



T&UC

TUNNELING &
UNDERGROUND
CONSTRUCTION

THE OFFICIAL PUBLICATION OF UCA OF SME

UC  of SME

T&UC

T&UC

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2012
MEDIA
GUIDE

THE MAGAZINE

Tunneling & Underground Construction Magazine (T&UC) is the official publication of *The Underground Construction Association of SME* (Society for Mining, Metallurgy and Exploration, Inc.), 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 it 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 it 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 Magazine*, and as a stand-alone publication, *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 2012, *T&UC* will participate in key underground construction, tunneling and mining conferences, events and conventions worldwide through a special bonus distribution of the magazine:

March *Five* events in Canada, Thailand and the USA

June *Two* events in the USA

September *One* event in the USA

December *Three* events in the USA and Canada

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

PUBLISHED BY:



www.tucmagazine.com

CIRCULATION/READERSHIP

T&UC's average circulation is 17,000 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 2011 – June 2011 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.

13,500

Total Monthly
Paid Circulation

3,500

Monthly
Trade Show Distribution

17,000

Circulation
Per Issue

BUSINESS SECTOR

Individuals:

Coal mining	1,302
Coal processing	119
Economics	184
Education	696
Environment	395
Geology/exploration	647
Government	327
Industrial minerals mining & processing ..	1,351
Manufacturing	583
Metallurgy	267
Metals mining	3,397
Metals processing	204
Underground construction, tunnel	637
Retired, other	815

JOB TITLE

Individuals:

Consultant	1,007
Educator	309
Engineer	2,293
Geologist	640
General manager, vice president	1,099
Marketing, sales	525
Mine, plant manager	967
Owner	194
President, CEO/COO	1,145
Purchasing agent	12
Scientist, researcher	200
Student	1,497
Supervisor, foreman	161
Retired, other	755

GEOGRAPHICAL

Percentage of circulation (Individuals):

Africa	0.6%
Asia, Middle East, Russia	1.4%
Australia	3.2%
Canada	6.2%
Europe	2.5%
Mexico	0.4%
South/Central America	2.1%
United States	83.6%

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2012 EDITORIAL CALENDAR

MARCH

EDITORIAL FEATURES

Northeast United States
Drilling / Blasting

Tunnel Demand Forecast

BONUS DISTRIBUTION

SME Minnesota Conference
Coal Prep
Offshore Technology Conference
CIM Annual Conference & Exhibit
ITA World Tunnelling Congress

Apr. 17 - 18, 2012
Apr. 30 - May 3, 2012
Apr. 30 - May 3, 2012
May 3 - 9, 2012
May 18 - 23, 2012

Duluth, MN, USA
Lexington, KY, USA
Houston, TX, USA
Edmonton, AB, Canada
Bangkok, Thailand

SPECIAL ADVERTISING OFFER

Business profiles

Free custom advertorial with ad purchase

CLOSES

Sales Close: Tuesday, Feb. 7

Material Close: Friday, Feb. 10

JUNE

EDITORIAL FEATURES

Midwest United States
Managing Project Risk

Tunnel Demand Forecast
NAT Preshow and Official Showguides, Pocket Program

BONUS DISTRIBUTION

North American Mine Ventilation Conference
NAT - North American Tunneling Conference

Jun. 17 - 20, 2012
Jun. 24 - 27, 2012

Salt Lake City, UT, USA
Indianapolis, IN, USA

SPECIAL ADVERTISING OFFERS

*NAT PreShowGuide section /
Official ShowGuide
NAT PocketProgram
Regular Section*

*Ad discount: 25% exhibitors
Free polybag insert offer with any full page ad purchase
Back Cover, \$2,000 – Inside front or inside back cover, \$1,500
15% non-exhibitors*

CLOSES

Sales Close: Tuesday, May 8

Material Close: Tuesday, May 15

SEPTEMBER

EDITORIAL FEATURES

MINExpo
Mining / Tunneling Equipment

Tunnel Demand Forecast
Western United States

BONUS DISTRIBUTION

MINExpo

Sep. 24 - 26, 2012

Las Vegas, NV, USA

SPECIAL ADVERTISING OFFER

15% fractional ad discount

CLOSES

Sales Close: Tuesday, Aug. 7

Material Close: Tuesday, Aug. 14

DECEMBER

EDITORIAL FEATURES

International Tunneling Projects
Tunnel Design / Planning

Tunnel Demand Forecast

BONUS DISTRIBUTION

George A. Fox Conference
UCT Annual Conference
SME Annual Meeting & Exhibit
PDAC Convention

Jan., 2013
Jan. 10, 2013
Feb. 24 - 27, 2013
To be determined

New York, NY, USA
San Antonio, TX, USA
Denver, CO, USA

SPECIAL ADVERTISING OFFER

Business profiles

Free custom advertorial with ad purchase

CLOSES

Sales Close: Tuesday, Nov. 6

Material Close: Tuesday, Nov. 13

2012 ADVERTISING RATES

2012 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

As of January 1, 2012

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: \$300
 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	2/7/12	2/14/12
June	5/8/12	5/15/12
September	8/7/12	8/14/12
December	11/6/12	11/13/12

2012 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. •**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:** Use these FTP instructions! Do not send links or instructions for ad retrieval. Ad materials must be submitted through our FTP site. 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, 12999 E. Adam Aircraft Circle, Englewood, CO 80112 USA
 mcginnis@smenet.org, telephone: +1-303-948-4243, fax: +1-303-973-3845.

Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: Inquire 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

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 2012 editions.

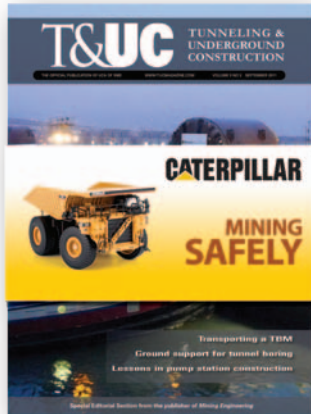


CENTER SPREAD PULLOUT

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

All full-page advertisers in June *T&UC* earn a free insert position in the NAT polybag; from customer-supplied inserts. Distributed at the 2012 NAT show, June 2012 (see page 4 for details).

MAGAZINE BELLYBANDS

Magazine wrap on any show-related issue, for bonus distribution only. From customer supplied stock, \$1,500, or custom printed, based on custom quote.

MAGAZINE MAIL LISTS

Available through a third-party resource at very affordable prices. (see page 5 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.

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.

FIRST-TIME ADVERTISER DISCOUNT

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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Publisher of:

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