



# TUC<sup>®</sup>

*Tunneling & Underground Construction*

## 2022 MEDIA GUIDE



Underground  
Construction  
Association

*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.



## CIRCULATION/READERSHIP



T&UC's average circulation is 17,000 for each quarterly issue, and is included as a supplement to *Mining Engineering* magazine. UCA members and library subscribers also receive single copies of T&UC, a distribution of approximately 1,100. Circulation figures are from a T&UC sworn publisher's statement from SME. Additional trade show distribution is included in these circulation figures. See the SRDS Media Source for current figures.

PUBLISHED BY:



## 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

### JOB TITLE - Individuals:

Executive	30%
Engineer/Geologist	23%
Management	22%
Project manager	10%
Marketing/Sales	7%
Other	3%
Consultant	2%
Educator	1%
Estimator	1%

### 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%



### Business Profiles

March and December 2022 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 complementing 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 2022 (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.



## 2022 EDITORIAL & ADVERTISING CALENDAR

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION	SPECIAL ADVERTISING FOCUS
<b>MARCH</b> Sales Close: 02/01/2022 Material Close: 02/08/2022	Sustainability in tunneling <ul style="list-style-type: none"> <li>• Mega projects</li> <li>• Tunnel rehabilitation/replacement</li> <li>• Business profiles</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</b> Sales Close: 05/03/2022 Material Close: 05/10/2022	Workforce/Education <ul style="list-style-type: none"> <li>• Workforce development</li> <li>• Industry education</li> </ul>	NAT June 19-22 Philadelphia, PA	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</b> Sales Close: 08/02/2022 Material Close: 08/09/2022	Water control <ul style="list-style-type: none"> <li>• CSO tunnel</li> <li>• Water transportation</li> </ul>	Cutting Edge Conference	10% Discount on all fractional ads.
<b>DECEMBER</b> Sales Close: 11/01/2022 Material Close: 11/08/2022	Health & Safety <ul style="list-style-type: none"> <li>• Transportation tunnels</li> <li>• Business profiles</li> </ul>	George Fox Conference New York City, NY January 2023	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><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</p> <p><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</p>	<p><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</p>	<p><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</p>	<p><b>1/2 Page Horizontal</b> 7" x 4 7/8" 177 x 122mm</p>	<p><b>1/2 Page Island</b> 4 1/2" x 7" 114 x 177mm</p>	<p><b>1/2 Page Vertical</b> 3 3/8" x 10" 86 x 254mm</p>	<p><b>1/6 Page Vertical</b> 2 1/8" x 4 1/2" 54 x 114mm</p>	
<p><b>2/3 Page Vertical</b> 4 1/2" x 10" 114 x 254mm</p>	<p><b>1/3 Page Horizontal</b> 7" x 3 1/2" 177 x 88mm</p>	<p><b>1/3 Page Square</b> 4 1/2" x 4 7/8" 114 x 122mm</p>	<p><b>1/3 Page Vertical</b> 2 1/8" x 10" 54 x 254mm</p>	<p><b>1/4 Page Horizontal</b> 7" x 2 3/8" 177 x 60mm</p>	<p><b>1/4 Page Square</b> 3 3/8" x 4 1/2" 86 x 114mm</p>	<p><b>1/4 Page Vertical</b> 1 5/8" x 10" 41 x 254mm</p>	<p><b>1/6 Page Horizontal</b> 4 1/2" x 2 3/8" 114 x 60mm</p>

## 2022 ADVERTISING RATES

### DISPLAY RATES 2022 - Gross rates shown before discount(s)

Four color process	1x	3x	4x
Full page	\$2,635	\$2,120	\$1,620
2/3 page	\$2,030	\$1,640	\$1,335
1/2 page	\$1,855	\$1,485	\$1,190
1/3 page	\$1,425	\$1,150	\$955
1/4 page	\$1,320	\$1,065	\$880
1/6 page	\$1,140	\$925	\$780
2 page spread	\$3,885	\$3,140	\$2,330

Black & white/Grayscale	1x	3x	4x
Full page	\$2,030	\$1,640	\$1,150
2/3 page	\$1,530	\$1,230	\$850
1/2 page	\$1,270	\$1,025	\$850
1/3 page	\$820	\$655	\$470
1/4 page	\$720	\$575	\$410
1/6 page	\$525	\$410	\$300
2 page spread	\$3,250	\$3,140	\$2,330

### CLASSIFIED RATES 2022 - Net rates / no discounts - just for classified rates

Four color process	1x	3x	4x
Full page	\$1,190	\$965	\$870
2/3 page	\$1,055	\$850	\$790
1/2 page	\$955	\$770	\$720
1/3 page	\$800	\$655	\$615
1/4 page	\$760	\$605	\$555
1/6 page	\$690	\$555	\$500
2 page spread	\$1,710	\$1,385	\$1,230

Black & white/Grayscale	1x	3x	4x
Full page	\$770	\$600	\$480
2/3 page	\$585	\$460	\$370
1/2 page	\$490	\$380	\$300
1/3 page	\$320	\$250	\$200
1/4 page	\$290	\$220	\$180
1/6 page	\$215	\$170	\$140
2 page spread	\$1,240	\$2,290	\$2,215

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](mailto: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](mailto: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](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 yet 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**

### UCA 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	\$1,500
3 Box Ad (two per issue)	225x188px	\$300	\$265

The screenshot shows the UCA eNews newsletter interface. At the top is the UCA logo and the title 'eNews'. Below this is a main header: 'All Things Jobs ... Experience, Participation, Opportunities and Scholarships in Tunneling and Underground'. The main content area includes several articles and advertisements. A 'Banner Ad' (1) is shown as a large yellow rectangle. A 'Client Provided Content Ad' (2) is shown as a smaller yellow rectangle. A 'Box Ad' (3) is shown as a small yellow rectangle. Other content includes an article about the Hudson River Tunnel, a quote from Everett Litton, a raffle ticket promotion, a photo contest announcement, and a call for industry partners. The bottom section features three columns: 'Be a Presenter', 'Industry Vendors', and 'Submit a Paper', each with a 'READ MORE' button.

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)	885x188px	\$1,500	\$1,265	\$1,170

(All Rates Are Net)

Search a dedicated career resource specific to the tunneling and underground construction industry.

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



PACKAGE/OPTION	MEMBER COST	NONMEMBER COST	NOTES
30-day job posting	\$299	\$399	
Premium Job Flash package	\$399	\$649	Includes Job Flash emails to SME or UCA members
Ultimate Recruitment package	\$699	\$899	Includes Job Flash emails to SME or UCA members plus distribution to network of job boards
Internship posting	\$0.00	\$50	
5-pack of 30-day job postings	\$1,299	\$1,699	Buy 5 postings and save
5-pack of Premium Job Flash package	\$1,699	\$2,799	Buy 5 postings and save

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



## Exhibit and Sponsorship

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

FIND  
DETAILS  
ONLINE AT  
[ucaofsmc.org](http://ucaofsmc.org)



**NAT2022**  
NORTH AMERICAN  
TUNNELING CONFERENCE

### North American Tunneling Conference

June 19-22, 2022 | Philadelphia, PA



**Cutting Edge  
Conference**  
Advances in Tunneling Technology

### Cutting Edge Conference

Fall 2022



**George A. Fox  
Conference**

### George Fox Conference

January 2023 | New York, NY



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