

Tunneling & Underground Construction

2023 MEDIA GUIDE

THE MAGAZINE

Tunneling & Underground Construction Magazine (T&UC) is the official publication of the Underground Construction Association, a Division of SME. UCA is the fastest growing division within the world's largest professional mining society.

T&UC brings together owners, contractors, designers and suppliers with an interest in tunneling and underground construction, and provides a critical resource for best practices, current projects and case studies. Each issue of *T&UC* features the Tunnel Demand Forecast, a comprehensive overview of many of the largest underground projects taking place across North America.

Readers of *T&UC* include SME members, UCA members and the industry at large through extensive bonus distribution at industry trade shows. As a supplement to *Mining Engineering* magazine, and as a stand-alone publication, *T&UC* reaches more than 17,000 industry professionals with each quarterly edition.

The products and services presented in *T&UC* serve as the foundation of the underground construction and tunneling industries. They are crucial to the success of every project, large and small. If your target audience is the professional decision-maker in the underground construction and tunneling industries, the exposure you receive from an advertising program with *T&UC* will reach your best prospects four times a year.



TU&C READER STATS

90% of members consider *Tunneling & Underground Construction* as a primary benefit of membership

71% of readers have taken action in the past 12 months due to an ad

83% of readers refer to each issue at least once

46% of readers share their copy with another colleague

89% report being involved in their organization's purchasing decisions

Source: 2020 Readex Readership Survey

CIRCULATION/READERSHIP



T&UC is included as a supplement to *Mining Engineering* Magazine resulting in an average, quarterly circulation of 15,000. UCA members and library subscribers also receive single copies of *T&UC*, a distribution of approximately 1,500. Circulation figures are a sworn publisher's statement from SME.

PUBLISHED BY:



JOB TITLE - Individuals:

Executive	14%
Management	12%
Engineering	30%
Geologist	8%
Consultant	13%
Marketing/Sales	7%
Scientist, Researcher	3%
Mine Operations	10%
Educators	3%

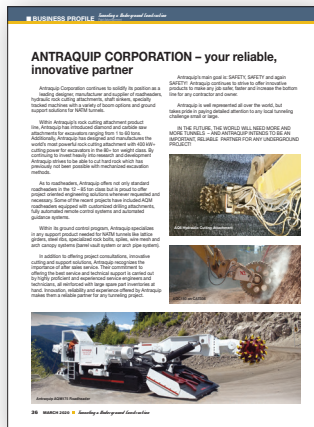
GEOGRAPHICAL - Percentage of circulation:

Africa	0.4%
Asia, Middle East, Russia	0.7%
Australia	1.9%
Canada	3.8%
Central/South America	1.3%
Europe	1.9%
Mexico	0.2%
United States	89.8%

MARKETING & BRANDING TOOLS

Business Profiles

March and December 2023 editions. With the purchase of any regular priced display ad (1/4 page or larger) in this section, receive a free, matching size custom advertorial complimenting your ad. The Business Profile will be created from your supplied text and images at no additional cost.



Magazine Bellybands

(Shown at right)
Magazine wrap. Created from customer-supplied stock of custom printed, based on custom quote.



ABOUT UCA

The Underground Construction Association, a division of SME, brings together the tunneling and underground construction industry's brightest and most dedicated professionals. Our global membership advance their careers with the world-class technical resources, educational programs, networking opportunities and professional development tools from UCA. Members are focused on sharing best practices on safety, innovation and advocating use of underground space.

Magazine Inserts

High-visibility insert positions are available in any issue, in a position of your choice, and based on a custom quote.

Magazine Polybag Inserts

All full-page advertisers in June *T&UC* earn a free brochure insert in the Rapid Excavation and Tunneling Conference (RETC) polybag from customer-supplied materials. Distributed at RETC, June 2023 (see page 4 for details).

Premium Position

Best position advertising on the cover or in the first few pages captures immediate reader attention. These rates are in addition to the earned frequency rate.

Pages 3, 5 or 7	\$400
Inside front cover or inside back cover	\$500
Back cover	\$800

Trade Show Distribution

Distribution at trade shows reaches attendees who have come to get the best industry information available. Extend your advertising message – choose the trade shows that reach your target audience (See page 4 for details).

First Time Advertiser Discount

First-time advertisers receive an additional 10% discount on their first display ad placement, in addition to any other discounts.



2023 EDITORIAL & ADVERTISING CALENDAR

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION	SPECIAL ADVERTISING FOCUS
MARCH 2023 Sales Close: 2/7/2023 Material Close: 2/14/2023	<ul style="list-style-type: none"> Innovations in tunnel boring machines: upgrading equipment for improved carbon efficiency Business Profiles 		Free custom advertorial in the Business Profile Section for all quarter page and larger display advertisers. <i>See page 3 for details</i>
JUNE 2023 Sales Close: 05/2/2023 Material Close: 05/9/2023	<ul style="list-style-type: none"> Material handling and disposal 	RETC Boston, MA June 11-14	25% Discount for all advertisements positioned in the RETC Showguide, with free repeat of the advertisement in the official RETC Showguide distributed at the event. All full page advertisers receive a free polybag insert for distribution at the event.
SEPTEMBER 2023 Sales Close: 8/1/2023 Material Close: 8/8/2023	<ul style="list-style-type: none"> State of the industry: carbon efficient advancements 	Cutting Edge Fall 2023	10% Discount on all fractional ads.
DECEMBER 2023 Sales Close: 11/7/2023 Material Close: 11/14/2023	<ul style="list-style-type: none"> Next steps – the future of the tunneling industry Business Profiles 	George A. Fox Conference January, 2024	Free custom advertorial in the Business Profile Section for all quarter page and larger display advertisers. <i>See page 3 for details</i>



Display Ad Sizes

<p>Two Page Spread 16 3/4" x 11 3/8" (with 1/4" Bleed) Trim Size: 16 1/4" x 10 7/8" 425 x 290mm</p> <p>1/2 Page Spread 16 3/4" x 5 1/2" (with 1/4" Bleed) Trim Size: 16 1/4" x 5 1/4" 425 x 134mm</p>	<p>Full Page 8 5/8" x 11 3/8" (with 1/4" Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm</p>	<p>Full Page (No Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm</p>	<p>1/2 Page Horizontal 7" x 4 7/8" 177 x 122mm</p>	<p>1/2 Page Island 4 1/2" x 7" 114 x 177mm</p>	<p>1/2 Page Vertical 3 3/8" x 10" 86 x 254mm</p>	<p>1/6 Page Vertical 2 1/8" x 4 1/2" 54 x 114mm</p>	
<p>2/3 Page Vertical 4 1/2" x 10" 114 x 254mm</p>	<p>1/3 Page Horizontal 7" x 3 1/2" 177 x 88mm</p>	<p>1/3 Page Square 4 1/2" x 4 7/8" 114 x 122mm</p>	<p>1/3 Page Vertical 2 1/8" x 10" 54 x 254mm</p>	<p>1/4 Page Horizontal 7" x 2 3/8" 177 x 60mm</p>	<p>1/4 Page Square 3 3/8" x 4 1/2" 86 x 114mm</p>	<p>1/4 Page Vertical 1 5/8" x 10" 41 x 254mm</p>	<p>1/6 Page Horizontal 4 1/2" x 2 3/8" 114 x 60mm</p>

2023 ADVERTISING RATES

DISPLAY RATES 2023 - Gross rates shown before discount(s)

Four color process	1x	3x	4x
2 page spread	\$4,040	\$3,265	\$2,425
Full page	\$2,740	\$2,205	\$1,685
2/3 page	\$2,110	\$1,705	\$1,390
1/2 page	\$1,930	\$1,545	\$1,240
1/3 page	\$1,480	\$1,195	\$995
1/4 page	\$1,375	\$1,110	\$915
1/6 page	\$1,185	\$960	\$810

Black & White	1x	3x	4x
2 page spread	\$3,380	\$3,265	\$2,425
Full page	\$2,110	\$1,705	\$1,195
2/3 page	\$1,590	\$1,280	\$885
1/2 page	\$1,320	\$1,065	\$760
1/3 page	\$885	\$680	\$490
1/4 page	\$750	\$600	\$425
1/6 page	\$545	\$425	\$310

CLASSIFIED RATES 2023 - Net rates / no discounts - just for classified rates

Four color process	1x	3x	4x
2 page spread	\$1,780	\$1,440	\$1,280
Full page	\$1,240	\$1,005	\$905
2/3 page	\$1,095	\$885	\$820
1/2 page	\$995	\$800	\$750
1/3 page	\$830	\$680	\$640
1/4 page	\$790	\$630	\$575
1/6 page	\$720	\$575	\$520

Black & White	1x	3x	4x
2 page spread	\$1,290	\$1,035	\$920
Full page	\$800	\$625	\$500
2/3 page	\$610	\$480	\$385
1/2 page	\$510	\$395	\$310
1/3 page	\$335	\$260	\$210
1/4 page	\$300	\$230	\$185
1/6 page	\$225	\$175	\$145

Premium Positions			
Pages 3, 5 or 7 or guaranteed right-hand placement			\$400
Inside front cover or inside back cover			\$500
Back cover			\$800

Frequency rates must be earned before use and may not be taken in advance. Right hand page placement is generally available but not guaranteed unless the guaranteed position rate, above, is part of the advertising order. Free polybag insert space, from advertiser supplied product, must meet weight and size specifications provided by the publisher. All discounts and offers taken must be shown on the signed insertion order prepared by SME sales representatives.

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. Frequency rebates and agency discounts do not apply on classified ads.

Other Rates and Information

All rates are payable in US 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 pressready files, with no alterations on all regular section display ads. Signed SME insertion orders are required for all placements.

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 T&UC 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) and requires FTP upload at <http://www.smenet.org/upload/fileuploadpageAdvertisers.cfm>; please alert us whenever you upload a file.

Magazine Printing: Web printing, perfect binding.

Technical Support: Advertisers or designers with questions about the preparation or reproduction of advertising in T&UC may contact the magazine's media manager for technical and/or prepress assistance, garvey@smenet.org.

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

Gary Garvey, Media Manager
SME Publications
12999 E. Adam Aircraft Circle,
Englewood, CO 80112 USA
garvey@smenet.org,
telephone: +1.303.948.4243
fax: +1.303.973.3845.

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

Mail: List rentals available by calling
+1.800.708.5478 x3262.

All publication pages, including advertising, appear at www.tucmagazine.com. See Also SRDS PRINT MEDIA

SOURCE: www.srds.com.

Meet your customers in their inbox

This electronic newsletter for UCA members and interested individuals contains association and industry news. Published six times annually, UCA eNews focuses on featured members, education and professional development opportunities, outreach resources, and industry-related issues. UCA eNews is a cost-effective and valuable marketing tool.

The UCA eNews mailing list averages 1,300 with a consistent open rate over 21%.

1

Banner Ad

2


Client Provided Content Ad

3

Box Ad

THE DRIFT eNews Advertisements

	SIZE	3x	6x
1 Banner Ad (one per issue)	700x188px	\$1,000	\$850
2 Client Provided Content Ad (two per issue)	350x225px image Plus headline and 250 Characters	\$1,750	\$1,550
3 Box Ad (two per issue)	195x195px	\$300	\$265




Underground
Construction
Association
A Division of CMAA


THE DRIFT

Stakeholder Awareness For The Tunneling Industry

UCA Chair Mike Rispin writes in his June column that the world needs tunnels, and that they are a good investment and that the industry must focus on the decision makers who make infrastructural investments — owner organizations, legislators — and get the message to them, help ensure that they have all the facts at their disposal when they make their decisions for or against underground investment.

[Read More](#)



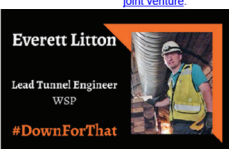


Industry News

Federal Transit Administrator Nuria Fernandez spoke to more than 380 tunneling and underground construction professionals during the George A. Fox Conference. Fernandez, the 15th FTA administrator, spoke about the legislation that she said will make \$73 billion available for tunnel construction in the United States.

[Read More](#)

First major contract for BART extension awarded to Kiewit Shea Traylor joint venture.



Everett Litton
Lead Tunnel Engineer
WSP
#DownForThat

"Tunneling excited me and I never turned back."

Everett Litton, UCA member since 2014, says he most enjoys that the underground industry allows him to contribute to projects with grand ambition and projects that provide tangible benefits to the environment or community. Are you #DownForThat?

[READ MORE](#)

700x188px

350x225px

What to get done: Work or Fun? Buy a Raffle Ticket

Make your decision easy and you can do both! Buy your tickets today for a chance to win a 2021 Cat® CUV62 Utility Vehicle (UTV) with a trailer package – valued at \$19,071. Will you be the winner? Watch the live-streamed drawing on Friday, March 5. Generously sponsored by Wagner CAT.

[BUY TICKETS](#)

UCA 2021 Photo Contest: Tools for the Trade

Open Monday, March 1, 2021

Calling all Photographers – SAVE THE DATE!

The annual UCA Photo Contest will be accepting submissions beginning March 1, 2021. Winners receive a cash prize and one year of UCA membership! Free to enter, need not be a member to submit. Deadline is April 5, 2021. Good luck!

[LEARN MORE](#)

Industry Partners Join DFT

UCA's Down for That workforce initiative is attracting the support of other industry partners including DFI, ASCE's Geo-Institute, The Beavers, and The Moles. New industry resources for students and professors were added with more coming online. To contribute to Down for That visit [undergroundcareers.org](#) and learn more.

[LEARN MORE](#)

195x195px

House Ad

Be a Presenter

Become a Speaker for a Webinar.

[BECOME A SPEAKER](#)

Industry Vendors

Search Here First.

[READ MORE](#)

Submit a Paper

Submit a Paper to the MME Journal.

[SUBMIT A PAPER](#)

Align with industry news leader

Position your company or message on the Underground Construction Association (a division of SME) website. UCA members are among the most educated and respected industry professionals. The UCA website is the first source for member information, association events and professional development.

1 Leaderboard Ad



UCA Website Digital Ads

	SIZE	3x	6x	12x
1 Leaderboard Ad (one position rotating between four advertisements per month)	885x150px	\$1,500	\$1,265	\$1,170

(All Rates Are Net)

TACTICS INCLUDE:

A Site Retargeting

A user visits and browses our site.

This user is flagged as a good prospect and is served ads as they perform other online activities.

The user clicks through the ad, returns to the advertiser's site and converts.

B Geo-Fencing

Geo-Fencing uses GPS technology to create a virtual fence around a physical location.

- Events
- Competitors
- Related places of business
- Places of interest

C Keyword Searches/Retargeting

Your ad will be served to people who search for and/or read content related to:

- Your Google Ad Words
- Your Competitors'
- Ad Words
- Competitors' Names

TOTAL INVESTMENT

DOMINANT	75,000 <u>Monthly</u> Programmatic Impressions	\$29,485 - 12 Months \$15,560 - 6 Months \$8,190 - 3 Months
COMPETITIVE	50,000 <u>Monthly</u> Programmatic Impressions	\$19,655 - 12 Months \$10,375 - 6 Months \$5,460 - 3 Months
PRESENCE	30,000 <u>Monthly</u> Programmatic Impressions	\$11,795 - 12 Months \$6,225 - 6 Months \$3,275 - 3 Months

Ad Sizes

Desktop	160 x 600
Desktop	728 x 90
Mobile	320 x 50
Mobile & Desktop	300 x 250
Mobile	300 x 500

Reach Targeted Prospects in the 7 hours, 23 minutes they are on the internet, beyond a Google search.

SME EVENTS

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 events.

FIND
DETAILS
ONLINE AT
ucaofsme.org



George A. Fox Conference

George A. Fox Conference

January 31, 2023 | New York, NY



MINEXCHANGE
2023 SME ANNUAL CONFERENCE & EXPO
CMA 125th National Western Mining Conference



MINEXCHANGE SME Annual Conference & Expo

February 26-March 1, 2023 | Denver, CO



RET2023

Rapid Tunneling & Excavation Conference (RET2023)

June 11-14, 2023 | Boston, MA



NAT2024
NORTH AMERICAN
TUNNELING CONFERENCE

North American Tunneling Conference

June 23-26, 2024 | Nashville, TN



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