

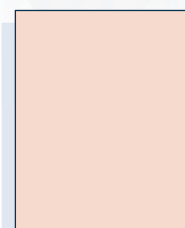
Add .125" bleed to Left, Right and Foot

Trim Size: 15.5" X 5.75"

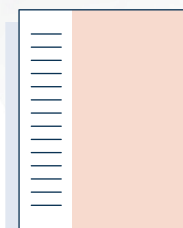
FURNISHED MATERIALS

- **Required materials:** All ads must use CMYK color profile. All PMS colors should be converted to their equivalent CMYK process color unless otherwise indicated. PDF/X-1a 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. Extra charge for PMS and spot colors. Contact your sales rep for pricing.
- **Advertising insert specs and quotations:** Call SME Advertising & Production at 313.425.3160
- Submit furnished materials through SME Media Ad Portal.

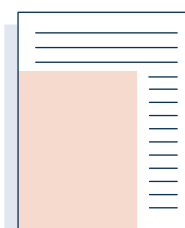
Note: Ad size change. All SME Media publications now have a common ad size.



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



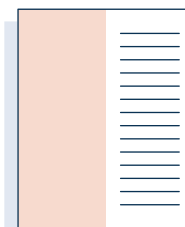
2/3 PAGE
Ad Size: 4.5625" X 10"
Bleed: 0*
Trim: None



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



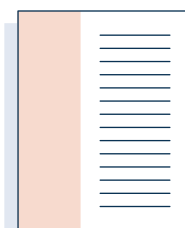
HORIZONTAL 1/2 PAGE
Ad Size: 7" X 4.875"
Bleed: 0*
Trim: None



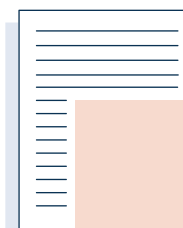
VERTICAL 1/2 PAGE
Ad Size: 3.375" X 10"
Bleed: 0*
Trim: None



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

