# Smart Manufacturing 2021 Editorial Calendar

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<thead>
<tr>
<th></th>
<th>February</th>
<th>April</th>
<th>June</th>
<th>August</th>
<th>October</th>
<th>December</th>
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<tbody>
<tr>
<td><strong>Editorial Lead</strong></td>
<td>Cybersecurity</td>
<td>Metrology</td>
<td>Artificial Intelligence</td>
<td>Augmented Reality</td>
<td>Blockchain</td>
<td>Data Analytics</td>
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<tr>
<td>Top 20 Women in Robotics &amp; Automation</td>
<td>20 Leaders to Watch</td>
<td>20 Most Influential Professors</td>
<td>Augmented Reality for Assembly</td>
<td>Zero Down Time with Artificial Intelligence</td>
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<td>Manufacturing USA Update</td>
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<td><strong>Specials</strong></td>
<td>Collective Intelligence Roundtable</td>
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<td><strong>Bonus Distribution</strong></td>
<td>HOUSTEX February 23-25, Houston, TX</td>
<td>RAPID + TCT April 26-29, Chicago, IL</td>
<td>EASTEC May 11-13, West Springfield, MA</td>
<td>FABTECH September 13-16, Chicago, IL AeroDef Manufacturing September 20-23, Long Beach, CA</td>
<td>WESTEC September 21-23, Long Beach, CA</td>
<td>SOUTHTEC October 26-28, Greenville, SC</td>
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<td><strong>Advertiser Bonus</strong></td>
<td>Women in Robotics &amp; Automation Podcast Series Package</td>
<td>Social Media Promotion Package</td>
<td>Top Professors Campaign</td>
<td>Podcast Package</td>
<td>Social Media Promotion Package</td>
<td>Webinar</td>
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<td><strong>Ad Closing Dates</strong></td>
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<td><strong>Materials</strong></td>
<td>January 6, 2021</td>
<td>March 5, 2021</td>
<td>May 5, 2021</td>
<td>July 1, 2021</td>
<td>September 2, 2021</td>
<td>November 4, 2021</td>
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SMART MANUFACTURING 2021 RATES & SPECS

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’’
Trim: None

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

**VERTICAL**
1/4 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