



Mining

ENGINEERING

OFFICIAL PUBLICATION OF SME



2010 Media Guide

www.miningengineeringmagazine.com

SME
Society for
Mining, Metallurgy
& Exploration



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PUBLISHED BY:

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www.smenet.org

Circulation and Readership

Published by the world's largest professional mining society serving over 15,000 members, readers and affiliates in more than 35 countries

CIRCULATION

11,500

total monthly paid circulation

3,500

monthly trade show distribution

15,000

circulation per issue

Mining Engineering's average circulation figures are based on sworn publishers statements and the confirmation of the Society for Mining, Metallurgy, and Exploration, Inc.; for the period January 2009 - June 2009. See SRDS Media Source for updated circulation figures for 2009 and 2010.

Mining Engineering magazine is published monthly. Distribution is global, with a distinct saturation in North America. This respected industry publication has been published continually since 1949 and is the official publication of the Society for Mining, Metallurgy, and Exploration, Inc., the world's largest professional mining society.

Readers and subscribers of Mining Engineering include professional miners, principals and managers of mining operations and plants, manufacturers of equipment, engineers, consultants, educators, researchers, scientists and students of mining, metallurgy and exploration.

GEOGRAPHICAL Percentage of circulation (Individuals)

0.8%

Africa (58)

1.2%

Asia, Middle East, Russia (110)

3.1%

Australia (290)

5.5%

Canada (530)

2.5%

Europe (248)

0.5%

Mexico (50)

1.9%

Central/South America (167)

84.5%

United States (8,693)

All circulation figures are based on 2008-2009 averages based on sworn publisher statements from SME. See SRDS Media Source for 2009 / 2010 circulation information.

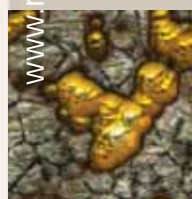
JOB TITLE — Individuals

909	Consultant
323	Educator
2,120	Engineer
634	Geologist
1,163	General manager, vice president
489	Marketing, sales
1,175	Mine, plant manager
190	Owner
1,277	President, CEO/COO
10	Purchasing agent
190	Scientist, researcher
1,155	Student
195	Supervisor, foreman
1,398	Retired, other

BUSINESS CATEGORY — Individuals

983	Coal mining
92	Coal processing
186	Economics
850	Education
272	Environment
454	Geology/exploration
341	Government
1,459	Industrial minerals mining & processing
596	Manufacturing
151	Metallurgy
3,058	Metals mining
75	Metals processing
320	Underground construction, tunnel
1,313	Retired, other

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Mining Engineering Magazine

The Evidence is Clear

Mining Engineering Editorial Readex Research™ Study 2008

MINING ENGINEERING READERS ARE ACTIVELY ENGAGED

- 79%** Reread past issues
- 66%** Took action on an issue
- 47%** Visited an advertiser's website
- 42%** Retained every issue
- 41%** Engaged up to an hour with each issue

MINING ENGINEERING READERS ARE MINING PROFESSIONALS

- 23** Years, median, involved in mining
- 96%** Active, employed mining professionals
- 95%** Are active SME members

MINING ENGINEERING READERS READ MINING ENGINEERING

- 85%** Find Mining Engineering "professional, relevant, readable, and with a reputation for integrity"
- 79%** Enjoy the print edition over any digital editions

Media Buying Evidence is Clear

Mining Engineering advertising partners produce an average of more advertising pages than our leading competitor

Why?

- Mining Engineering** is distributed to an average of 15,000 global readers every month
- Mining Engineering's** advertising rates are lower than our competitors'
- Mining Engineering** offers more valuable discounts than our competitors
- Mining Engineering** has published monthly since 1949 and does not double-up on months
- Mining Engineering's** editorial products are respected, read often, peer-reviewed
- Mining Engineering** is actively involved in trade shows throughout the globe
- Mining Engineering** is backed by the world's largest professional mining society, SME

Mining Engineering represents the most engaged and most qualified mining industry target audience for companies seeking to get the ultimate advertising and marketing impact for their investment

2010 Editorial and Advertising Calendar

BONUS DISTRIBUTION

January

Canadian Mining

Screening	▶ AMEBC – Assoc. for Mineral Exploration British Columbia Roundup 2010	Jan. 18 - 21, 2010	Vancouver, BC, Canada
Water treatment	▶ CMP - Canadian Mineral Processors Operators Conference	Jan. 19 - 21, 2010	Ottawa, ON, Canada
Mining equipment	▶ UCT – Underground Construction Technology International Conference & Exhibition	Jan. 19 - 21, 2010	Tampa, FL, USA
SME preshowguide	▶ ISEE – International Society of Explosive Engineers Conference on Explosives and Blasting Technique	Feb. 7 - 10, 2010	Orlando, FL, USA
	▶ SME – Society for Mining, Metallurgy, and Exploration, Inc. Annual Meeting and Exhibition	Feb. 28 - Mar. 3, 2010	Phoenix, AZ, USA

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

SME preshowguide	25% exhibitors, with same ad repeated free in the February official showguide (regular pages also available) \$250 exhibitor logo, repeated in official showguide
Canadian section	20%, with the same ad repeated free in the April edition
Regular section	15% discount, full-page ads, nonexhibitors, 25% exhibitors Free polybag insert, product supplied by customer, with all full-page ads, any section, in the January issue

Sales Close: Tues., Dec. 1 — Material Close: Tues., Dec. 8

February

Excavators

Shovels	▶ CMA – Colorado Mining Assoc. National Western Mining Conference	Feb. 9 - 11, 2010	Denver, CO, USA
SME showguide	▶ TMS – The Minerals, Metals & Materials Society Annual Meeting and Exhibition	Feb. 14 - 18, 2010	Seattle, WA, USA
	▶ NSSGA – National Stone, Sand & Gravel Assoc. Annual Convention	Feb. 15 - 18, 2010	Cincinnati, OH, USA
	▶ AGG1 Aggregates Forum & Expo	Feb. 15 - 18, 2010	Cincinnati, OH, USA
	▶ SME – Society for Mining, Metallurgy and Exploration, Inc. Annual Meeting and Exhibition	Feb. 28 - Mar. 3, 2010	Phoenix, AZ, USA
	▶ PDAC - Prospectors & Developers Association of Canada Exhibition	Mar. 7 - 10, 2010	Toronto, ON, Canada

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

SME official showguide	25% exhibitors, with same ad repeated free in the February official showguide (regular pages also available) \$250 exhibitor logo, repeated in on-site official showguide
SME pocket program	Covers available for on-site official pocket program
Regular section	15% discount, full-page ads, nonexhibitors, 25% exhibitors Free polybag insert, product supplied by customer, with all full-page ads, any section, in the February issue Includes hotel room drops of the February issue and registration for the official showguide
Media Review	\$800 for a one-time placement or \$1,640 for four quarterly placements

Sales Close: Mon., Jan. 4 — Material Close: Mon., Jan. 11

March

Latin mining

Pipes and pumps	▶ Singleton Mining Expo	Apr. 13 - 15, 2010	Sydney, NSW, Australia
Tunneling/TU&C	▶ ExpoMIN Exhibition	Apr. 13 - 16, 2010	Santiago, Chile
Supplement	▶ Mining World Russia	Apr. 14 - 16, 2010	Moscow, Russia
	▶ ITA – International Tunnelling and Underground Space Assoc. World Tunnel Congress	May 14 - 20, 2010	Vancouver, BC, Canada

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Latin section	20% any size ad in Latin section
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Sales Close: Mon., Feb. 1 — Material Close: Mon., Feb. 8

April

Engines and tires

BAUMA preview	▶ BAUMA Exhibition	Apr. 19 - 25, 2010	Munich, Germany
Canadian mining	▶ Australian Centre for Geomechanics Caving '10	Apr. 20 - 22, 2010	Perth, WA, Australia
Business profiles	▶ Coal Prep Exhibition	Apr. 26 - 29, 2010	Lexington, KY, USA
	▶ Canadian Mining and Industrial Expo	Apr. 28 - 29, 2010	Sudbury, ON, Canada
	▶ OTC – Offshore Technology Conference	May 3 - 6, 2010	Houston, TX, USA
	▶ CIM – Canadian Institute of Mining & Metallurgy Exhibition	May 9 - 12, 2010	Vancouver, BC, Canada
	▶ AusIMM – Australasian Institute of Mining and Metallurgy Sampling '10	May 10 - 12, 2010	Perth, WA, Australia
	▶ Geological Association of Canada GeoCanada '10	May 10 - 14, 2010	Calgary, AB, Canada

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Canadian section	20% all ads in Canadian section
Business profiles	Free custom advertorial with ad purchase

Sales Close: Mon., Mar. 1 — Material Close: Mon., Mar. 8

May

Crushing, grinding

Annual mining review	▶ Geological Society of Nevada Symposium	May 14 - 22, 2010	Sparks, NV, USA
SME wrapup	▶ International Congress on Water Management	Jun. 2 - 4, 2010	Antofagasta, Chile
	▶ GDMB Gesellschaft für Bergbau, Metallurgie, Rohstoffund Umwelttechnik e.V Cu 2010 Copper 2010	Jun. 6 - 10, 2010	Hamburg, Germany

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Any section	20% fractional ads
Media Review	\$800 for a one-time placement or \$1,640 for four quarterly placements

Sales Close: Thurs., Apr. 1 — Material Close: Thurs., Apr. 8

2010 Editorial and Advertising Calendar

June

Coal

Safety equipment
Industrial minerals
Tunneling/TU&C
Supplement

BONUS DISTRIBUTION

- ▶ IPMI - International Precious Metals Institute
Annual Conference of Precious Metals Jun. 12 - 15, 2010 Tucson, AZ, USA
- ▶ MIRARCO, of Laurentian University
Mine Ventilation Symposium Jun. 13 - 17, 2010 Sudbury, ON, Canada
- ▶ MEI - Minerals Engineering International
Precious Metals '10 Jun. 15 - 16, 2010 Falmouth, UK
Nickel Processing '10 Jun. 17 - 18, 2010 Falmouth, UK
- ▶ NAT - North American Tunneling Conference
UCA of SME - Society for Mining, Metallurgy, and Exploration, Inc., Underground Construction Division Jun. 19 - 23, 2010 Portland, OR, USA
- ▶ AusIMM - Australasian Institute of Mining and Metallurgy
International Uranium Conference Jun. 23 - 24, 2010 Perth, WA, Australia
- ▶ RMCMI - Rocky Mountain Coal Mining Institute - Convention Jun. 28 - 30, 2010 Snowmass, CO, USA

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Coal section 20% coal section with the same ad repeated free in the November edition
NAT preshowguide 25% exhibitors, with same ad repeated free in the official showguide
Sales Close: Mon., May 3 — Material Close: Mon., May 10

July

SME membership directory

Underground haulage
Underground mining

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Regular issue 20% fractional ads
Membership directory tabs are available
Sales Close: Tues., Jun. 1 — Material Close: Tues., Jun. 8

August

Mineral processing

Heavy equipment

- ▶ Hydrometallurgy - Uranium '10 Aug. 15 - 18, 2010 Saskatoon, SK, Canada
- ▶ AusIMM - Australasian Institute of Mining and Metallurgy
International Mineral Processing Congress Sep. 6 - 10, 2010 Brisbane, QLD, Australia

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Regular issue 20% full page ads
Media review \$800 for a one-time placement or \$1,640 for four quarterly placements
Sales Close: Thurs., July 1 — Material Close: Thurs., July 8

September

Western U.S. Mining

Software
Mapping, mine planning
Tunneling/TU&C
Supplement
Business profiles

- ▶ International Conference on Hoisting and Haulage Sep. 12 - 15, 2010 Las Vegas, NV, USA
- ▶ SPE - Society of Petroleum Engineers Annual Technical Exhibition Sep. 19 - 22, 2010 Florence, Italy

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Business profiles Free custom advertorial with ad purchase.
Sales Close: Mon., Aug. 2 — Material Close: Mon., Aug. 9

October

Exploration

Drilling
Annual buyers directory

- ▶ CIM - Canadian Institute of Mining & Metallurgy Exhibition Oct. 3 - 6, 2010 Vancouver, BC, Canada
- ▶ COM 2010 - Conference of Metallurgists
- ▶ SME - Society for Mining, Metallurgy and Exploration, Inc.
Dryer Conference Oct. 10 - 12, 2010 Chicago, IL, USA

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Buyers directory 30% all ads, free online and print listing (must register online to qualify), www.aggminmarketplace.com
Classified and tab advertising options are available
Sales Close: Wed., Sept. 1 — Material Close: Wed., Sept. 8

November

Coal

Conveyors

- ▶ SME - Society for Mining, Metallurgy and Exploration, Inc.
Arizona Conference Dec. 5 - 6, 2010 Tucson, AZ, USA
- ▶ Northwestern Mining Association Dec. 6 - 10, 2010 Spokane, WA, USA

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Coal section 20% all ads in Coal section
SME 2011 preliminary 20% for cover positions for 2011 SME Annual Meeting exhibitors or sponsors
Media review \$800 for a one-time placement or \$1,640 for four quarterly placements
Sales Close: Fri., Oct. 1 — Material Close: Fri., Oct. 8

December

South American Mining Projects

Roof supports
Tunneling/TU&C
Supplement

- ▶ OCT - Underground Construction Technology
International Exhibition Jan. 25 - 27, 2011 Houston, TX, USA

SPECIAL ADVERTISING OFFERS AND DISCOUNTS

Any section Any ad earns free matching ad in any issue 2011
Sales Close: Mon., Nov. 1 — Material Close: Mon., Nov. 8

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2010 Advertising Rates

DISPLAY RATES 2010 Effective January 1, 2010

Black and white / Four color US FUNDS

	1x BW / 4C	3x BW / 4C	6x BW / 4C	9x BW / 4C	12x BW / 4C
Two page spread	\$6,836 / \$8,126	\$6,358 / \$7,648	\$5,880 / \$7,170	\$5,408 / \$6,698	\$4,946 / \$6,236
Full page	\$4,242 / \$5,532	\$3,943 / \$5,233	\$3,649 / \$4,939	\$3,360 / \$4,650	\$3,077 / \$4,367
1/2 page spread	\$4,242 / \$5,532	\$3,943 / \$5,233	\$3,649 / \$4,939	\$3,360 / \$4,650	\$3,077 / \$4,367
2/3 page	\$3,182 / \$4,472	\$2,961 / \$4,251	\$2,735 / \$4,025	\$2,510 / \$3,800	\$2,300 / \$3,590
1/2 page	\$2,625 / \$3,915	\$2,440 / \$3,730	\$2,260 / \$3,550	\$2,080 / \$3,370	\$1,900 / \$3,190
1/3 page	\$1,721 / \$3,011	\$1,605 / \$2,895	\$1,485 / \$2,775	\$1,369 / \$2,659	\$1,254 / \$2,544
1/4 page	\$1,486 / \$2,776	\$1,381 / \$2,671	\$1,281 / \$2,571	\$1,176 / \$2,466	\$1,076 / \$2,366
1/6 page	\$1,087 / \$2,377	\$1,008 / \$2,298	\$935 / \$2,225	\$861 / \$2,151	\$788 / \$2,078

PREMIUM POSITIONS

Pages 3, 5, and 7	\$500	Inside back cover	\$500
Inside front cover	\$700	Back cover	\$1,000

Non-cancelable, in addition to space and color charge.

First-time advertisers receive an additional 10% discount on the gross rate of their first placement. Advertisers participating in the bonus distribution events on pages 5 and 6 qualify for a 25% discount if their ad contains their company booth information for that event. All percentage discounts shown apply to the gross rate, before agency discount and cannot be combined with other percentage discounts or offers except first-time advertiser discount. Free polybag inserts are limited for required size and weight and product is to be provided by the advertiser. Free repeat ads use the same ad material. Free profile includes complimentary design services.

OTHER RATES:
 Each additional process color: \$400. Each additional matched ink: \$750.
 See pages 5 and 6 for other special section rates and discounts. Advertising agency commission to recognized agencies only with supplied press-ready files. Signed and dated insertion orders are required for all placements. Check, credit card and wire transfer payments accepted. All invoices are issued net 30 days. Payable in US funds only.

CLASSIFIED DISPLAY RATES 2010 Effective January 1, 2010

Black and white / Four color US FUNDS

	1x	3x	6x		
Full two page spread	\$2,050	\$1,907	\$1,764	Full page	750 word
Full page	\$1,272	\$1,182	\$1,094	2/3 page	500 words
1/2 page spread	\$1,272	\$1,182	\$1,094	1/2 page	250 words
2/3 page	\$954	\$690	\$820	1/3 page	200 words
1/2 page	\$787	\$570	\$678	1/4 page	150 words
1/3 page	\$516	\$481	\$445	1/6 page	100 words
1/4 page	\$445	\$414	\$384	Per inch 30 words	
1/6 page	\$326	\$302	\$280		

Rates listed above are black-and-white classified display rates. Add \$400 for full-color process inks only. No spot or Pantone inks on classified ads. Basic typesetting available at no charge. Provide prepared art or text and image files to have ad typeset at no additional cost. Column inch ads are available at \$100 per vertical column inch. Word counts are shown above. Credit card prepayment required on all classified advertisements. No frequency rebates on classified frequency upgrades. Agency discounts do not apply.

Each issue of Mining Engineering is available online to over 11,000 SME members worldwide at www.miningengineeringmagazine.com.

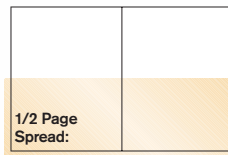
www.miningengineeringmagazine.com



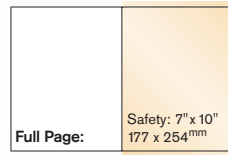
Specifications



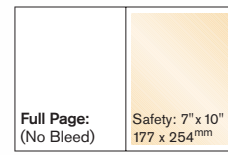
Two Page Spread:
16 3/4" x 11 3/8" (with 1/4" bleed)
Trim Size: 16 1/4" x 10 7/8" • 425 x 290mm



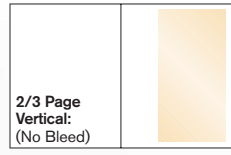
1/2 Page Spread:
16 3/4" x 5 1/2" (with 1/4" bleed)
Trim Size: 16 1/4" x 5 1/4" • 425 x 134mm



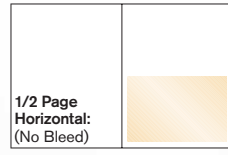
Full Page: Safety: 7" x 10"
177 x 254mm
8 5/8" x 11 3/8" (with 1/4" bleed)
Trim Size: 8 1/8" x 10 7/8" • 213 x 283mm



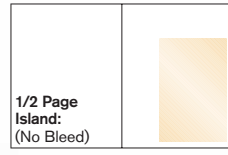
Full Page: Safety: 7" x 10"
177 x 254mm
7" x 10"
Trim Size: 8 1/8" x 10 7/8" • 213 x 283mm



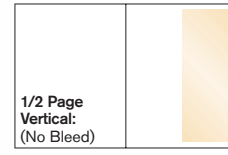
2/3 Page Vertical:
(No Bleed)
4 1/2" x 10" • 114 x 254mm



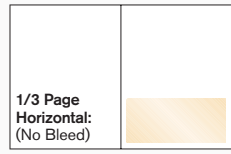
1/2 Page Horizontal:
(No Bleed)
7" x 4 7/8" • 177 x 122mm



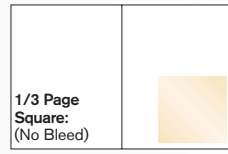
1/2 Page Island:
(No Bleed)
4 1/2" x 7" • 114 x 177mm



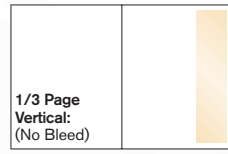
1/2 Page Vertical:
(No Bleed)
3 3/8" x 10" • 86 x 254mm



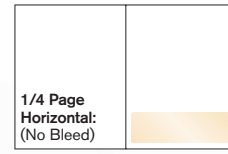
1/3 Page Horizontal:
(No Bleed)
7" x 3 1/2" • 177 x 88mm



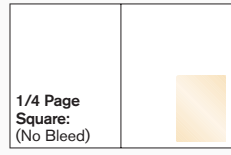
1/3 Page Square:
(No Bleed)
4 1/2" x 4 7/8" • 114 x 122mm



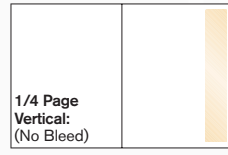
1/3 Page Vertical:
(No Bleed)
2 1/8" x 10" • 54 x 254mm



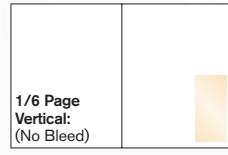
1/4 Page Horizontal:
(No Bleed)
7" x 2 3/8" • 177 x 60mm



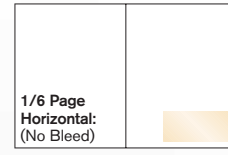
1/4 Page Square:
(No Bleed)
3 3/8" x 4 1/2" • 86 x 114mm



1/4 Page Vertical:
(No Bleed)
1 5/8" x 10" • 41 x 254mm



1/6 Page Vertical:
(No Bleed)
2 1/8" x 4 1/2" • 54 x 114mm



1/6 Page Horizontal:
(No Bleed)
4 1/2" x 2 3/8" • 114 x 60mm

Deadlines	Sales	Art	Sales	Art	Sales	Art		
January	12/1/09	12/8/09	May	4/1/10	4/8/10	September	8/2/10	8/9/10
February	1/4/10	1/11/10	June	5/3/10	5/10/10	October	9/1/10	9/8/10
March	2/1/10	2/8/10	July	6/1/10	6/8/10	November	10/1/10	10/8/10
April	3/1/10	3/8/10	August	7/1/10	7/8/10	December	11/1/10	11/8/10

MATERIALS SPECIFICATIONS

Printing: Web printing, perfect binding.

Digital file platform: Mac or PC files accepted via email, mcginnis@smenet.org or on CD by mail. Film is not accepted.

File preparation: PDF files preferred and recommended. Acrobat versions 5 or 6 PDF file with fonts embedded. Provide PDF/X-la file. No OPI. Use Adobe postscript printer driver. Include crop marks.

Other Applications: Native files are accepted but not preferred from: InDesign, Photoshop (using U.S. prepress defaults-colors settings), and Illustrator. Include all fonts and images. Cannot print from Quark, Word, Excel, PowerPoint, WordPerfect, Publisher and other applications not listed.

Images: All images intended to print must be converted from RGB to CMYK, using U.S. Web Coated (SWOP) v2. RGB not supported. 200 dpi minimum, 300 dpi recommended. Save all graphics as .tif or .eps files. Do not embed images into final layout. All images intended for online applications to be submitted as .gif or .jpg files.

Fonts: Embed all fonts. Do not define type as 4-color process to avoid misregistration.

Bleed: Extend 1/8" (3mm) minimum for bleed area beyond trim.

Proofs: Provide high resolution proofs for accurate color.

Color and Trapping: Total ink saturation should not exceed 280%. CMYK only.

Pantone colors to be specified if ordered. Do not provide trapped files.

Delivery: Email submission preferred but can accept CD submission. Zip or stuffed files acceptable.

FTP delivery: You must advise the advertising manager when you are using FTP: mcginnis@smenet.org.

Host name: ftp.cummingsprinting.com (ip number: 208.65.175.114), user name: mining2, password: advertiser
ALSO SEE SRDS PRINT MEDIA SOURCE, www.srds.com.

SME and Mining Engineering mailing list rentals available by calling +1-800-708-5478 x3262.

All publication pages, including advertising, appear at www.miningengineeringmagazine.com.

Send all correspondence, contracts, insertion orders, and ad materials to:

Johanna McGinnis, Media Manager, SME Publications, 8307 Shaffer Parkway, Littleton, CO 80127 USA
mcginnis@smenet.org, telephone: +1-303-948-4243, fax: +1-303-973-3845.

Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: Call for specifications.

Marketing and Advertising Opportunities

Buyers Directory, October Edition

Buyers Directory Supplement: Free company listing online and in print - register online to qualify at www.aggminmarketplace.com. All display print advertising is 30% off in this supplement. Print logos (\$100) and box ads (\$250) can also be purchased for this special stand-alone directory. Cover, tab and classified advertising options are also available.

Business Profiles, April and September Editions

With the purchase of any size ad in this section, receive a matching size custom advertorial to complement your ad. Preformatted section is created from your supplied copy and images at no additional cost.

Center Spread Pullout

Take center stage with a pull-out, center fold/poster of your product. \$9,000 net.

First Time Advertiser Discount

First-time advertisers receive an additional 10% discount on the net rate of their first placement, in addition to any other discounts.

Magazine Bellybands

Magazine wrap on any show-related issue, for bonus distribution only. From customer-supplied stock or custom printed, based on custom quote.

Magazine Inserts, All Editions

High visibility insert positions are available in any issue, in a position of your choice. From customer-supplied inserts and based on custom quote.

Magazine Mail Lists

Available through a third-party resource at very affordable prices.

Magazine Polybag Inserts, February Edition

SME Annual meeting exhibitors and full-page advertisers earn a free insert position in polybagged issues, from customer-supplied inserts.

Media Review, February, May, August and November Editions

For a very low annual cost - \$1,640 – offer a company CD or literature to readers four times a year, with direct customer response on each inquiry sent to customer. A one-time insertion is \$800. Preformatted section is created from supplied copy and images at no additional cost.

Membership Directory Tab Pages, July Edition

Fold-out tab pages give readers a good tool for this reference issue and give your company a great position in this much-referenced edition. Only six tab pages are available at \$5,900 each.

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.

Inside front cover	\$700
Inside back cover (facing the advertiser index reference page).....	\$500
Pages 3, 5, or 7	\$500
Back cover	\$1,000

Trade Show Distribution

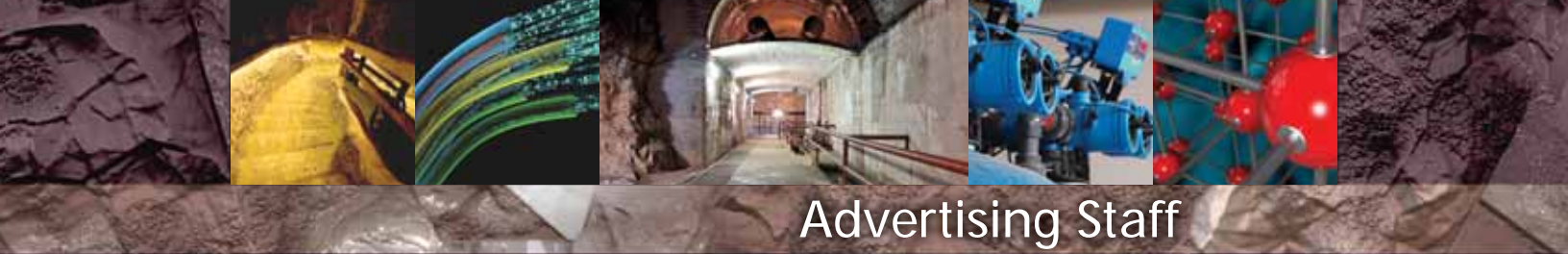
Distribution at trade shows reaches attendees who have come to get the best industry information available. Extend your advertising message – choose the trade shows that reach your target audience. Advertisers participating in the bonus distribution events on pages 5 and 6 qualify for a 25% discount if their ad contains their company booth information for a bonus distribution event.

Tunneling and Underground Construction (T&UC)

T&UC sections, March, June, September, December, offer deep discounts off Mining Engineering rates.

Web and Professional Services Directories

Choose Web Listings, Consultants & Services, or Products & Equipment ads– run a listing, or a business card or larger ad in every issue of ME for one low price. Priced starting at \$250 for a full-year program.



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