

2010 MEDIA GUIDE



T&UC

TUNNELING &
UNDERGROUND
CONSTRUCTION

THE OFFICIAL PUBLICATION OF UCA OF SME

www.tucmagazine.com

THE MAGAZINE

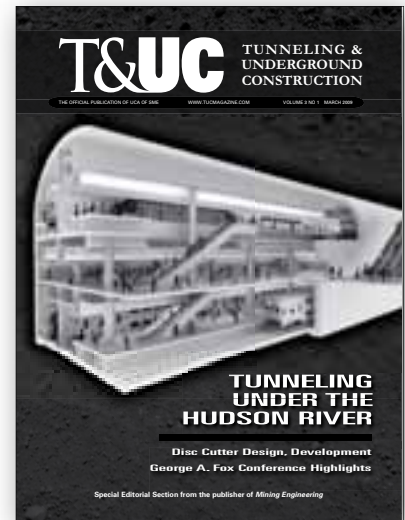
T&UC is the official publication of The Underground Construction Association of SME, the world's largest and most respected professional mining society.

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.



15,000 T&UC
READERS

EVENTS and CONFERENCES

In 2010, *T&UC* will participate in key underground construction, tunneling and mining conferences, events and conventions worldwide through special bonus distribution of the magazine:

March *Five* events in Australia, Canada, Chile, Czech Republic, USA

June *Seven* events in Australia, Canada, United Kingdom, USA

September *Two* events in Australia and USA

December *One* event in Australia

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

PUBLISHED BY:

SME

www.tucmagazine.com

CIRCULATION/READERSHIP

T&UC's average circulation is 15,000 for each quarterly issue, as included as a supplement to Mining Engineering magazine. UCA of SME members and library subscribers also receive single copies of *T&UC*, a distribution of approximately 900. Circulation figures are from January 2009 – June 2009 in a *T&UC* sworn publisher's statement from SME. Additional trade show distribution is included in these circulation figures. See SRDS Media Source for current figures.

11,500

Total Monthly
Paid Circulation

3,500

Monthly
Trade Show Distribution

15,000

Circulation
Per Issue

BUSINESS SECTOR

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

JOB TITLE

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

GEOGRAPHICAL

Percentage of circulation (Individuals):	
Africa	0.8% (58)
Asia, Middle East, Russia	1.2% (110)
Australia	3.1% (290)
Canada	5.5% (530)
Europe	2.5% (248)
Mexico	0.5% (50)
South/Central America	1.9% (167)
United States	84.5% (8,693)

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2010 EDITORIAL CALENDAR

MARCH

EDITORIAL FEATURES

Trenchless Tunneling	Road Headers and Tunneling	Fox Conference Wrap Up
ITA World Tunnel Congress Preview	Business Profiles	Tunnel Demand Forecast

BONUS DISTRIBUTION

ExpoMIN Exhibition	Apr. 13 - 16, 2010	Santiago, Chile
CIM – Canadian Institute of Mining & Metallurgy Exposition	May 9 - 12, 2010	Vancouver, BC, Canada
ITA – International Tunneling Assoc. International Conference	May 14 - 20, 2010	Vancouver, BC, Canada
Underground Construction	Jun. 14 - 16, 2010	Prague, Czech Republic

SPECIAL ADVERTISING OFFER

Business profiles *Free custom advertorial with ad purchase*

CLOSES

Sales Close: Monday, Feb. 1 Material Close: Monday, Feb. 8

JUNE

EDITORIAL FEATURES

Micro Tunneling	NAT – North American Tunneling Conference Preview and Showguide
Underground Ventilation	Alaskan Way Viaduct and Seawall Program

BONUS DISTRIBUTION

IPMI – International Precious Metals Institute	Jun. 12 - 15, 2010	Tucson, AZ, USA
MIRARCO – North American Mine Ventilation Symposium	Jun. 13 - 17, 2010	Sudbury, ON, Canada
Precious Metals '10	Jun. 15 - 16, 2010	Falmouth, United Kingdom
Nickel Processing '10	Jun. 17 - 18, 2010	Falmouth, United Kingdom
NAT – North American Tunneling	Jun. 19 - 23, 2010	Portland, OR, USA
Rocky Mountain Coal	Jun. 28 - 30, 2010	Snowmass, CO, USA

SPECIAL ADVERTISING OFFERS

<i>NAT preshowguide section</i>	<i>25% exhibitors, with same ad repeated free in official showguide</i>
<i>NAT pocket program</i>	
<i>Regular section</i>	
	<i>\$250 exhibitor logo, repeated free in official showguide</i>
	<i>Covers available for on-site pocket program</i>
	<i>15% non exhibitors, 25% exhibitors</i>

CLOSES

Sales Close: Monday, May 3 Material Close: Monday, May 10

SEPTEMBER

EDITORIAL FEATURES

TBM Equipment	Shaft Sinking
Grouting and Waterproofing	Tunnel Demand Forecast

BONUS DISTRIBUTION

Hoist & Haul 2010	Sept. 12 - 15, 2010	Las Vegas, NV, USA
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SPECIAL ADVERTISING OFFER

25% with 2010 ad purchase

CLOSES

Sales Close: Monday, Aug. 2 Material Close: Monday, Aug. 9

DECEMBER

EDITORIAL FEATURES

Safety Equipment	NY Tunnel Project	Tunnel Demand Forecast
Fox Conference Preview	Business Profiles	

BONUS DISTRIBUTION

George A. Fox Conference	Jan. 25, 2011	New York, NY, USA
SME Annual Meeting	Feb. 27 - Mar. 2, 2011	Denver, CO, USA

SPECIAL ADVERTISING OFFER

Business profiles *Free custom advertorial with ad purchase*

CLOSES

Sales Close: Monday, Nov. 1 Material Close: Monday, Nov. 8

2010 ADVERTISING RATES

2010 DISPLAY RATES

BLACK AND WHITE

	1x	4x
Full two page spread	\$2,734	\$1,484
Full page	\$1,696	\$923
1/2 page spread	\$1,696	\$923
2/3 page	\$1,272	\$690
1/2 page	\$1,050	\$570
1/3 page	\$688	\$376
1/4 page	\$594	\$323
1/6 page	\$434	\$236

FOUR COLOR

	1x	4x
Full two page spread	\$3,250	\$1,871
Full page	\$2,212	\$1,310
1/2 page spread	\$2,212	\$1,310
2/3 page	\$1,788	\$1,077
1/2 page	\$1,566	\$957
1/3 page	\$1,204	\$763
1/4 page	\$1,110	\$710
1/6 page	\$950	\$623

OTHER DISPLAY RATES

Each additional process color: \$400 • Each additional matched ink: \$750
See pages 4 and 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.

CLOSES

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

2010 CLASSIFIED RATES

BLACK AND WHITE

	1x	4x		1x	4x	
Full two page spread	\$1,025	\$529				
Full page	\$636	\$328	750 words	1/3 page	\$258	\$134
1/2 page spread	\$636	\$328	750 words	1/4 page	\$222	\$115
2/3 page	\$477	\$246	500 words	1/6 page	\$163	\$84
1/2 page	\$393	\$203	250 words	Per inch	\$100	\$100
						200 words
						150 words
						100 words
						30 words

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.

DISPLAY AD SIZES

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		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		Full Page (No Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 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 16 3/4" x 5 1/2" (with 1/4" Bleed) Trim Size: 16 1/4" x 5 1/4" 425 x 134mm															
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		1/6 Page Horizontal 4 1/2" x 2 3/8" 114 x 60mm	

MATERIAL 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 at mcginnis@smenet.org Host name: ftp.cummingsprinting.com (ip number: 208.65.175.114), user name: mining2, password: advertiser.

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

Johanna McGinnis, Media Manager, SME Publications, 8307 Shaffer Parkway, Littleton, CO 80127
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 BRANDING TOOLS

BUSINESS PROFILES

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

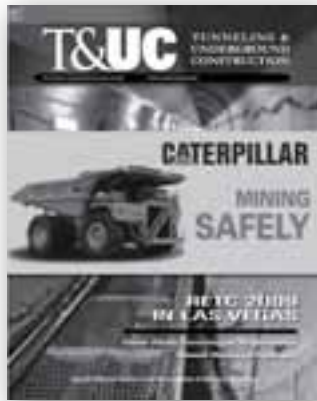


CENTER SPREAD PULLOUT

Take center stage with a pull-out, center fold/poster of your product. \$4,000 net.

MAGAZINE INSERTS

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 POLYBAG INSERTS

NAT show exhibitors and full page advertisers earn a free insert position in polybagged issues; from customer supplied inserts. Distributed at the NAT show, June edition. (see page 4 for details)

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 MAIL LISTS

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

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	\$500
Inside back cover (facing the advertiser index reference page).	\$400
Pages 3, 5, or 7	\$400
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. 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.

FIRST-TIME ADVERTISER DISCOUNTS

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

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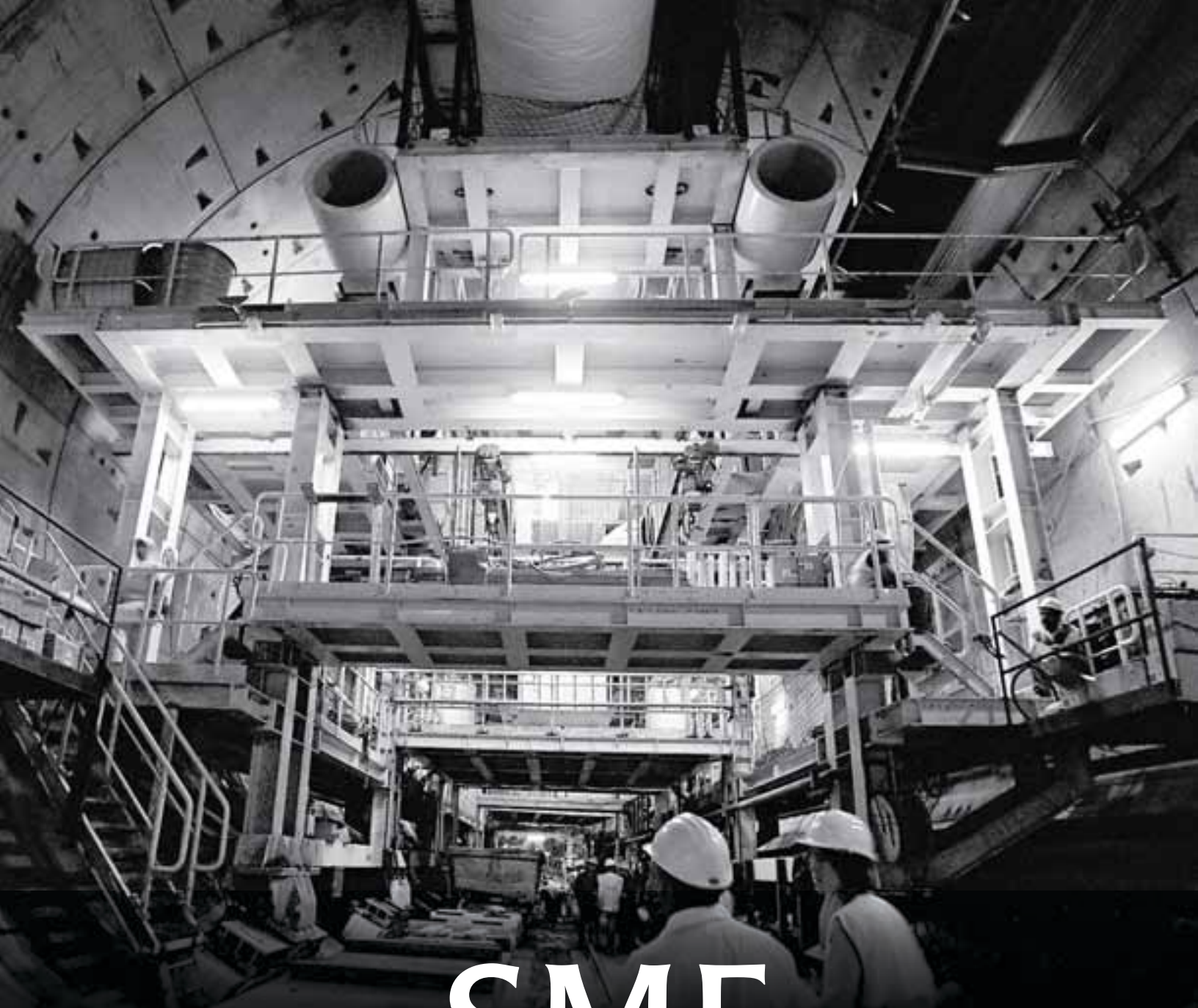
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