<table>
<thead>
<tr>
<th></th>
<th>JANUARY/FEBRUARY</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
<th>JULY/AUGUST</th>
<th>SEPTEMBER/OCTOBER</th>
<th>NOVEMBER/DECEMBER</th>
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<tbody>
<tr>
<td><strong>EDITORIAL LEAD</strong></td>
<td>Aerospace &amp; Defense</td>
<td>Additive Manufacturing</td>
<td>Smart Manufacturing Experience</td>
<td>IMTS</td>
<td>FABTECH</td>
<td>Automation</td>
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<tr>
<td>Top 20 Women in Aerospace &amp; Defense</td>
<td>Top 25 Leaders in Smart Manufacturing</td>
<td>Top 20 Professors</td>
<td>Additive at IMTS</td>
<td>Batch Size One</td>
<td>Mobile Robots</td>
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<tr>
<td>Augmented Reality</td>
<td>Wearables</td>
<td>5G</td>
<td>Robotics</td>
<td>Thermoplastics</td>
<td>CAD/CAM Software Advances</td>
<td></td>
</tr>
</tbody>
</table>

**MANUFACTURING USA UPDATE**

- [Cesmii](#) | [America Makes](#) | [IMTS](#) | [ARM](#) | [ALIF](#)

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 18-19, Fort Worth, TX
- RAPID + TCT: April 20-23, Anaheim, CA
- IMTS: May 11-15, Montreal, QC
- 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**

|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
SMART MANUFACTURING 2020 RATES & SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$5,440</td>
<td>$5,270</td>
<td>$5,100</td>
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<tr>
<td>2/3 PAGE</td>
<td>$4,050</td>
<td>$3,930</td>
<td>$3,800</td>
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<td>1/2 PAGE ISLAND</td>
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<td>$3,570</td>
<td>$3,440</td>
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<td>1/4 PAGE</td>
<td>$1,660</td>
<td>$1,620</td>
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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.
• Screent: 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.

*Allow .125" on all bleeding edges