



T&UC[®]

Tunneling & Underground Construction

MEDIA GUIDE 2021



A Division of SME

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.

CIRCULATION/READERSHIP

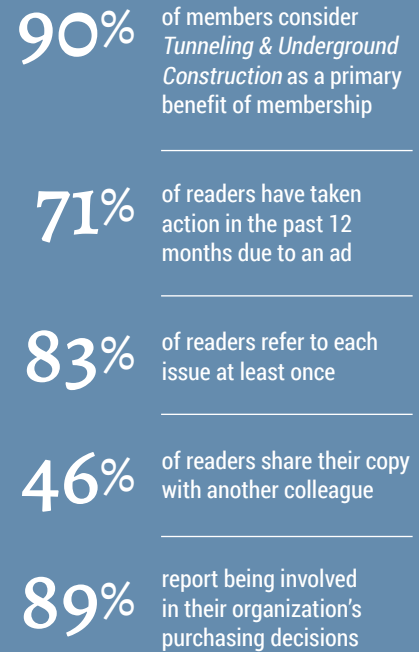


T&UC's average circulation is 17,000 for each quarterly issue, and is included as a supplement to *Mining Engineering* magazine. UCA members and library subscribers also receive single copies of T&UC, a distribution of approximately 1,100. Circulation figures are from January 2019 – June 2019 in a T&UC 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



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 2021 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 May *T&UC* earn a free brochure insert in the Rapid Excavation and Tunneling Conference (RETC) polybag from customer-supplied materials. Distributed at RETC, June 2021 (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.



2021 EDITORIAL & ADVERTISING CALENDAR

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION	SPECIAL ADVERTISING FOCUS
MARCH Sales Close: 02/02/2021 Material Close: 02/09/2021	Current and Future Developments in Tunneling		Free Custom advertorial in the Business Profile Section for all quarter page and larger display advertisers.
MAY Sales Close: 04/06/2021 Material Close: 04/13/2021	Large Bore Tunneling	RETC Las Vegas, NV June 13-16	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 Sales Close: 08/03/2021 Material Close: 08/10/2021	Advances in Shaft Technology		10% Discount on all fractional ads.
DECEMBER Sales Close: 11/02/2021 Material Close: 11/09/2021	Digital Technology		Free Custom advertorial in the Business Profile Section for all quarter page and larger display advertisers.



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>

2021 ADVERTISING RATES

DISPLAY RATES 2021 - Gross rates shown before discount(s)			
Four color process	1x	3x	4x
Full page	\$2,570	\$2,070	\$1,580
2/3 page	\$1,980	\$1,600	\$1,300
1/2 page	\$1,810	\$1,450	\$1,160
1/3 page	\$1,390	\$1,120	\$930
1/4 page	\$1,290	\$1,040	\$860
1/6 page	\$1,110	\$900	\$760
2 page spread	\$3,790	\$3,060	\$2,270

Black & white/Grayscale	1x	3x	4x
Full page	\$1,980	\$1,600	\$1,120
2/3 page	\$1,490	\$1,200	\$830
1/2 page	\$1,240	\$1,000	\$710
1/3 page	\$800	\$640	\$460
1/4 page	\$700	\$560	\$400
1/6 page	\$510	\$400	\$290
2 page spread	\$3,170	\$3,060	\$2,270

CLASSIFIED RATES 2021 - Net rates / no discounts - just for classified rates			
Four color process	1x	3x	4x
Full page	\$1,160	\$940	\$850
2/3 page	\$1,030	\$830	\$770
1/2 page	\$930	\$750	\$700
1/3 page	\$780	\$640	\$600
1/4 page	\$740	\$590	\$540
1/6 page	\$670	\$540	\$490
2 page spread	\$1,670	\$1,350	\$1,200

Black & white/Grayscale	1x	3x	4x
Full page	\$750	\$600	\$480
2/3 page	\$570	\$460	\$370
1/2 page	\$480	\$380	\$300
1/3 page	\$310	\$250	\$200
1/4 page	\$280	\$220	\$180
1/6 page	\$210	\$170	\$140
2 page spread	\$1,210	\$980	\$780

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.

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

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
smenet.org



MINEXCHANGE SME Annual Conference & Expo

March 1-5, 2021 | Virtual Event



Rapid Tunneling & Excavation Conference (RETC)

June 13-16, 2021 | Las Vegas, NV



Cutting Edge Conference

November 10-11, 2021



SPONSORSHIPS

Emma Li Salditt

+1.303.948.4200 | sponsorships@smenet.org

EXHIBITS

Justin Courtney and Corey Carlson

+1.303.948.4200 | exhibits@smenet.org

ADVERTISING STAFF

MEDIA MANAGER/ADVERTISING SALES

Gary Garvey

+1.303.948.4243 • garvey@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

200 Village Road
Green Village, NJ 07935 USA
+1.973.822.9274 • Cell: +1.973.668.2449
laura@boja.com

INTERNATIONAL, CANADA

Darren Dunay

216 Cambridge Court
Clifton, NJ 07014 USA
+1.201.781.6133
sme@dunayassociates.com

INTERNATIONAL, UNITED KINGDOM

Patrick Connolly

99 Kings Road, Westcliff
Essex, UK SSO 8PH, England
+1.44 1702.477341 • Fax +1.49 2022.838126
patco44uk@aol.com

INTERNATIONAL, EUROPE, RUSSIA, ASIA, AFRICA

Eberhard G. Heuser

13, Kaiser Wilhelm Allee
Wuppertal, Germany DE 42117
+1.49 1520.9269629 • Fax +1.49 2022.838126
egh@heusermedia.com

INTERNATIONAL, LATIN AMERICA, AUSTRALIA

Gary Garvey

12999 E. Adam Aircraft Circle
Englewood, CO 80112 USA
+1.303.948.4243
garvey@smenet.org

PUBLICATION STAFF

EDITOR

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

SENIOR EDITOR

Georgene Renner
+1.303.948.4254 • renner@smenet.org
Peer Review, Section and Society News,
Professional Engineer Examination

MANAGING TECHNICAL EDITOR

Chee Theng
+1.303.948.4240 • theng@smenet.org
Technical Papers

ASSOCIATE EDITOR

Margo Ellis
+1.303.948.4245 • ellis@smenet.org
Technical News, Research

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:

tuc
Tunneling & Underground Construction

Mining
engineering

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 | garvey@smenet.org