

Mining

OFFICIAL PUBLICATION OF SME

engineering®

2021 MEDIA GUIDE



SME

Society for
Mining, Metallurgy
& Exploration®

me.smetnet.org

About the Society for Mining, Metallurgy & Exploration

The Society for Mining, Metallurgy & Exploration brings together the mining and mineral industry's brightest and most dedicated professionals. More than 13,000 global members advance their careers with the world-class technical resources, educational programs, networking opportunities and professional development tools from SME. Our members are focused on sharing best practices for safety, environmental stewardship and moving mining forward.

SME. *Inspiring mining professionals worldwide.*

Your Connection to SME

Reach your marketing goals and align your message with the trusted and reliable voice of the industry. From brand awareness and lead generation, to thought leadership and product promotion, we offer avenues to connect with the audience you need.

SME offers many new opportunities to connect with your clients directly on SME platforms. Design a cross-platform marketing program that delivers exclusive access to mining, mineral and exploration professionals.

- Mining Engineering
- Website
- eNewsletter
- Webinars
- Client-provided Content
- Career Center
- Conferences
- Program Sponsorships

13,000
Members

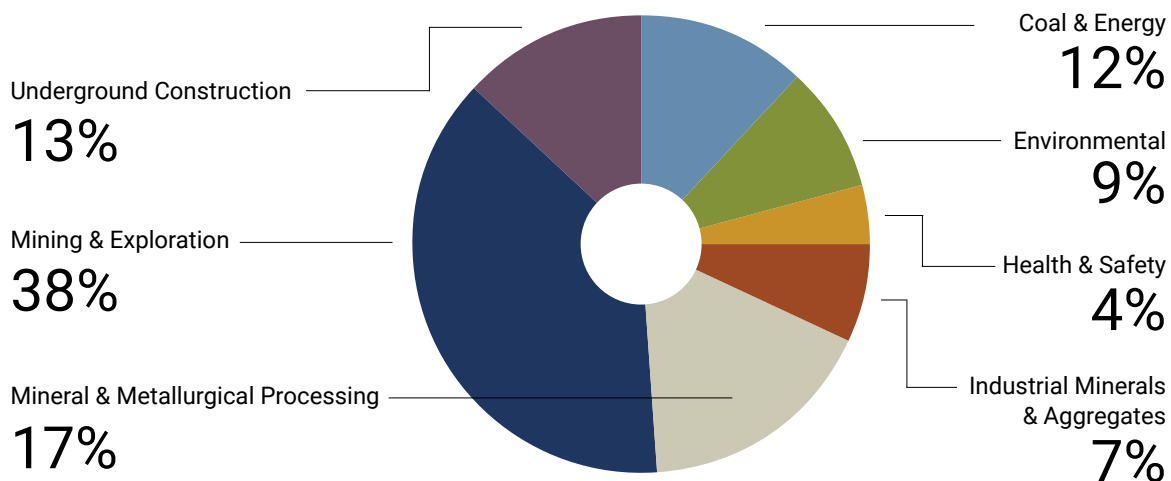
Globally represented in
75
countries

25%
of membership is international

75%
is in the United States

SME membership represents a diverse cross-section of the mining, minerals, and underground construction industries.

SME MEMBERS, BY PRIMARY INTEREST

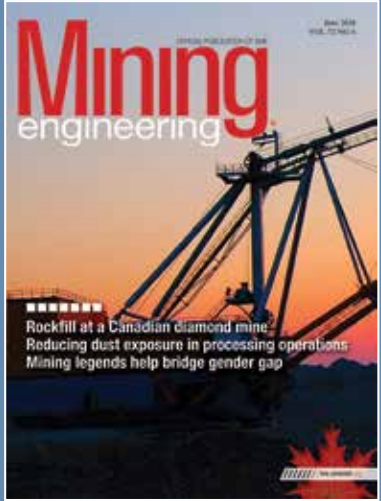


The flagship publication of SME

The industry has turned to *Mining Engineering* for the past 73 years as the source for trusted and reliable information.

Mining Engineering Reader Stats

<p>71% of members consider <i>Mining Engineering</i> a primary benefit of membership</p>	<p>4 bonus issues of <i>Tunneling & Underground Construction</i></p>	<p>58% of readers have taken action in the past 12 months due to an ad in ME</p>
<p>2 ShowGuides</p>	<p>12 issues annually</p>	<p>14K subscribing readers</p>
<p>75% of readers refer to each issue at least once</p>	<p>17K+ total readership</p>	<p>39% of readers share their copy with another colleague</p>



Source: 2020 Readex Readership Survey

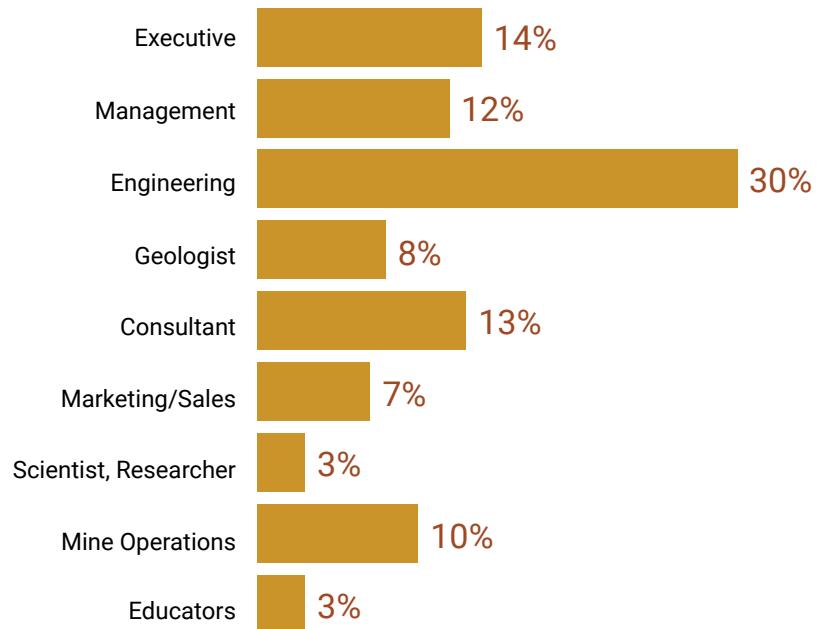


Bonus Distribution

Each issue of *Mining Engineering* includes targeted, bonus distribution at key trade shows, training events, seminars and industry meetings

SME delivers *Mining Engineering* to potential members and to mining industry business leaders whose areas of interest and expertise match monthly editorial topics.

MINING ENGINEERING READER PRIMARY JOB FUNCTION



2021 Editorial & Advertising Calendar

	Editorial Topic/Advertising Opportunities	Bonus Distribution	Discounts
January Sales Close: 12/8/2020 Material Close: 12/15/2020	<ul style="list-style-type: none"> • Surface mining/tailings • Precious Metals • Official SME Pre-ShowGuide 	AME Roundup George A. Fox	<ul style="list-style-type: none"> • 20% off all Surface Mining display ads • 25% off all Pre-Show Section display ads including a free repeat in February Show Section and Official SME ShowGuide
February Sales Close: 1/5/2021 Material Close: 1/12/2021	<ul style="list-style-type: none"> • Mining in the West • Working through the pandemic • Official SME ShowGuide • Media Review (see page 7 for details) 	MINEXCHANGE SME Annual Conference & Expo	<ul style="list-style-type: none"> • 20% off Mining in the West display ads • 25% off ShowGuide display ads • Free repeat of Pre-Show Section ads
March Sales Close: 2/2/2021 Material Close: 2/9/2021	<ul style="list-style-type: none"> • SME President Interview • Pumps • Rational Resource Exploration <p>Tunneling & Underground Construction – Current and Future developments (see page 7 for details)</p>	PDAC	<ul style="list-style-type: none"> • 20% off Pump Section display ads • 20% off Exploration section display ads
April Sales Close: 3/2/2021 Material Close: 3/9/2021	<ul style="list-style-type: none"> • Coal • Developing the talent pool • Heavy Equipment • Business Profiles (Free, custom editorial for all Business Profile advertisers, see page 7 for details) 	SME Minnesota Conference	<ul style="list-style-type: none"> • 20% off Coal Section display ads—or—free ad in July Coal Section • 20% off Heavy Equipment Section display ads
May Sales Close: 4/6/2021 Material Close: 4/13/2021	<ul style="list-style-type: none"> • Annual Reviews USGS • Canada • Permitting Issues • New Technologies in mining <p>Tunneling & Underground Construction – Large Bore Tunneling: RETC ShowGuide (see page 7 for details)</p>	CIM Rapid Excavation and Tunneling Conference	<ul style="list-style-type: none"> • 20% off Canada Section display ads • 20% off New Technology in Mining ads
June Sales Close: 5/4/2021 Material Close: 5/11/2021	<ul style="list-style-type: none"> • Underground Mining • Reclamation • Media Review (see page 7 for details) • Products & Services Directory (see page 7 for details) 		<ul style="list-style-type: none"> • 20% off Underground Mining section display ads. • 20% off Products & Services Directory ads with a free repeat in the December Directory
July Sales Close: 6/1/2021 Material Close: 6/8/2021	<ul style="list-style-type: none"> • Industrial Minerals Review • Mineral Processing • Coal 	International Conference on Ground Control in Mining	<ul style="list-style-type: none"> • 20% off Mineral Processing display ads • 20% off all Coal display ads
August Sales Close: 7/6/2021 Material Close: 7/13/2021	<ul style="list-style-type: none"> • Worldwide Energy Consumption • Consulting • Media Review (see page 7 for details) • MINExpo 		<ul style="list-style-type: none"> • 20% off Energy section display ads • 20% off Consulting section display ads • 25% off MINExpo exhibitor display ads
September Sales Close: 8/3/2021 Material Close: 8/10/2021	<ul style="list-style-type: none"> • Innovation in Mining • MINExpo • Education <p>Tunneling & Underground Construction – Shafts: Advances in Technology (see page 7 for details)</p>	MINExpo	<ul style="list-style-type: none"> • 25% off MINExpo exhibitor display ads • 20% off Education section display ads
October Sales Close: 9/7/2021 Material Close: 9/14/2021	<ul style="list-style-type: none"> • Canada • Water Management • Business Profiles (Free, custom editorial for all Business Profile advertisers, see page 7 for details) 	SME Florida Conference	<ul style="list-style-type: none"> • 20% off Canada Section display ads • 20% off Water Management display ads
November Sales Close: 10/5/2021 Material Close: 10/12/2021	<ul style="list-style-type: none"> • Technology Trends • MINExpo Recap • Media Review (see page 7 for details) 		<ul style="list-style-type: none"> • 25% off MINExpo exhibitor display ads (40% discount for those with ads in August & September MINExpo Sections)
December Sales Close: 11/2/2021 Material Close: 11/9/2021	<ul style="list-style-type: none"> • Mining vehicles • Products & Services Directory (see page 7 for details) • Workforce <p>Tunneling & Underground Construction – Digital Technology (see page 7 for details)</p>		<ul style="list-style-type: none"> • 20% off Mining Vehicles section display ads • 20% off Products & Services Directory – or a free repeat of ads appearing in the June Directory • 20% off Workforce ads • Full page free in 2022 with any full page December ads

Mining Engineering's reach goes beyond print.

Daily news, as well as current and archived issues, are available online at me.smenet.org to all SME members and ME subscribers. Advertise on the *Mining Engineering* website and connect with a qualified mining audience 24 hours a day.



149K
Page views

51K
Visits

28K
Unique visitors

1.9
Page views per visit

ME Website Digital Ads	Size	3x	6x	12x
Leader Board Banner Ad (one per month, with four rotating positions)	700x188px	\$1,000	\$750	\$500
Medium Banner Ad (two per month, homepage)	200x200px	\$300	\$225	\$150
Client-provided Content Ad (four per month)	350x225px image Headline 600-1,200 characters and two additional ads	\$2,450	\$1,850	\$1,350
Issues Page Ad (two per month, with four rotating positions)	200x400px	\$300	\$225	\$150
Articles Page Ad (two per month)	200x400px	\$300	\$225	\$150

Expand your marketing matrix.

Connect with your clients across multiple platforms.

Client-Provided Content

Client-Provided Content is your opportunity to have your own page on the *Mining Engineering* website to post company news, technical information, white papers, press releases, contact info, banner ads, images, links to webinars, videos, and more. Client-Provided Content is referenced and archived on the SME website and represents a high value and effective way to position your company as an industry leader in order to grow your business.

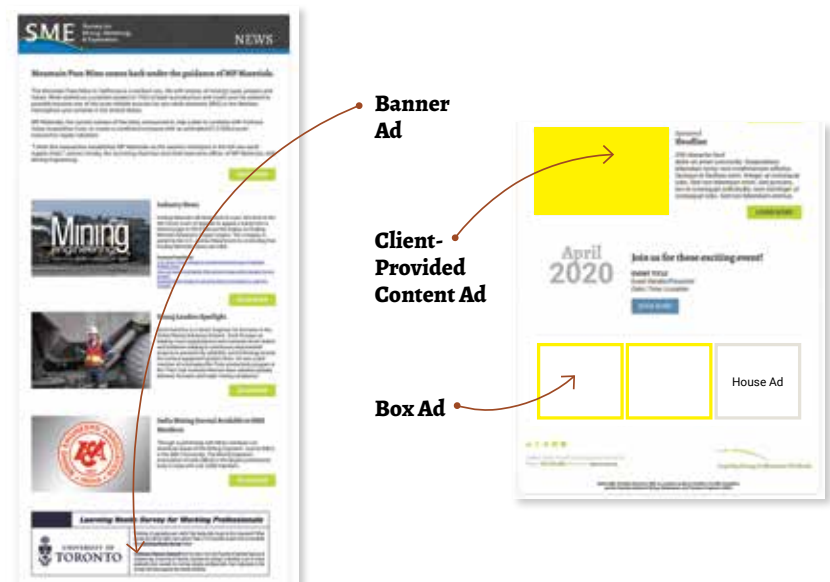


Product & Services Showcase

Share your fully developed content by hosting an hour-long showcase. Not only will you have brand recognition, but the reach of the exclusive SME audience.

Newsletters

Valuable advertising space is available in SME's eNewsletter. These exclusive spots fill quickly and deliver your message to an engaged audience. SME members and subscribers have requested to receive this newsletter bi-weekly.



21%
Average open rate

Stand out with custom print options.

Work with us to ensure your message stands out in print. Dream outside the box and engage the reader in memorable ways. Custom print ad options include:

- Bellybands
- Magazine inserts
- Foldout pages
- Polybag inserts

Rates provided on request

Supplemental Features

Products & Services Directory

The Products & Services Directory is printed as an insert in *Mining Engineering* in June and December, and serves as a stand-alone directory for year-round reference by buyers worldwide, as well as an online reference on the *Mining Engineering* website.

Business Profiles (April & October Issues)

Tell your brand story and deepen your connection with clients. With the purchase of any size display ad 1/4 page or larger, at regular price in this section, receive a matching size custom advertorial to complement your ad.

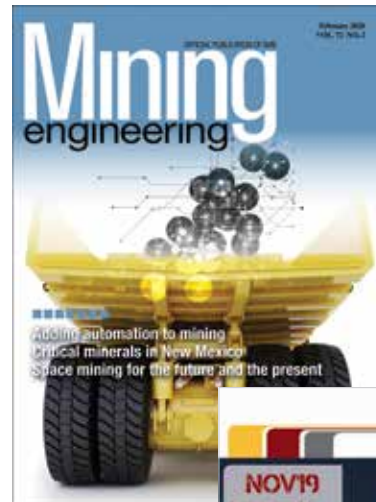
Media Reviews (February, May, August & November Issues)

Showcase printed materials, including videos, books and PDFs in the special media review section. Connect with readers searching for supplemental materials.

Media Review rates: 1x @ \$800 per insertion or 4x @ \$410 per insertion.

Tunneling & Underground Construction (T&UC) Supplement

T&UC sections appear in March, May, September and December issues.



2021 Advertising Rates

Display advertising rates 2021 – Effective January 1, 2021

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$6,280	\$5,960	\$5,625	\$5,290	\$4,970	\$4,570
2/3 page	\$5,090	\$4,850	\$4,715	\$4,580	\$4,330	\$3,760
1/2 page	\$4,450	\$4,240	\$4,140	\$4,040	\$3,840	\$3,340
1/3 page	\$3,420	\$3,300	\$3,230	\$3,160	\$3,030	\$2,670
1/4 page	\$3,160	\$3,050	\$2,985	\$2,920	\$2,820	\$2,460
1/6 page	\$2,710	\$2,610	\$2,570	\$2,530	\$2,440	\$2,180
2-page spread	\$9,250	\$8,690	\$8,425	\$8,160	\$7,620	\$6,530

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$4,840	\$4,480	\$4,140	\$3,830	\$3,540	\$3,280
2/3 page	\$3,620	\$3,370	\$3,120	\$2,890	\$2,670	\$2,470
1/2 page	\$2,980	\$2,790	\$2,580	\$2,390	\$2,210	\$2,040
1/3 page	\$1,970	\$1,830	\$1,690	\$1,560	\$1,440	\$1,330
1/4 page	\$1,710	\$1,580	\$1,460	\$1,350	\$1,250	\$1,160
1/6 page	\$1,240	\$1,150	\$1,060	\$980	\$900	\$830
2-page spread	\$7,760	\$7,230	\$6,690	\$6,190	\$5,620	\$5,200

Add \$1,000 for an optional matched Pantone or PMS (non-CMYK) color selection.

Classified Advertising Rates 2021 (Net)

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$1,890	\$1,800	\$1,750	\$1,620	\$1,510	\$1,410
2/3 page	\$1,530	\$1,460	\$1,410	\$1,310	\$1,230	\$1,140
1/2 page	\$1,330	\$1,270	\$1,240	\$1,180	\$1,080	\$990
1/3 page	\$1,030	\$980	\$960	\$920	\$820	\$740
1/4 page	\$960	\$900	\$880	\$840	\$760	\$670
1/6 page	\$810	\$780	\$760	\$750	\$670	\$580
2-page spread	\$2,780	\$2,640	\$2,560	\$2,320	\$2,220	\$2,130

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$1,450	\$1,370	\$1,330	\$1,250	\$1,160	\$1,060
2/3 page	\$1,090	\$1,030	\$1,010	\$920	\$880	\$790
1/2 page	\$900	\$860	\$830	\$750	\$730	\$640
1/3 page	\$600	\$570	\$560	\$470	\$450	\$370
1/4 page	\$500	\$480	\$470	\$410	\$370	\$310
1/6 page	\$370	\$350	\$340	\$290	\$250	\$210
2-page spread	\$2,330	\$2,230	\$2,160	\$2,060	\$1,870	\$1,790

Premium

Pages 3, 5 or 7 or guaranteed right-hand placement	\$250
Inside front cover or inside back cover	\$500
Back cover	\$1,000

**Stand out with Specialty Products - see page 7 for details.*

Discounts And Offers

First-time advertisers receive an additional 10% discount on the gross rate of their first placement. Discounts shown apply to the gross rate before agency discount and cannot be combined with any other discounts except the 10% first-time advertiser discount. Frequency rates must be earned before use and may not be taken in advance. Right-hand page placement for ads is generally available but not guaranteed unless a premium position surcharge is part of the advertising order. Free polybag inserts, from advertiser-supplied product, are specified for quantity, weight and size by the publisher. All discounts and offers taken must be shown on the signed insertion order prepared by SME sales representatives.

Other Rates And Information

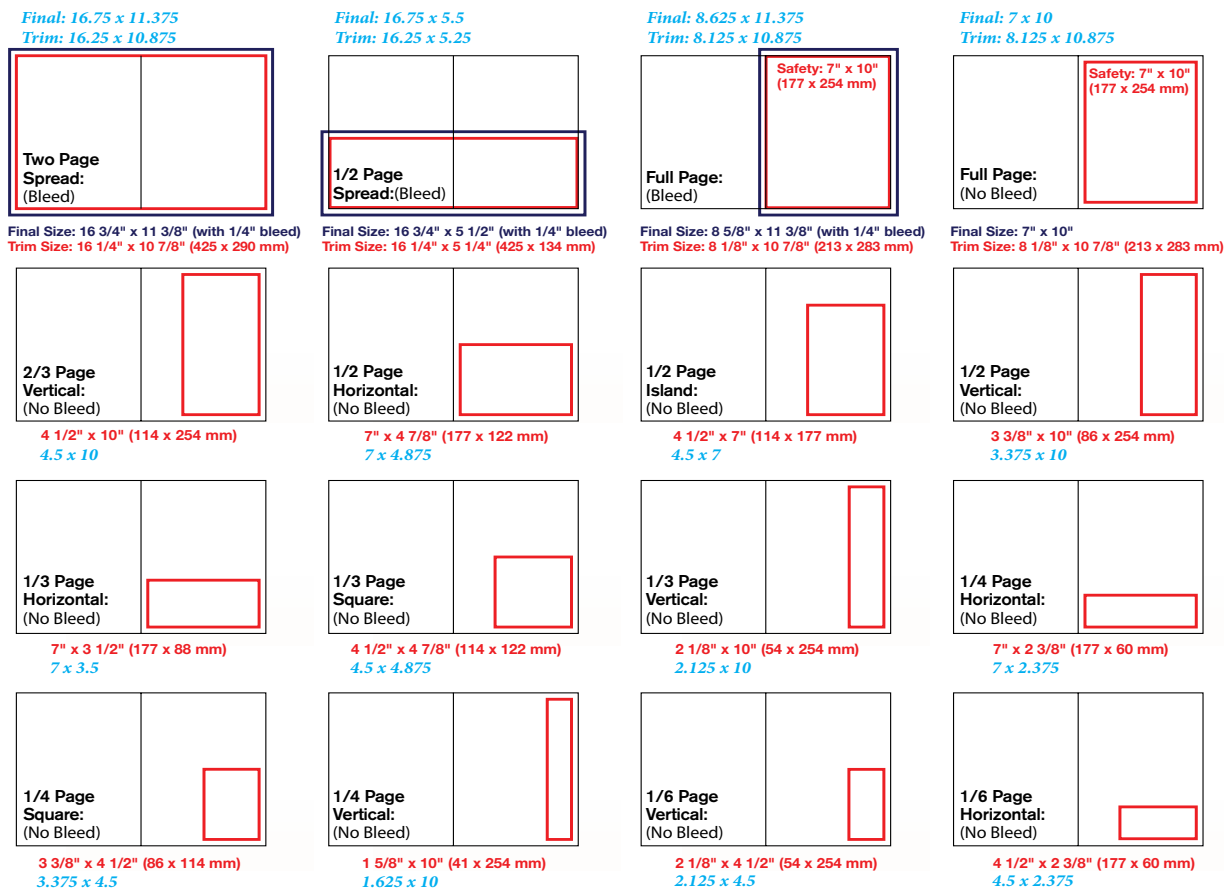
All rates are payable in U.S. funds only. Payment for display ads is by credit card, wire transfer or invoice, with invoicing at 30-day net the standard payment model. Credit card prepayment is required for all classified, professional services, web directory and online advertising. Advertising agency commission discount to recognized agencies only, with supplied press ready files, with no alterations on all regular section display ads. Signed SME insertion orders are required for all placements.

Classified

Classified rates listed are for general classified section placement and guaranteed placement is not available due to production and layout parameters. No spot or Pantone inks on classified ads. Basic typesetting and ad creation offered at no additional cost from advertiser supplied materials. Column-inch ads are not available. Credit card prepayment is required for all classified order bookings. Agency discounts do not apply on classified ads. Word counts, below, will accommodate one small logo.

Classified advertising word counts

Full page	750 words
2/3 page	500 words
1/2 page	250 words
1/3 page	200 words
1/4 page	150 words
1/6 page	100 words
2 page spread	1,500 words



Print Advertising Materials Specifications

File Preparation – Display Ads: Images/logos (before placing into native file): Size each original image to match the size it will appear in the final ad file. Convert all images to CMYK or grayscale and do not use spot colors, RGB, LAB, or ICC color profiles. Images/logos must be a MAXIMUM of 300 dpi resolution before placing into the ad file. Use only Type 1 fonts – no TrueType fonts or font substitutions. It is vital to prepare your images correctly to ensure your final PDF file will be small enough to email to *Mining Engineering* and to ensure optimal reproduction.

File Preparation – Logos: Logo art must be CMYK or grayscale. Size each logo to a maximum of 2" or 50.8 mm wide. Convert all logo art to CMYK or grayscale and a MAXIMUM of 400 dpi resolution. Convert EPS, AI, CDR, PSD, CPT, etc., to PDF. TIFs or JPGs are also acceptable, but their quality is sometimes inferior to PDF.

Export to PDF: Export to PDF with fonts and images/logos embedded. Provide PDF/X-1a or PDF/X-4:2008 file. Include crop marks only for ads intended to bleed. Do not send full color ad files for black and white reproduction to ensure optimal reproduction. The final PDF, if properly prepared, should not exceed 1-2MB, a file size accommodated by most email servers.

Send PDF: All ad files are to be emailed to garvey@smenet.org. An exception is made if your file is very large (but file must be under 25MB); please contact your advertising representative or garvey@smenet.org for FTP instructions.

Magazine Printing: Web printing, perfect binding.

Technical Support: Advertisers or designers with questions about the preparation or reproduction of advertising in *Mining Engineering* may contact the magazine's media manager for technical and/or prepress assistance, garvey@smenet.org.

SME and *Mining Engineering* mailing list rentals available by calling +1-800-708-5478 x3262. All publication pages, including advertising, appear at me.smenet.org. ALSO SEE SRDS PRINT MEDIA SOURCE, www.srds.com.

Send all correspondence, contracts, insertion orders, and ad materials to:

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Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: call for specifications.

All advertising in the print and online editions of *Mining Engineering* is subject to publisher's approval. SME reserves the right to reject any advertisement or space reservation.

Search a dedicated career resource specific to the mining and mineral industry.

Miningjobs.org provides the industry unparalleled access to jobs specific to the mining and minerals industry. Post a job, search the candidate database and find your next great hire here.



Package/option	Member Cost	Nonmember Cost	Notes
30-day job posting	\$299	\$399	
Premium Job Flash package	\$399	\$649	Includes Job Flash emails to SME or UCA members
Ultimate Recruitment package	\$699	\$899	Includes Job Flash emails to SME or UCA members plus distribution to network of job boards
Internship posting	\$0.00	\$50	
5-pack of 30-day job postings	\$1,299	\$1,699	Buy 5 postings and save
5-pack of Premium Job Flash package	\$1,699	\$2,799	Buy 5 postings and save

For information about the Career Center: Laura Nelson | Membership Manager | +1.303.948.4200 | nelson@smenet.org

Exhibit and Sponsorship

A comprehensive plan for advertising, exhibiting and sponsoring tie your marketing program together. Learn more about exhibiting and sponsorship opportunities at these upcoming SME events.

Find details online at smenet.org



MINE XCHANGE SME Annual Conference & Expo
March 1-5, 2021 | Virtual Event



International Conference on Ground Control in Mining
July 27-29, 2021 | Canonsburg, PA



SME Minnesota Conference
April 12-14, 2021 | Duluth, MN



Cutting Edge Conference
November 10-11, 2021



Rapid Tunneling & Excavation Conference (RETC)
June 13-16, 2021 | Las Vegas, NV



SME Arizona Conference
December 3-5, 2021 | Tucson, AZ



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