

Put the Full Reach of SME To Work for You



Build a results-driven marketing package tailored to your goals. Partner with the Society for Mining, Metallurgy & Exploration (SME) and maximize your marketing efforts.

Customized marketing packages help you leverage SME resources. Align your message with the trusted and reliable voice of the industry. From brand awareness and lead generation, to thought leadership and product promotion, you'll find avenues to connect with the right audience.

- Publications
- Digital
- Exhibits
- Sponsorships
- Webinars
- Programmatic Advertising
- SME Foundation
- Membership
- Meetings
- Programs & Continuing Education

Learn more about creating your custom marketing opportunity and see how you can reach your organizational goals when you partner with SME.





About the Society for Mining, Metallurgy & Exploration

SME brings together the mining and mineral industry's brightest and most dedicated professionals. More than 14,000 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.

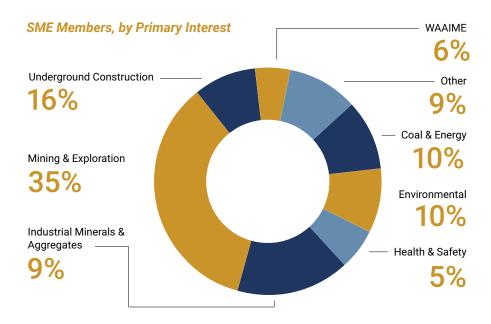
Your Connection to SME

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 magazine
- Tunneling & Underground Construction magazine
- Website
- Programmatic Advertising
- eNewsletters
- Webinars
- Client-Provided Content
- Career Center
- Conferences
- Program Sponsorships



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





The Flagship Publication of SME

The industry has turned to *Mining Engineering* for more than 77 years as the source for trusted and reliable industry intelligence.

Mining Engineering Reader Stats	25,870 Total Readership
71% Members who consider <i>Mining Engineering</i> a primary benefit of membership	Readers who read <i>Mining Engineering</i> within a week of receiving their copy; 70% hold on to their copies for six months or longer
47% Readers who share their copy with another colleague	Have taken action in the past 12 months as a result of seeing advertisements in the publication
Readers who visited an advertiser's website as a result of seeing an ad	77% Prefer to receive the magazine in print format

Annual issues

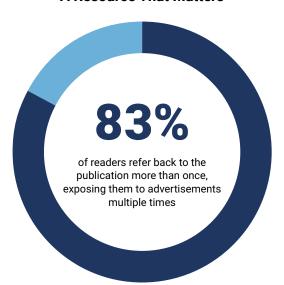
ShowGuides

Bonus issues of Tunneling & Underground Construction

Source: 2023 Baxter Readership Survey



A Resource That Matters



24%



refer four or more times monthly

27%

refer three times monthly

32%

refer two times monthly

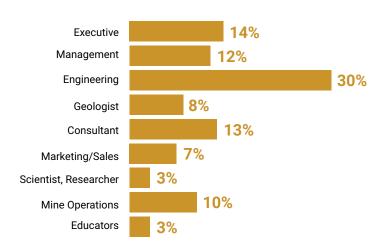








Mining Engineering Reader Primary Function



Bonus Distribution

Many issues of *Mining Engineering* include 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.

Issue	Editorial Topic/Advertising Opportunities	Bonus Distribution	Discounts
January & Pre-show Section Sales Close: 12/9/2025 Material Close: 12/11/2025	 2026 MINEXCHANGE Preview Official SME MINEXCHANGE Pre-show section Women in Mining 	George A. Fox Conference SME MINEXCHANGE 2026 Annual Conference	25% off SME MINEXCHANGE Pre-show section ads including a free repeat in February Show section and the Official SME ShowGuide
February & ShowGuide Sales Close: 1/6/2026 Material Close: 1/13/2026	 Resolution Copper Mine 2026 MINEXCHANGE Keynote Preview Dave Kanagy Appreciation Media Review – (see page 10 for details) 	SME MINEXCHANGE 2026 Annual Conference Prospectors & Developers Association of Canada	25% off SME MINEXCHANGE ShowGuide section ads including a free repeat in the Official SME ShowGuide Free repeat of January SME MINEXCHANGE Pre-show section ads
March Sales Close: 2/3/2026 Material Close: 2/10/2026	 2026 SME President's Interview Mineral Processing Critical Minerals supply chains Tunneling & Underground Construction		• 20% off Mineral Processing section ads
April Sales Close: 3/3/2026 Material Close: 3/10/2026	 2026 MINEXCHANGE Recap Water Management Latin America Mining Business Profiles 	SME Minnesota Conference CIM Connect	 20% off SME MINEXCHANGE Recap section ads 20% off Water Management section ads 20% off Latin America section ads Business Profiles: Free, custom editorial for business profile advertisers (see page 10 for details)
May Sales Close: 4/7/2026 Material Close: 4/14/2026	 USGS Mining Review USGS Critical Minerals Review Heavy Equipment Media Review - (see page 10 for details) 		• 20% off USGS Mining Review section ads • 20% off Heavy Equipment section ads
June Sales Close: 5/5/2026 Material Close: 5/12/2026	 Surface Mining Reviving of Old Mines Coal Tunneling & Underground Construction	UCA North American Tunneling Conference (NAT)	 20% off Surface Mining section ads 20% off Coal section ads 20% off Women in Mining section ads

Issue	Editorial Topic/Advertising Opportunities	Bonus Distribution	Discounts
July Sales Close: 6/2/2026 Material Close: 6/9/2026 P&S Directory Sales Close: 5/14/2026 Material Close: 5/21/2026	 Industrial Minerals Review Tailings Management Products and Services Directory 		 20% off Industrial Minerals Review section ads 20% off Tailings Management section ads 20% off Products & Services Directory ads, with a free repeat in the November Directory
August Sales Close: 7/7/2026 Material Close: 7/14/2026	 Mineral Exploration Underground Mining Canada Media Review - (see page 10 for details) 		 20% off Mining Exploration section ads 20% off Underground Mining ads 20% off Canada Section ads
September Sales Close: 8/5/2026 Material Close: 8/12/2026	 Offshore/Off Earth Mining Education U.S. Mine Permitting Update Tunneling & Underground Construction		 20% off Offshore/Off Earth Mining section ads 20% off Education Roundtable section ads
October Sales Close: 9/8/2026 Material Close: 9/15/2026	 Artificial Intelligence & Machine Learning Mineral Processing Mine Finance Roundtable Business Profiles 		 20% off Artificial Intelligence & Machine Learning section ads 20% off Mineral Processing section ads 20% off Mine Finance section ads Business Profiles: Free, custom editorial for business profile advertisers (see page 10 for details)
November Sales Close: 10/6/2026 Material Close: 10/13/2026	 Environmental, Social & Governance (ESG) New Technology in Mining Media Review - (see page 10 for details) 	SME Arizona Section Conference	 20% off Environmental, Social & Governance (ESG) section ads 20% off New Technology section ads
December Sales Close: 11/3/2026 Material Close: 11/10/2026	Workforce Rare Earths Mining Reclamation Tunneling & Underground Construction		 20% off Workforce section ads 20% off Rare Earths section ads 20% off Reclamation section ads Full-page ads run in December 2026. Earn a free full-page ad in any 2027 issue of <i>Mining Engineering</i>.

Display advertising rates 2026 - Effective January 1, 2026					
Four-color process	1x	3x	6х	9x	12x
2-page spread	\$10,875	\$10,210	\$9,900	\$9,590	\$8,950
Full page	\$7,375	\$6,995	\$6,610	\$6,215	\$5,845
2/3 page	\$5,980	\$5,700	\$5,540	\$5,390	\$5,095
1/2 page	\$5,225	\$4,980	\$4,870	\$4,745	\$4,510
1/3 page	\$4,015	\$3,880	\$3,790	\$3,720	\$3,560
1/4 page	\$3,720	\$3,585	\$3,510	\$3,435	\$3,315
1/6 page	\$3,190	\$3,065	\$3,020	\$2,980	\$2,870
D0W/0	4	0		0	40
B&W/Grayscale	1x	3x	6х	9x	12x
2-page spread	\$9,125	\$8,495	\$7,865	\$7,275	\$6,605
Full page	\$5,690	\$5,265	\$4,865	\$4,500	\$4,165
2/3 page	\$4,260	\$3,965	\$3,670	\$3,400	\$3,135
1/2 page	\$3,500	\$3,280	\$3,790	\$2,815	\$2,600
1/3 page	\$2,315	\$2,155	\$1,990	\$1,840	\$1,690
1/4 page	\$2,010	\$1,860	\$1,720	\$1,585	\$1,465
1/6 2000	\$1,455	\$1,350	\$1,245	\$1,150	\$1,060
1/6 page	ψ1, 1 33	ψ1,000	ψ·,=·•	Ψ.,.σσ	ψ.,σσσ

Classified Advertising Rates 2026 (Net)					
Four-color process	1x	3x	6x	9x	12x
2-page spread	\$3,270	\$3,105	\$3,010	\$2,730	\$2,610
Full page	\$2,215	\$2,115	\$2,060	\$1,900	\$1,775
2/3 page	\$1,800	\$1,720	\$1,660	\$1,545	\$1,445
1/2 page	\$1,565	\$1,490	\$1,455	\$1,390	\$1,270
1/3 page	\$1,210	\$1,150	\$1,130	\$1,085	\$965
1/4 page	\$1,130	\$1,060	\$1,030	\$985	\$895
1/6 page	\$955	\$915	\$890	\$885	\$795
B&W/Grayscale	1x	3x	6x	9x	12x
2-page spread	\$2,740	\$2,625	\$2,540	\$2,420	\$2,195
Full page	\$1,700	\$1,610	\$1,565	\$1,465	\$1,365
2/3 page	\$1,280	\$1,210	\$1,190	\$1,090	\$1,030
1/2 page	\$1,060	\$1,010	\$980	\$880	\$860
1/3 page	\$705	\$675	\$665	\$550	\$530
1/4 page	\$590	\$560	\$550	\$480	\$435
1/6 page	\$435	\$415	\$405	\$345	\$295

PREMIUM	
Pages 3, 5 or 7 or guaranteed right-hand placement	\$250
Inside front cover	\$700
Inside back cover	\$500
Back cover	\$1,000

^{*}Stand out with Specialty Products - see page 10 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

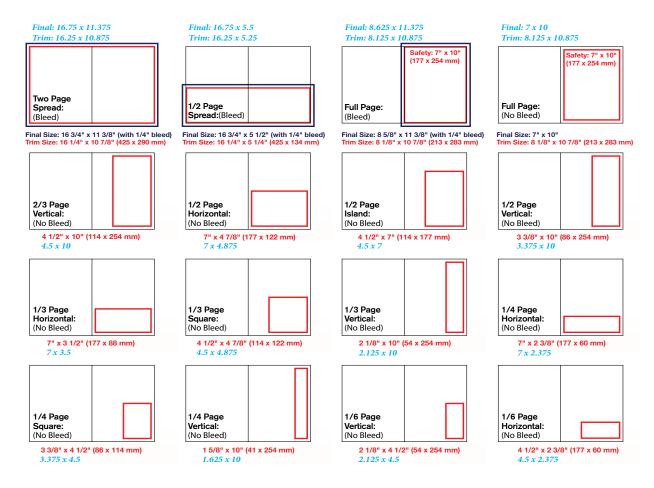
All rates are payable in U.S. funds only. Payment for display ads is by credit card, wire transfer or invoice, with invoicing at 30-day net, the standard payment model. Credit card prepayment is required for all classified, professional services, web directory and online advertising. Advertising agency 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. 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. Columninch 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 300 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 hatten@smenet.org. An exception is made if your file is very large (but file must be under 25MB); please contact your advertising representative or hatten@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 at hatten@smenet.

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:

Lynne Hatten, Media Sales Manager, SME Publications 12999 E. Adam Aircraft Circle, Englewood, CO 80112 USA hatten@smenet, telephone: +1-303-948-4243, fax: +1-303-973-3845.

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.

Special Marketing Opportunities

Annual Calendar

SME members look forward to *Mining Engineering* magazine's annual calendar each year, which is delivered to members and subscribers in November and at the SME MINEXCHANGE Conference in February. This calendar provides the opportunity to be in front of your best customers, and potential customers, with your advertising message for a full month.

Products & Services Directory (July and November)

The Products & Services Directory is printed as a stand-alone publication in November, and as an insert in July. It also appears as an online reference on the *Mining Engineering* website. The Directory serves as a stand-alone, year-round reference for buyers worldwide.

MiningDirectory.org

In addition to the printed Products & Services Directory, your listing, contact information, and logo will be featured on MiningDirectory.org. This site is search engine optimized to deliver mining industry professionals searching for the products and services.

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 \otimes 800 per insertion or $4x \otimes 410 per insertion.

Tunneling & Underground Construction (T&UC) Supplement

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

Professional Services Advertisements

Promote your services to SME members for as little as \$25 per month.



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, but are not limited to:

Bellybands, Magazine inserts, Foldout pages, and Polybag inserts.

Rates provided on request

Weekly Rundown Podcast Sponsorship

Put your advertising message front and center with mining industry headline news, and industry-related news every Friday. Ask about sponsorship rates.

Align with the Industry News Leader

Connect with your audience on the website for *Mining Engineering*, the flagship publication of SME. *Mining Engineering* is the industry's trusted source for news, industry information, the latest technological developments and more to the global mining community since 1949.



Leaderboard Ad

Client-Provided Content
Homepage Announcement





Client-Provided Content
Article Page





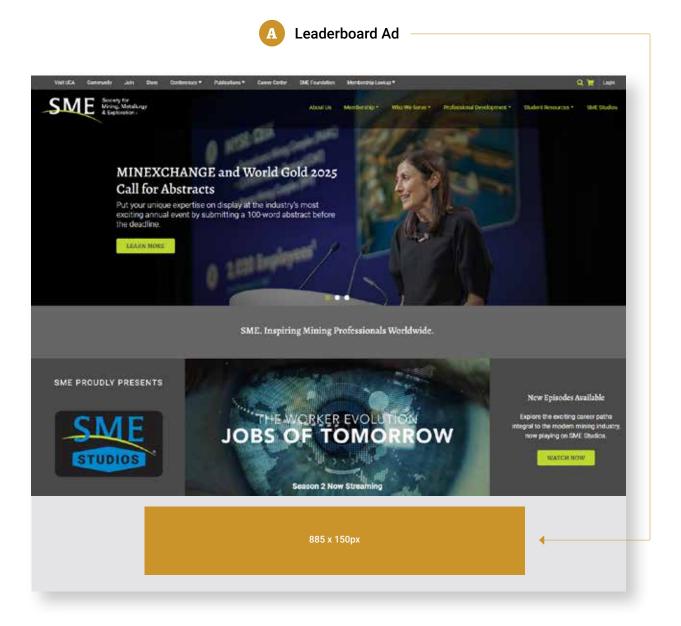
	Homepage Medium
2	Banner Ad

ME Website Digital Ads	Size	3x	6x	12x
1 - Home Page - Top/Bottom Leaderboard Ad (One position rotates between four spots per month)	728 x 90px	\$1,435	\$1,200	\$1,115
2 - Home Page - Medium Banner Ad (Four positions per month, non-rotating)	300 x 250px	\$430	\$360	\$330
3a - Client-Provided Content Homepage Announcement (Four per month, 300 x 250 image, and link to CPC Article Page) 3b - Client-Provided Content Article Page (4,500 character article, 1200 x 600px image, 728 x 90 banner ad, and 160 x 200 box ad)	1200 x 600px	\$3,155	\$2,635	\$2,435
4. Articles Page Ad (Two positions per month, non-rotating)	300 x 250px	\$430	\$360	\$330
5. Category Page ad (Two positions, each rotate between four spots per month)	300 x 250px	\$430	\$360	\$330

(All Rates Are Net)

Align with the World's Leading Mining Society

Position your company or message on the SME website. SME members are among the most educated and respected industry professionals. The SME website is the first source for member information, Society events and professional development.



SME Website Digital Ads	Size	3x	6x	12x
(One per month with rotating positions)	885 x 150px	\$1,720	\$1,450	\$1,340

(All Rates Are Net)

Meet Your Customers in Their Inbox

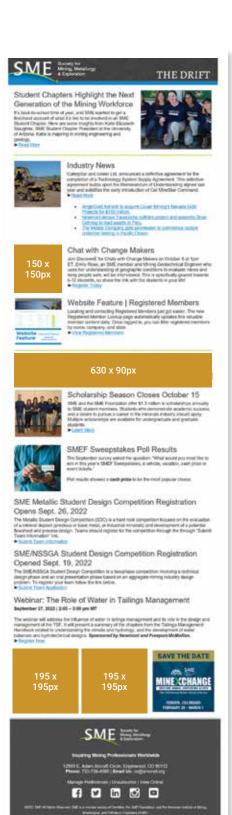
This bi-weekly electronic newsletter for SME members and interested individuals contains Society and industry news. With a focus on featured members, education and professional development opportunities, outreach resources, and industry-related issues, the SME Drift is a cost-effective yet valuable marketing tool.

The Drift mailing list averages 14,000 individuals with a consistent open rate over 33%.

- A Client-Provided Content Ad
- B Banner Ad
- G Box Ad

SME Drift Digital Ads	Size	3x	6x	12x
Client-Provided Content Ad (Two per issue)	150 x 150px Plus headline and 250 Characters (spaces included)	\$1,930	\$1,710	\$1,600
Banner Ad (One per issue)	630 x 90px	\$1,100	\$940	\$865
G Box Ad (Two per issue)	195 х 195рх	\$330	\$295	\$270

(All Rates Are Net)



The Power of Programmatic (Targeted Digital Display)

Programmatic Marketing is automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific type of customer, in a specific context or location. The blend of these tactics lets you serve the right message, at the right time, to the right person.



Site Retargeting

Marketing to people who have visited smenet.org

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.



Geo-Fencing

Marketing to people frequenting the locations of interest.

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

- Events
- Competitors
- Related places of business
- Places of interest
- SME proprietary list of mine sites



Keyword Searches/ Retargeting

Marketing to those who are searching/consuming content for your products or services

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



Email Device Mapping

Marketing to specific devices associated with known users leveraging their email addresses.

You provide a list of desired audience member email addresses and is cross referenced for a list of associated device IDs (for phones, computers and smart devices) The device is mapped, and the email list is discarded. Your ad could be displayed in the site/app on those devices.

TOTAL INVESTMENT

DOMINANT	75,000 Monthly Programmatic Impressions	\$32,510 - 12 Months \$17,155 - 6 Months \$9,030 - 3 Months
COMPETITIVE	50,000 Monthly Programmatic Impressions	\$21,670 - 12 Months \$11,440 - 6 Months \$6,020 - 3 Months
PRESENCE	30,000 Monthly Programmatic Impressions	\$13,005 - 12 Months \$6,865 - 6 Months \$3,615 - 3 Months

Ad Sizes	
Desktop	160 x 600px
Desktop	728 x 90px
Mobile	320 x 50px
Mobile & Desktop	300 x 250px
Mobile	300 x 50px

Reach targeted prospects in the 6 hours, 40 minutes they are on the internet, beyond a Google search.



Reach mining industry professionals looking for the products and services that your company offers.

- A searchable online directory providing information on the products and services required to succeed in mining, mineral processing, tunneling and underground construction
- Listings are free to our advertisers, with the ability to upgrade and stand out in the more than 215 categories of mining industry products and services listed.
- MiningDirectory.org is promoted throughout the year and communicated digitally to SME members..
- Search engine optimized to insure those searching for your products and services can find them.
- Listings on MiningDirectory.org are repeated twice a year in the Products & Services Directory and distributed to more than 14,000 SME members.

BRONZE LISTING Free

- Phone
- Web Address
- Summary Description (150
- Category

SILVER LISTING

\$300 per year

- Summary Description (150 words)
- Category

- Two Sub-Categories

GOLD LISTING

\$4075 per year

- Web Address
- Summary Description (150
- Category
- Products & Services directory with a free repeat
- Logo (repeats free in
- Five Sub-Categories
- Gallery (up to three photos/images)
- Cover Image: 1024x768px -JPG, GIF or PNG)

MOST POPULAR

DIAMOND LISTING

\$5995 per year

- Phone
- Web Address
- Summary Description (150 words)
- Detail Description
- Full page ad in the July Products &
- Logo (repeats free in November
- Five Sub-Categories
- Gallery (up to nine photos/images -1024x768px - JPG, GIF or PNG)
- Cover Image: 1024x768px JPG, GIF
- Video Link
- Additional Uploads
- Social Networking Pages
- Facebook Feed
- Twitter Feed
- Featured Banner



Bookmark and save for quick reference: MiningDirectory.org

Find details online at me.smenet.org **Laura Lemos**

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Extraction Conference
November 16–20, 2025 | Phoenix, Arizona





SME Arizona Conference December 7-8, 2025 | Tucson, AZ





George A. Fox Conference
January 6, 2026 | New York, NY



MINEXCHANGE SME Annual Conference & Expo February 22-25, 2026 | Salt Lake City, UT



2026 SME Minnesota Conference

SME Minnesota Conference April 14-16, 2026 | Duluth, MN





THE FORUM ON THE GEOLOGY OF INDUSTRIAL MINERALS

The Forum on the Geology of Industrial Minerals
April 2026 | Charlottesville, VA





North American Tunneling Conference June 15-18, 2026 | Anaheim, CA

Find details online at smenet.org

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