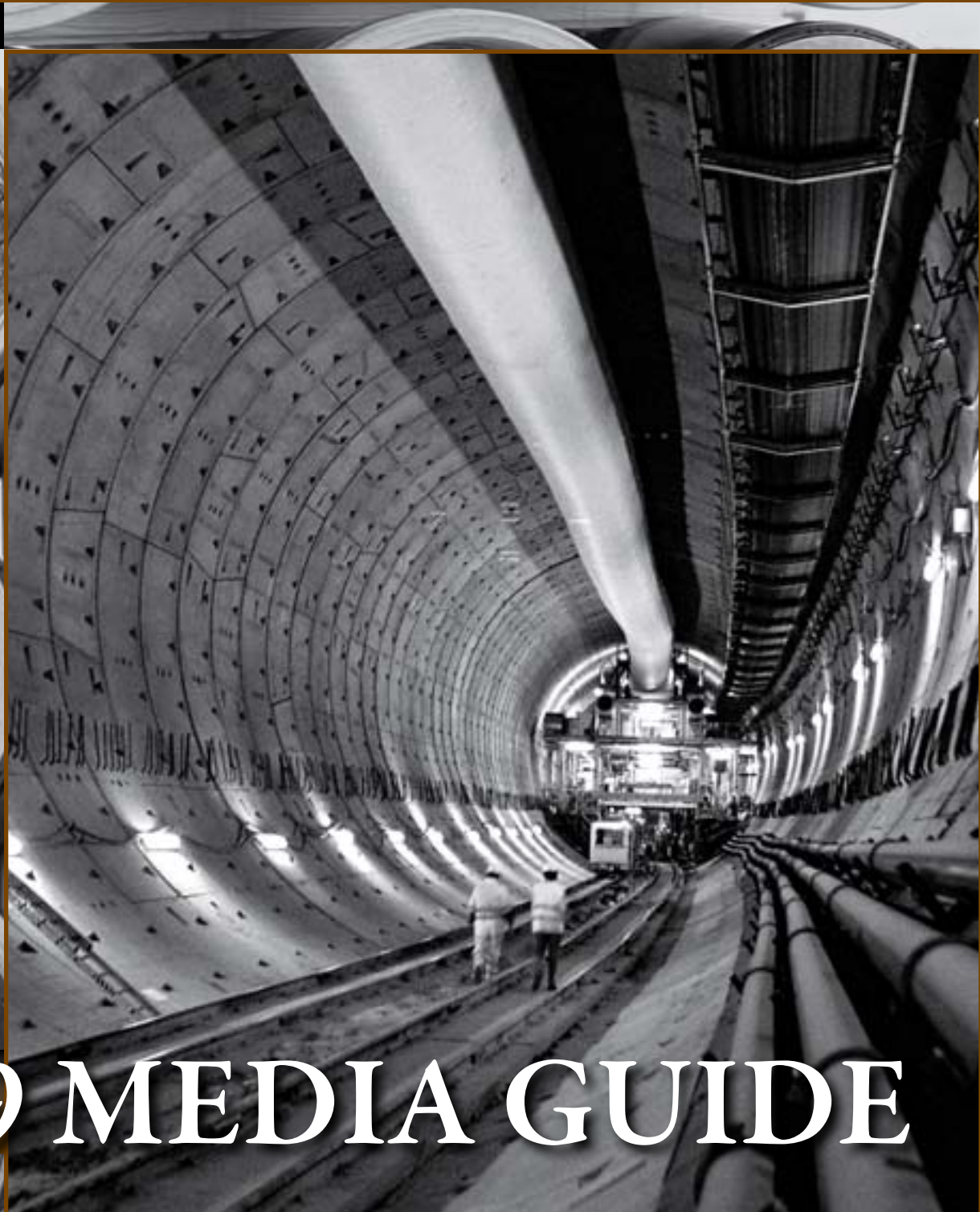


T&UC

TUNNELING &
UNDERGROUND
CONSTRUCTION

THE OFFICIAL PUBLICATION OF UCA OF SME

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2009 MEDIA GUIDE

www.tucmagazine.com

T&UC

TUNNELING & UNDERGROUND CONSTRUCTION

THE OFFICIAL PUBLICATION OF UCA OF SME

THE MAGAZINE

T&UC is the official publication of The Underground Construction Association of SME, the world's largest and most respected professional mining society.

The primary mission of **T&UC** is to promote the use of underground space and acts as a clearinghouse for information and technology related to the underground, tunneling and construction industries.

T&UC brings together owners, contractors, designers and suppliers with an interest in 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 of SME members, and the industry at large through extensive bonus distribution at industry trade shows. As a supplement to *Mining Engineering*, **T&UC** reaches over 15,000 industry professionals with each quarterly edition.

The products and services presented in **T&UC** serve as the foundation of the underground and tunneling industry. They are crucial to the success of every project, large and small.



If your target audience is the professional decision maker in the underground and tunneling industry, the exposure you receive from an advertising program with **T&UC** will reach your best prospects four times a year.

EVENTS AND CONFERENCES

In 2009, **T&UC** will participate in key underground construction, tunneling and mining conferences, events and conventions worldwide through special bonus distribution of the magazine.

SME will hold its Annual Meeting February 22 - 25, 2009, in Denver, CO, USA and **T&UC** will feature special preshow and postshow highlights.

Several important international conferences will feature a broad distribution of **T&UC** in 2009.

World Tunneling, May 23, 2009, held in Budapest, Hungary and EXTEMIN 2009, held in Peru, will feature bonus distribution of **T&UC**, adding crucial exposure to top decision makers and ensuring a presence for advertising partners.

RETC (Rapid Excavation and Tunneling Conference), June 14-17, 2009, will be an important bonus distribution issue for **T&UC**.

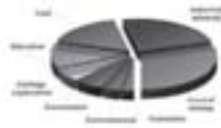
These special bonus distribution issues, as shown on our editorial calendar, provide extended reach for your advertising message to underground and tunneling professionals worldwide.

www.tucmagazine.com

CIRCULATION

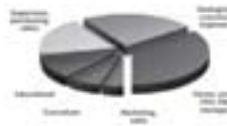
T&UC's average circulation is 15,000 for each quarterly issue. Circulation figures are from January 2008 - June 2008 in a **T&UC** sworn publisher's statement. Additional trade show distribution is included in these circulation figures. See SRDS Media Source for current figures.

Business Sector



| | |
|---------------------------|-------|
| Coal..... | 1,075 |
| Economics..... | 186 |
| Education..... | 850 |
| Environmental..... | 272 |
| General Mining..... | 1,964 |
| Geology, Exploration..... | 454 |
| Government..... | 341 |
| Industrial Minerals..... | 1,534 |
| Manufacturing..... | 596 |
| Metallurgy..... | 151 |
| Metals..... | 3,133 |

Job Title



| | |
|-------------------------------------|-------|
| Consultant..... | 816 |
| Educational..... | 1,377 |
| Geologist, Scientist, Engineer..... | 2,534 |
| Marketing, Sales..... | 437 |
| Owner, Pres., CEO, GM, Manager..... | 2,396 |
| Supervisor, Purchasing, Other..... | 1,546 |

Geography



| | |
|--------------------------------|-------|
| Africa..... | 58 |
| Asia, Middle East, Russia..... | 110 |
| Australia..... | 290 |
| Canada..... | 530 |
| Europe..... | 248 |
| Mexico..... | 50 |
| Latin America..... | 167 |
| United States..... | 8,693 |

T&UC is mailed as a single publication to UCA of SME members - approximately 600 individuals. **T&UC** is also included in each issue of *Mining Engineering* for those months it prints - March, June, September and December - increasing the circulation of each issue of **T&UC** to over 15,000 readers worldwide.

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POWERED BY



2009 EDITORIAL CALENDAR

Editorial Features

MARCH

Rail Tunneling
Trenchless Tunneling
Tunnel Demand Forecast

Product Expo
Business Profiles

| | | | |
|---------------------|-----------------|----------|---------------------|
| <i>BONUS</i> | No-Dig | 3/29-4/3 | Toronto, ON, Canada |
| <i>DISTRIBUTION</i> | World Tunneling | 5/23 | Budapest, Hungary |

JUNE

RETC
Tunnel Rehab
Bored Tunnels

Product Expo
Tunnel Demand Forecast

| | | | |
|---------------------|----------|-----------|---------------------|
| <i>BONUS</i> | RETC | 6/14-6/17 | Las Vegas, NV, USA |
| <i>DISTRIBUTION</i> | Longwall | 6/16-6/18 | Pittsburgh, PA, USA |

SEPTEMBER

Heavy Equipment
Tunnel Demand Forecast

Product Expo

| | | | |
|---------------------|---------|------|----------------|
| <i>BONUS</i> | Extemin | 9/09 | Arequipa, Peru |
| <i>DISTRIBUTION</i> | | | |

DECEMBER

Transit Tunnels
Tunnel Demand Forecast

Product Expo
Business Profiles

| | | | |
|---------------------|--------------------|------------|-------------------|
| <i>BONUS</i> | SME Annual Meeting | 2/21-2/24 | Phoenix, AZ, USA |
| <i>DISTRIBUTION</i> | Fox Conference | 1/10, 2010 | New York, NY, USA |

2009 ADVERTISING RATES

BLACK AND WHITE

| | 1x | 4x |
|----------------------|---------|---------|
| Full two page spread | \$5,469 | \$3,957 |
| Full page | \$3,394 | \$2,462 |
| 1/2 page spread | \$3,394 | \$2,462 |
| 2/3 page | \$2,546 | \$1,840 |
| 1/2 page | \$2,100 | \$1,520 |
| 1/3 page | \$1,377 | \$1,003 |
| 1/4 page | \$1,189 | \$861 |
| 1/6 page | \$870 | \$630 |

FOUR COLOR

| | 1x | 4x |
|----------------------|---------|---------|
| Full two page spread | \$6,759 | \$5,247 |
| Full page | \$4,684 | \$3,752 |
| 1/2 page spread | \$4,684 | \$3,752 |
| 2/3 page | \$3,836 | \$3,130 |
| 1/2 page | \$3,390 | \$2,810 |
| 1/3 page | \$2,667 | \$2,293 |
| 1/4 page | \$2,479 | \$2,151 |
| 1/6 page | \$2,160 | \$1,920 |

PREMIUM POSITIONS

Back cover: \$800

Inside front cover: \$480

Pages 3, 5, 7, inside back cover: \$400

Premium charge is in addition to the space and color charge

OTHER RATES

Each additional process color: \$400 Each additional matched ink: \$750.

See page 6 for other special advertising opportunities.

Advertising agency commission to recognized agencies only with supplied press ready files.

Signed and dated insertion orders are required for all placements. Credit card and wire transfer payments accepted. All invoices are issued net 30 days. Payable in US funds only.

2009 CLASSIFIED RATES

| | 1x | 4x |
|----------------------|---------|-------|
| Full two page spread | \$1,542 | \$791 |
| Full page | \$985 | \$492 |
| 1/2 page spread | \$985 | \$492 |
| 2/3 page | \$736 | \$368 |
| 1/2 page | \$638 | \$319 |
| 1/3 page | \$413 | \$217 |
| 1/4 page | \$345 | \$172 |
| 1/6 page | \$252 | \$126 |

Add \$400 for process color for a classified ad. Basic typesetting at no charge. No spot or Pantone inks on classified ads. For smaller than display ads, column inch ads are available, \$100 per vertical column inch. Credit card prepayment required on all classified advertisements.

Provide prepared art or provide text file and images in cmyk .jpg, .tif or .eps file format to have ad typeset at no additional cost:

| | |
|-----------|-----------|
| 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 |
| Per inch | 30 words |

DISPLAY AD SIZES

| | | | | | | | |
|---|--|--|--|---|---|---|--|
| Two Page Spread 17" x 11 3/8" 433 x 290mm | Full Page (Full Bleed) 7 1/4" x 10 1/4" 185 x 282mm | Full Page (No Bleed) 7" x 10" 177 x 254mm | 1/2 Page Horizontal 7" x 4 7/8" 177 x 122mm | 1/2 Page Island 4 1/2" x 7" 114 x 177mm | 1/2 Page Vertical 3 3/8" x 10" 86 x 254mm | 1/6 Page Vertical 2 1/8" x 4 1/2" 54 x 114mm | |
| 1/2 Page Spread 17" x 5 1/2" 433 x 139mm | | | | | | | |
| 2/3 Page Vertical 4 1/2" x 10" 114 x 254mm | 1/3 Page Horizontal 7" x 3 1/2" 177 x 88mm | 1/3 Page Square 4 1/2" x 4 7/8" 114 x 122mm | 1/3 Page Vertical 2 1/8" x 10" 54 x 254mm | 1/4 Page Horizontal 7" x 2 3/8" 177 x 60mm | 1/4 Page Square 3 3/8" x 4 1/2" 86 x 114mm | 1/4 Page Vertical 1 5/8" x 10" 41 x 254mm | 1/8 Page Horizontal 3 3/8" x 2 3/8" 86 x 60mm |

DEADLINES

| | Sales | Art |
|-----------|---------|---------|
| March | 2/2/09 | 2/9/09 |
| June | 5/1/09 | 5/8/09 |
| September | 8/3/09 | 8/10/09 |
| December | 11/2/09 | 11/9/09 |

Material Specifications

For display ads, provide high resolution, 300 dpi PDF files with fonts and images embedded. Original document must be created in CMYK color and contain 300 dpi photographs and/or 600 dpi line art for best reproduction. Provide crop marks for ads intended to bleed beyond the magazine trim. For logos, images and photographs, provide .eps, .jpg or .tif using CMYK color, 300 dpi and fonts embedded or converted to outlines or curves. Send PDF file by email (mcginnis@smenet.org) or on CD: Mining Engineering, Advertising Media Manager, 8307 Shaffer Parkway, Littleton, Colorado, 80127. For more detailed mechanical specifications, please visit www.miningengineeringmagazine.com.

T&UC

TUNNELING & UNDERGROUND CONSTRUCTION

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SPECIAL ADVERTISING OPPORTUNITIES

PRODUCT EXPO

Regular upfront section spotlighting industry products. \$400 for a one-time placement or \$1,200 for four quarterly placements. Complimentary design of advertisement in this pre-formatted, full color section.



PROFESSIONAL SERVICES

Every issue of **T&UC** provides readers this product and services section - an affordable classified advertising option to highlight companies that do business throughout the world. Your buyers need to know you are out there and this quarterly message assures they will see you each and every issue.

Ads are placed strategically in your choice of one section: US by state, US general or international and will appear consecutively in all four quarterly issues of **T&UC** for one low price.

You can supply your own ad in .pdf, .tif, or .eps format or your ad can also be typeset - at no additional cost - and a proof provided prior to publication to ensure the ad runs to your satisfaction. Also, the ad can be changed or revised at any time throughout the year.

Upon expiration, a renewal reminder will be provided so there is no interruption in your program.

The cost is \$250 one-time cost per column inch (2 1/4" wide x 1" deep) black and white ad. Each additional inch, up to 4 vertical inches, is an additional \$250 one-time cost. The addition of any process color(s) up to four color, is an additional \$400 one-time cost. Agency discounts do not apply.



BUSINESS PROFILES



Featured in the March and December issues of **T&UC**, this special section gives you the most for your advertising budget with a complimentary advertorial with the purchase of a display ad.

Buy one ad, ranging from a 1/4 page to a full page, and receive equal space free to run an editorial style advertorial alongside your ad.

Your 1/2 page ad purchase could become a full page presence in this section, at the 1/2 page cost! Your full page — a spread!

This pre-formatted section offers free makeup of the advertorial from your supplied copy and images — or you can create your own advertorial using our format and fonts. Presented in a unique editorial fashion, this special section lends credibility and interest to your offering. **Offer is limited to 1/4 page square or 1/2 page any dimension size and full page ads only. Not offered on 2/3, 1/3 or 1/6 page sizes.**

Topics in the advertorial could include: corporate mission • capabilities • company history • support services • marketing views • executive interviews. Tell **T&UC** readers your story in a dynamic and effective way.

Business Profiles Closes:

| | |
|-------------------------|---------------|
| March sales close | Fri. 2/1/09 |
| March material close | Fri. 2/8/09 |
| December sales close | Mon. 11/3/09 |
| December material close | Mon. 11/10/09 |



www.tucmagazine.com

ADVERTISING STAFF

T&UC's professional advertising sales staff is available to help build recognition for your company with an affordable advertising program targeted to underground and tunneling decision makers worldwide. With an average of 25 years of experience each, our marketing specialists can maximize your advertising investment in **T&UC** and make your products and services available to those most likely to buy.

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Northwest, Central*

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847- 486 -1021 • Cell: 847-903-1853
Fax: 847- 486-1025
hooperhja@aol.com

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Publisher of:

Mining Engineering • Tunneling & Underground Construction • Minerals & Metallurgical Processing

Advertising orders, specifications, information:

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mcginnis@smenet.org • www.miningengineeringmagazine.com

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