Mining Engineering

Media Guide

me.smenet.org

Society for
Mining, Metallurgy
& Exploration
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.

CONTACT
Lynne Hatten
303-948-4243 | hatten@smenet.org
About the Society for Mining, Metallurgy & Exploration

SME 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

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

13,000 Members

70+ Number of countries where members are represented

26% of membership is international

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

SME Members, By Primary Interest

- Mining & Exploration: 33%
- Underground Construction: 14%
- Mineral & Metallurgical Processing: 18%
- Coal & Energy: 9%
- Environmental: 9%
- Health & Safety: 4%
- Industrial Minerals & Aggregates: 8%
- Other: 5%
The flagship publication of SME

The industry has turned to *Mining Engineering* for more than 75 years as the source for trusted and reliable industry intelligence.

<table>
<thead>
<tr>
<th>Mining Engineering Reader Stats</th>
<th>25,870 Total Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>71% Members who consider Mining Engineering a primary benefit of membership</td>
<td>44% Readers who refer to an issue of Mining Engineering 2 to 3 times per year</td>
</tr>
<tr>
<td>47% Readers who share their copy with another colleague</td>
<td>41% Readers who referred, recommended, or bought a product due to an ad in Mining Engineering</td>
</tr>
<tr>
<td>46% Readers who visited an advertiser's website as a result of seeing an ad</td>
<td>33% Readers who refer to both the print and online versions of Mining Engineering</td>
</tr>
</tbody>
</table>

12 Annual issues
2 ShowGuides
4 Bonus issues of Tunneling & Underground Construction

Source: 2023 Baxter Readership Survey
A Resource That Matters

83%
of readers who refer to their issue multiple times each month

Timing Is Everything

45 Minutes
Time spent with each issue according to 21% of readers

30-44 Minutes
Time spent with each issue according to 30% of readers

15-29 Minutes
Time spent with each issue according to 41% of readers

Mining Engineering Reader Primary Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive</td>
<td>14%</td>
</tr>
<tr>
<td>Management</td>
<td>12%</td>
</tr>
<tr>
<td>Engineering</td>
<td>30%</td>
</tr>
<tr>
<td>Geologist</td>
<td>8%</td>
</tr>
<tr>
<td>Consultant</td>
<td>13%</td>
</tr>
<tr>
<td>Marketing/Sales</td>
<td>7%</td>
</tr>
<tr>
<td>Scientist, Researcher</td>
<td>3%</td>
</tr>
<tr>
<td>Mine Operations</td>
<td>10%</td>
</tr>
<tr>
<td>Educators</td>
<td>3%</td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Topic/Advertising Opportunities</th>
<th>Bonus Distribution</th>
<th>Discounts</th>
</tr>
</thead>
</table>
| January & SME MINEXCHANGE Pre-show Section | • Official SME MINEXCHANGE Pre-show section  
• Mining Education Programs  
• Exploration Technology  
• SME MINEXCHANGE Preview | George A. Fox Conference  
SME MINEXCHANGE 2024 Annual Conference & Expo | • 25% off SME MINEXCHANGE Pre-Show section ads including a free repeat in February Show section and the Official SME ShowGuide  
• 20% off Mining Education section ads  
• 20% off Exploration Technology section ads |
| February & ShowGuide | • SME MINEXCHANGE Show Issue  
• MINEXCHANGE Keynote Preview  
• South 32 Hermosa Project  
• Health Safety  
• Official SME MINEXCHANGE Show section and ShowGuide  
• Media Review – (see page 8 for details) | SME MINEXCHANGE 2024 Annual Conference & Expo  
Prospectors & Developers Association of Canada (PDAC) Convention | • 25% off SME MINEXCHANGE ShowGuide section ads including a free repeat in the Official SME ShowGuide  
• 20% off South 32 Hermosa Project section ads  
• 20% off Health and Safety section ads  
• Free repeat of January SME MINEXCHANGE Pre-Show section ads |
| March | • 2024 SME President’s Interview  
• Mining Reclamation  
• Technology Trends in Mining  

*Tunneling & Underground Construction*  
• Machine Learning (AI Technology) | | • 20% off Mining Reclamation section ads  
• 20% off Technology Trends in Mining section ads |
| April | • SME MINEXCHANGE Recap  
• Mining Exploration  
• Water Management  
• Business Profiles: Free, custom editorial for business profile advertisers (see page 8 for details) | SME Minnesota Conference | • 20% off SME MINEXCHANGE Recap section ads  
• 20% off Mining Exploration section ads  
• 20% off Water Management section ads |
| May | • USGS Mining Review  
• USGS Critical Minerals Review  
• Heavy Equipment  
• Media Review (see page 8 for details)  

*Products & Services Directory* | | • 20% off USGS section ads  
• 20% off Heavy Equipment section ads  
• 20% off Products & Services Directory ads, with a free repeat in the November Directory |
| June | • Underground Mining  
• Battery Metal Safety/EV  
• Public Relations in Mining  

*Tunneling & Underground Construction*  
• Workforce Considerations | North American Tunneling Conference (NAT) | • 20% off Underground Mining section ads  
• 20% off Battery Metal Safety/EV section ads  
• 20% off Public Relations in Mining section ads |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Topic/Advertising Opportunities</th>
<th>Bonus Distribution</th>
<th>Discounts</th>
</tr>
</thead>
</table>
| July     | • Industrial Minerals Review  
• Tailings Management                                                                                     | International Conference on Ground Control in Mining    | • 20% off Industrial Minerals Review section ads  
• 20% off Tailings Management section ads |
| August   | • Coal  
• Surface Mining  
• Pumps  
• Media Review (see page 8 for details)                                                                               |                                                          | • 20% off Coal section ads  
• 20% off Surface Mining section ads  
• 20% off Pumps section ads |
| September| • 2024 MINExpo Issue  
• Education Roundtable  
* Tunneling & Underground Construction  
* SupplyChain/Global Dynamics                                            | 2024 MINExpo XXXI IMPC-International Mineral Processing Congress 2024 | • 20% off MINExpo section ads  
• 20% off Education Roundtable section ads |
| October  | • Mineral Economics  
• Mineral Processing  
• Business Profiles: Free, custom editorial for business profile advertisers (see page 8 for details) |                                                          | • 20% off Mineral Economics section ads  
• 20% off Mineral Processing section ads |
| November | • 2024 MINExpo Recap  
• Diversity & Inclusion  
• Trends in Geology  
• Media Review – (see page 8 for details)  
* Products & Services Directory (see page 8 for details) |                                                          | • 20% off MINExpo Recap section ads  
• 20% off Diversity & Inclusion section ads  
• 20% off Trends in Geology section ads |
| December | • Consultants  
• Workforce Retention  
• International Business Management  
* Tunneling & Underground Construction  
• New Materials for Tunneling                                             | SME Arizona Conference                                   | • 20% off Consultants section ads  
• 20% off Workforce Retention section ads  
• 20% off International Business Management section ads  
• Full-page ads run in December 2024. Earn a free full-page ad in any 2025 issue of Mining Engineering. |
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 (May & November)
The Products & Services Directory is printed as a stand-alone publication in November, and as an insert in May. 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 advertisement 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 @ $800 per insertion or 4x @ $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 $21 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
## Display Advertising Rates 2024 – Effective January 1, 2024

<table>
<thead>
<tr>
<th>Four-color process</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>$10,355</td>
<td>$9,725</td>
<td>$9,430</td>
<td>$9,135</td>
<td>$8,525</td>
<td>$7,315</td>
</tr>
<tr>
<td>Full page</td>
<td>$7,025</td>
<td>$6,660</td>
<td>$6,295</td>
<td>$5,920</td>
<td>$5,565</td>
<td>$5,115</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$5,695</td>
<td>$5,430</td>
<td>$5,275</td>
<td>$5,130</td>
<td>$4,850</td>
<td>$4,210</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,975</td>
<td>$4,745</td>
<td>$4,635</td>
<td>$4,520</td>
<td>$4,295</td>
<td>$3,740</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,825</td>
<td>$3,695</td>
<td>$3,610</td>
<td>$3,540</td>
<td>$3,390</td>
<td>$2,985</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$3,540</td>
<td>$3,415</td>
<td>$3,340</td>
<td>$3,270</td>
<td>$3,155</td>
<td>$2,750</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$3,035</td>
<td>$2,920</td>
<td>$2,875</td>
<td>$2,835</td>
<td>$2,730</td>
<td>$2,440</td>
</tr>
</tbody>
</table>

### B&W/Grayscale Rates 2024 (Net)

<table>
<thead>
<tr>
<th>Four-color process</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>$8,690</td>
<td>$8,090</td>
<td>$7,490</td>
<td>$6,930</td>
<td>$6,290</td>
<td>$5,820</td>
</tr>
<tr>
<td>Full page</td>
<td>$5,420</td>
<td>$5,015</td>
<td>$4,635</td>
<td>$4,285</td>
<td>$3,965</td>
<td>$3,670</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$4,055</td>
<td>$3,775</td>
<td>$3,495</td>
<td>$3,240</td>
<td>$2,985</td>
<td>$2,760</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,335</td>
<td>$3,125</td>
<td>$2,890</td>
<td>$2,680</td>
<td>$2,475</td>
<td>$2,285</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,205</td>
<td>$2,050</td>
<td>$1,895</td>
<td>$1,750</td>
<td>$1,610</td>
<td>$1,490</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,915</td>
<td>$1,770</td>
<td>$1,640</td>
<td>$1,510</td>
<td>$1,395</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,385</td>
<td>$1,285</td>
<td>$1,185</td>
<td>$1,095</td>
<td>$1,010</td>
<td>$930</td>
</tr>
</tbody>
</table>

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

## 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 Rates

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. 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

<table>
<thead>
<tr>
<th>Word Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
</tr>
<tr>
<td>2/3 page</td>
</tr>
<tr>
<td>1/2 page</td>
</tr>
<tr>
<td>1/3 page</td>
</tr>
<tr>
<td>1/4 page</td>
</tr>
<tr>
<td>1/6 page</td>
</tr>
<tr>
<td>2-page spread</td>
</tr>
</tbody>
</table>

#### Classified Advertising

<table>
<thead>
<tr>
<th>Word Counts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 3, 5 or 7 or guaranteed right-hand placement</td>
</tr>
<tr>
<td>Inside front cover</td>
</tr>
<tr>
<td>Inside back cover</td>
</tr>
<tr>
<td>Back cover</td>
</tr>
</tbody>
</table>

*Stand out with Specialty Products - see page 8 for details.*
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.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:

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.
Align with the industry news leader

Connect with your audience on the website for *Mining Engineering*, the flagship publication of the Society for Mining, Metallurgy & Exploration (SME). Since 1949, *Mining Engineering* has been the global mining community’s trusted source for news, industry information, and the latest technological developments.

**CLIENT-PROVIDED CONTENT**

Client-provided content (CPC) is your opportunity to present custom, self-generated content on the *Mining Engineering* website. Content can include (but is not limited to) an article, two banner ads linking back to your desired landing pages, images, links, and videos. Your CPC page will be archived on the *Mining Engineering* website indefinitely, for visitors to access long into the future. (See page 13 for full details and pricing.)

**SME WEBSITE**

Position your leaderboard banner on the SME’s homepage. This is the starting point for 13,000+ SME members exploring professional development opportunities, Society events, and member information. (See page 14 for full details and pricing.)

**MINING ENGINEERING WEBSITE**

Leaderboard and medium banners, along with videos, can be scheduled for a full month on Mining Engineering’s homepage which averages over 6,551 pageviews per month. Leaderboard banners also appear at the top of all other web pages making them incredibly desirable. Videos are positioned adjacent to the President's Message and may be supplemented with a 4,500 character article (hosted on the website) to maximize their impact. Other banner options include Issue Page ads and Article Page ads which are located on the right-hand side of some of our most visited web pages. (See page 15 for full details and pricing.)

**eNEWSLETTER BANNERS**

SME’s Drift is delivered twice monthly to all 13,000+ SME members and may be sponsored by one of three banner options. Our eNewsletters boast an open rate in excess of 20% with a click-through rate of 4.5%. (See page 16 for full details and pricing.)

**PROGRAMMATIC TARGETED DIGITAL DISPLAY**

Programmatic targeted digital display (TDD) advertising that is built specifically for the mining industry and allows a guaranteed 30k, 50k, or even 75k monthly impressions of your ad to industry professionals as they search the web and perform other online activities. Your digital ads reach the exact customer you want based on geo-fencing, keyword targeting, and website re-targeting, in order to build your sales channel. Access to a live digital dashboard allows you to monitor your program’s success daily. (See page 17 for full details and pricing.)
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.

1 Client-Provided Content
2 SME Website Ads
3 Mining Engineering Website Banner Ads
4 Bi-Weekly eNewsletter

Reach targeted prospects in the 7 hours, 23 minutes they are on the internet, beyond a Google search.
Deliver thought leadership to industry professionals

Position your company as an industry leader with client-provided content. Client-provided content (CPC) is a high-value and effective way to reach your online audience and grow your business. With Client-provided content, you share an article on the Mining Engineering website, the flagship magazine of the SME, reaching thousands of viewers daily.

Banner and box ad placement on the CPC page offer you additional messaging opportunities.

<table>
<thead>
<tr>
<th>Client Provided Content</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$3,005</td>
<td>$2,510</td>
<td>$2,320</td>
</tr>
</tbody>
</table>

(All Rates Are Net)

Announcement ad (A) links to a page on the Mining Engineering website that is exclusive with your provided content (D), image (C), and two banner ads (B and E) linked back to your site.

Material Specs

- **CPC Announcement Ad**: 350 x 225px (250 characters, image and link to CPC)
- **CPC Article Banner Ad**: 728 x 90px
- **CPC Article Image**: 350 x 250px
- **CPC Article**: 4,500 characters
- **CPC Article Box Ad**: 160 x 200px
Align with the industry news leader

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.

**Leaderboard Ad**

<table>
<thead>
<tr>
<th>SME Website Digital Ads</th>
<th>Size</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>885 x 150px</td>
<td>$1,640</td>
<td>$1,380</td>
<td>$1,275</td>
</tr>
</tbody>
</table>

*(All Rates Are Net)*
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 Mining Engineering subscribers. Advertise on the Mining Engineering website and connect with a qualified mining audience 24 hours a day.

<table>
<thead>
<tr>
<th>ME Website Digital Ads</th>
<th>Size</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard Ad</strong></td>
<td>728 x 90px</td>
<td>$1,365</td>
<td>$1,145</td>
<td>$1,060</td>
</tr>
<tr>
<td><em>(One position rotates between four spots per month)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium Banner Ad</strong></td>
<td>200 x 200px</td>
<td>$410</td>
<td>$345</td>
<td>$315</td>
</tr>
<tr>
<td><em>(Four positions per month, non-rotating)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Issues Page Ad</strong></td>
<td>200 x 400px</td>
<td>$410</td>
<td>$345</td>
<td>$315</td>
</tr>
<tr>
<td><em>(Two positions, each rotate between four spots per month)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Articles Page Ad</strong></td>
<td>200 x 400px</td>
<td>$410</td>
<td>$345</td>
<td>$315</td>
</tr>
<tr>
<td><em>(Two positions per month, non-rotating)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Video Content</strong></td>
<td>500 x 600px</td>
<td>$3,005</td>
<td>$2,510</td>
<td>$2,320</td>
</tr>
<tr>
<td><em>(Add on Article: 4,500 characters)</em></td>
<td></td>
<td>$500</td>
<td>$470</td>
<td>$415</td>
</tr>
</tbody>
</table>

*(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 21%.

### SME Drift Digital Ads

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Client-Provided Content Ad</strong> (Two per issue)</td>
<td>150 x 150px Plus headline and 250 Characters</td>
<td>$1,840</td>
<td>$1,630</td>
<td>$1,525</td>
</tr>
<tr>
<td><strong>Banner Ad</strong> (One per issue)</td>
<td>630 x 90px</td>
<td>$1,050</td>
<td>$895</td>
<td>$825</td>
</tr>
<tr>
<td><strong>Box Ad</strong> (Two per issue)</td>
<td>195 x 195px</td>
<td>$315</td>
<td>$280</td>
<td>$255</td>
</tr>
</tbody>
</table>

(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

<table>
<thead>
<tr>
<th></th>
<th>Monthly Programmatic Impressions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMINANT</strong></td>
<td><strong>75,000</strong></td>
<td>$30,960 - 12 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$16,340 - 6 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$8,600 - 3 Months</td>
</tr>
<tr>
<td><strong>COMPETITIVE</strong></td>
<td><strong>50,000</strong></td>
<td>$20,640 - 12 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$10,895 - 6 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$5,735 - 3 Months</td>
</tr>
<tr>
<td><strong>PRESENCE</strong></td>
<td><strong>30,000</strong></td>
<td>$12,385 - 12 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$6,535 - 6 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$3,440 - 3 Months</td>
</tr>
</tbody>
</table>

Ad Sizes

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>160 x 600px</td>
</tr>
<tr>
<td>Desktop</td>
<td>728 x 90px</td>
</tr>
<tr>
<td>Mobile</td>
<td>320 x 50px</td>
</tr>
<tr>
<td>Mobile &amp; Desktop</td>
<td>300 x 250px</td>
</tr>
<tr>
<td>Mobile</td>
<td>300 x 50px</td>
</tr>
</tbody>
</table>

Reach targeted prospects in the 7 hours, 23 minutes they are on the internet, beyond a Google search.
MINEXCHANGE SME Annual Conference & Expo
February 25-28, 2024

SME Arizona Conference
December 3-4, 2023 | Tucson, AZ

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

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Find details online at smenet.org
North American Tunneling Conference
June 23-26, 2024 | Nashville, TN

International Conference on Ground Control in Mining
July 22-25, 2024 | Canonsburg, PA

IMPC—International Mineral Processing Congress
September 29-October 3, 2024 | Washington D.C. / National Harbor, MD

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

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Publisher:
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Tunneling & Underground Construction