



***Tunneling &  
Underground  
Construction***  
OFFICIAL PUBLICATION OF UCA

**2024 MEDIA GUIDE**



**Underground  
Construction  
Association**

# 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.

### 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%

**PUBLISHED BY:**





## Business Profiles

March and December 2024 editions. With the purchase of any regular priced display ad (1/4 page or larger), 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.



## 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 North American Tunneling Conference (NAT) polybag from customer-supplied materials. Distributed at NAT, 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.

## 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.



# 2024 Editorial & Advertising Calendar

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION	SPECIAL ADVERTISING FOCUS
<b>MARCH 2024</b> Sales Close: 2/6/2024 Material Close: 2/13/2024	<ul style="list-style-type: none"> <li>Machine Learning</li> <li>AI technology</li> </ul>		Free custom advertorial in the Business Profile Section for all quarter page and larger display advertisers. <i>See page 3 for details</i>
<b>JUNE 2024</b> Sales Close: 5/7/2024 Material Close: 5/14/2024	<ul style="list-style-type: none"> <li>Workforce considerations</li> <li>Current market workforce trends</li> </ul>	NAT Nashville, TN June 23 - 26	25% Discount for all advertisements positioned in the NAT Showguide, with free repeat of the advertisement in the official NAT Showguide distributed at the event. All full page advertisers receive a free polybag insert for distribution at the event.
<b>SEPTEMBER 2024</b> Sales Close: 8/6/2024 Material Close: 8/13/2024	<ul style="list-style-type: none"> <li>Supply chain</li> <li>Global dynamics</li> </ul>	Cutting Edge Fall 2024	10% Discount on all fractional ads.
<b>DECEMBER 2024</b> Sales Close: 11/5/2024 Material Close: 11/12/2024	<ul style="list-style-type: none"> <li>New materials</li> <li>New technology</li> </ul>	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

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

# 2024 Advertising Rates

## DISPLAY RATES 2024 - Gross rates shown before discount(s)

Four color process	1x	3x	4x
2 page spread	\$4,240	\$3,430	\$2,545
Full page	\$2,875	\$2,315	\$1,770
2/3 page	\$2,215	\$1,790	\$1,460
1/2 page	\$2,025	\$1,620	\$1,300
1/3 page	\$1,555	\$1,255	\$1,045
1/4 page	\$1,445	\$1,165	\$960
1/6 page	\$1,245	\$1,010	\$850

Black & White	1x	3x	4x
2 page spread	\$3,550	\$3,430	\$2,545
Full page	\$2,215	\$1,790	\$1,255
2/3 page	\$1,670	\$1,345	\$930
1/2 page	\$1,385	\$1,120	\$800
1/3 page	\$930	\$715	\$515
1/4 page	\$790	\$630	\$445
1/6 page	\$570	\$445	\$325

## CLASSIFIED RATES 2024 - Net rates / no discounts - just for classified rates

Four color process	1x	3x	4x
2 page spread	\$1,870	\$1,510	\$1,345
Full page	\$1,300	\$1,055	\$950
2/3 page	\$1,150	\$930	\$860
1/2 page	\$1,045	\$840	\$790
1/3 page	\$870	\$715	\$670
1/4 page	\$830	\$660	\$605
1/6 page	\$755	\$605	\$545

Black & White	1x	3x	4x
2 page spread	\$1,355	\$1,085	\$965
Full page	\$840	\$655	\$525
2/3 page	\$640	\$505	\$405
1/2 page	\$535	\$415	\$325
1/3 page	\$350	\$275	\$220
1/4 page	\$315	\$240	\$195
1/6 page	\$235	\$185	\$150

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 [hatten@smenet.org](mailto:hatten@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, [hatten@smenet.org](mailto:hatten@smenet.org).

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.org](mailto:hatten@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](http://www.tucmagazine.com). See Also SRDS PRINT MEDIA

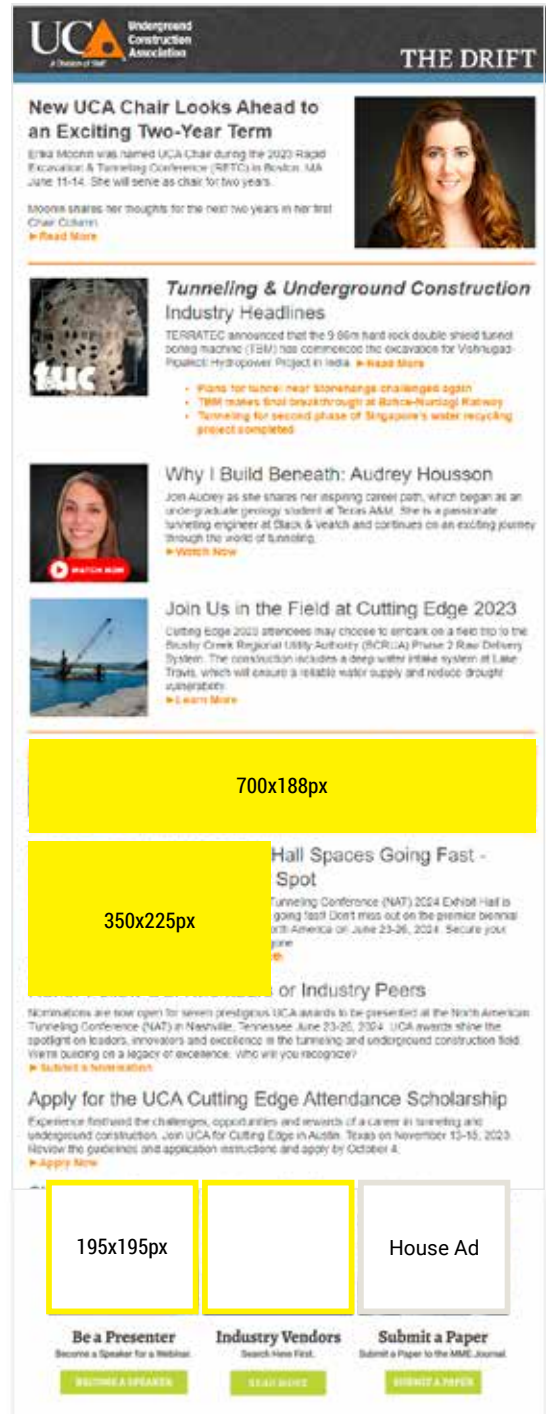
SOURCE: [www.srds.com](http://www.srds.com).

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



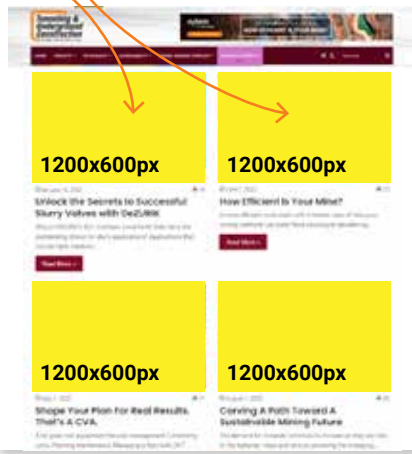
# Website Digital Advertising Program



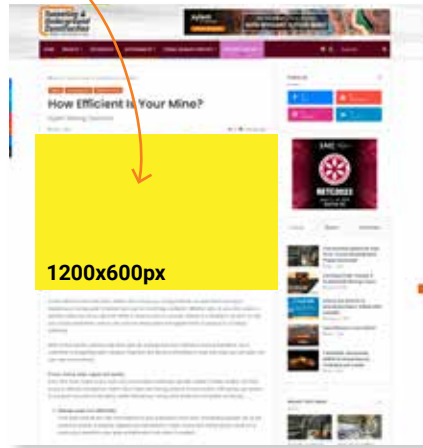
## Align with the industry news leader

Connect with your audience on the new *Tunneling & Underground Construction* website at **TUCmagazine.org**. As the official publication of UCA, *Tunneling & Underground Construction* magazine brings industry information, cutting-edge technological developments, and project updates to the tunneling community.

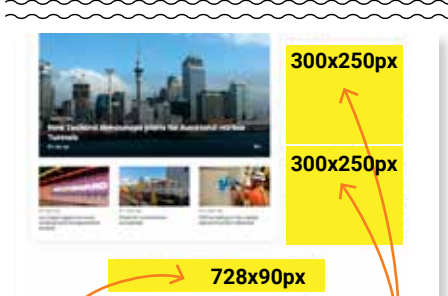
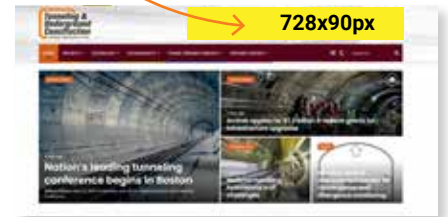
### 1 Client Provided Content - Announcement Ad



### 1a Client Provided Content - Article Ad



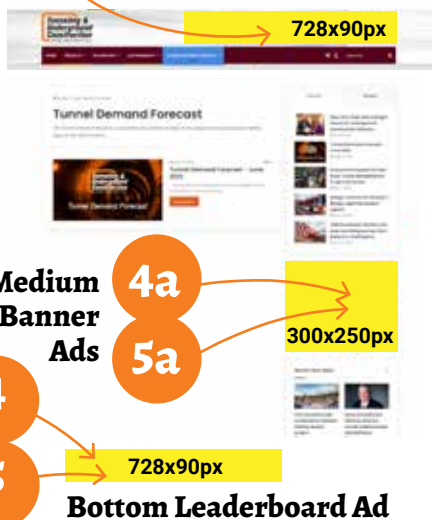
### 2 Homepage Top Leaderboard Ad



### 2 Homepage Bottom Leaderboard Ad 3 Homepage Medium Banner Ad

### 4 Top Leaderboard Ad

### 5 Tunnel Demand Forecast Page Ads



T&UC Website Digital Ads		Size	3x	6x	12x
1	1 - Client Provided Content - Announcement Ad				
1a	1a - Client Provided Content - Article Ad	1200x600px	\$1,140	\$960	\$880
<i>(four per month, includes article 4200 characters, two images, and two additional digital ads)</i>					
2	Home Page - Top/Bottom Leaderboard Ad	728x90px	\$520	\$440	\$400
<i>(one per month, with four rotating positions, animation acceptable)</i>					
3	Home Page - Medium Banner Ad	300x250px	\$450	\$350	\$300
<i>(two per month stacked, no rotation, animation acceptable)</i>					
4	Category Ad Pages (Projects, Technology & Sustainability)				
	4 Top/Bottom Leaderboard Ad	728x90px	\$470	\$400	\$360
	4a - Medium Banner Ad	300x250px	\$160	\$130	\$120
<i>(two per month)</i>					
5	Tunnel Demand Forecast Page Ads				
	5 Top/Bottom Leaderboard Ad	728x90px	\$520	\$440	\$400
	5a - Medium Banner Ad	300x250px	\$160	\$130	\$120
<i>(two per month)</i>					

(All Rates Are Net)



Inspiring Tunneling Professionals Worldwide



## 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 180 categories of mining industry products and services listed.
- MiningDirectory.org is promoted throughout the year, communicated digitally and 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 13,000 SME members.

BOOKMARK AND SAVE FOR QUICK REFERENCE:

**MiningDirectory.org**

OFFICIAL PUBLICATION OF SME  
**Mining**  
engineering®

Find details online  
at [me.smenet.org](http://me.smenet.org)

**Laura Lemos** | East, South, West U.S.  
Cell: 1.973.668.2449  
[laura@boja.com](mailto:laura@boja.com)

**Hooper Jones** | Central, NW U.S.  
1.847.486.1021, Cell: 1.847.903.1853  
Fax: 1.847.486.1025, [hooperhja@aol.com](mailto:hooperhja@aol.com)

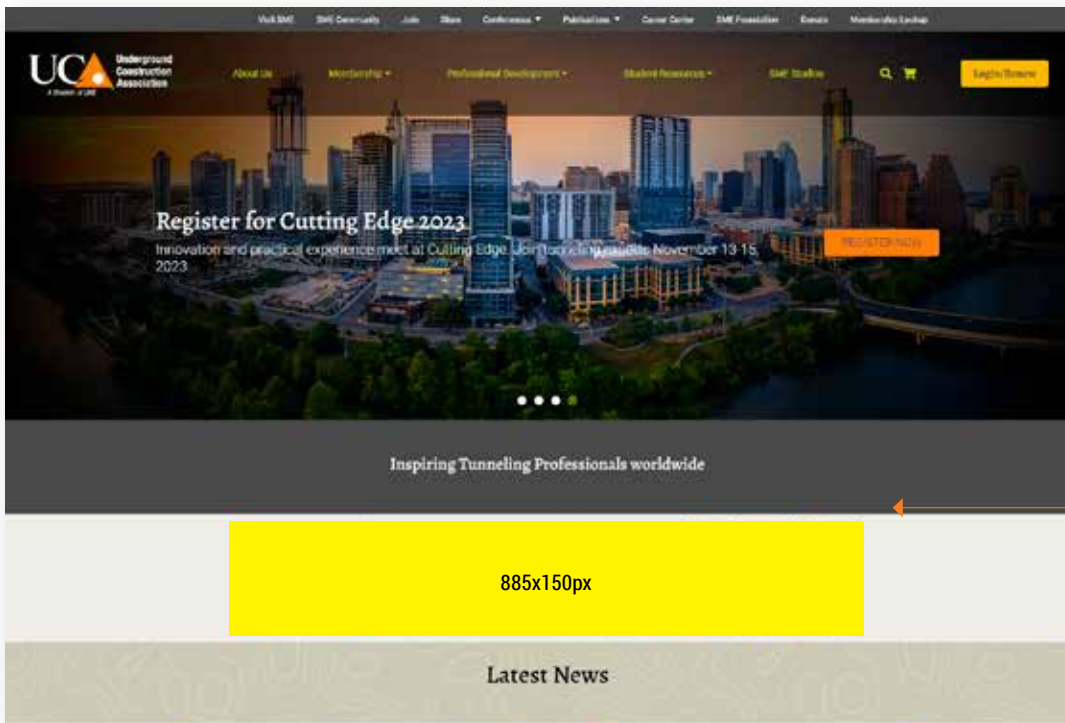
**Dave Bayard** | Canada & International  
+1.973.727.2020  
[dave@boja.com](mailto:dave@boja.com)



## 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
<b>1</b> Leaderboard Ad <i>(one position rotating between four advertisements per month)</i>	885x150px	\$1,500	\$1,265	\$1,170

*(All Rates Are Net)*

## 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

<b>DOMINANT</b>	<b>75,000</b> <u>Monthly</u> Programmatic Impressions	<b>\$30,960 - 12 Months</b> <b>\$16,340 - 6 Months</b> <b>\$8,600 - 3 Months</b>
<b>COMPETITIVE</b>	<b>50,000</b> <u>Monthly</u> Programmatic Impressions	<b>\$20,640 - 12 Months</b> <b>\$10,895 - 6 Months</b> <b>\$5,735 - 3 Months</b>
<b>PRESENCE</b>	<b>30,000</b> <u>Monthly</u> Programmatic Impressions	<b>\$12,385 - 12 Months</b> <b>\$6,535 - 6 Months</b> <b>\$3,440 - 3 Months</b>

### Ad Sizes

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

Reach targeted prospects in the **7 hours, 23 minutes** they are on the internet, beyond a Google search.

## 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.



**George A. Fox Conference**  
February 7, 2024 | New York, NY



**MINE XCHANGE SME Annual Conference & Expo**  
February 25-28, 2024 | Phoenix, AZ



**North American Tunneling Conference**  
June 23-26, 2024 | Nashville, TN



**Cutting Edge Conference**  
November 17-20, 2024 | Cleveland, OH



**Rapid Tunneling & Excavation Conference (RETC)**  
June 8-11, 2025 | Dallas, TX



<p><b>SPONSORSHIPS</b> Emma Li Salditt +1.303.948.4200   sponsorships@smenet.org</p>	<p><b>EXHIBITS</b> Justin Courtney and Corey Carlson +1.303.948.4200   exhibits@smenet.org</p>
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## Advertising Staff

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### **Media Manager/Advertising Sales**

**Lynne Hatten**

+1.303.948.4243 • hatten@smenet.org  
Advertising Sales and Billing, Classified and  
Recruitment, Production and Technical Art  
Specifications

### **United States, Northwest, Central**

**Hooper Jones**

1920 Waukegan Road, Suite 211  
Glenview, IL 60025 USA  
+1.847.486.1021 • Cell 847.903.1853  
hooperhja@aol.com

### **United States, Northeast, East, South, West**

**Laura Lemos**

154 N Livingston Avenue  
Livingston, NJ 07039 USA  
+1.973.668.2449  
laura@boja.com

### **Canada and International**

**Dave Bayard**

154 N Livingston Avenue  
Livingston, NJ 07039 USA  
+1.973.727.2020  
dave@boja.com

### **Society for Mining, Metallurgy & Exploration**

12999 E. Adam Aircraft Circle  
Englewood, CO 80112 USA

### **Publisher:**

*Mining Engineering*  
*Tunneling & Underground Construction*

## Publication Staff

---

### **Editor**

**William M. Gleason**

+1.303.948.4234 • gleason@smenet.org  
Features, Industry News, Press Releases

### **Associate Editor**

**Nancy Profera**

+1.303.948.4254 • profera@smenet.org  
Features, Industry News, SME News,  
Press Releases

### **Managing Technical Editor**

**Chee Theng**

+1.303.948.4240 • theng@smenet.org  
Technical Papers

### **Production Graphic Artist**

**Ted Robertson**

+1.303.948.4238 • robertson@smenet.org  
Graphic Design, Layout, Technical Art  
Specifications, Technical Prepress



Society for Mining, Metallurgy & Exploration Inc. | 12999 E. Adam Aircraft Circle, Englewood, Colorado 80112 USA  
Publisher of:



Advertising orders, specifications, information | Toll Free (USA) Tel: +1.800.763.3132 Ext.243  
Direct Line Tel: +1.303.948.4243 | Fax: +1.303.973.3845 | hatten@smenet.org