

Mining engineering®

OFFICIAL PUBLICATION OF SME

2022 DIGITAL OFFERINGS



SME
Society for
Mining, Metallurgy
& Exploration

me.smenet.org

Mining Engineering Website Advertising Program

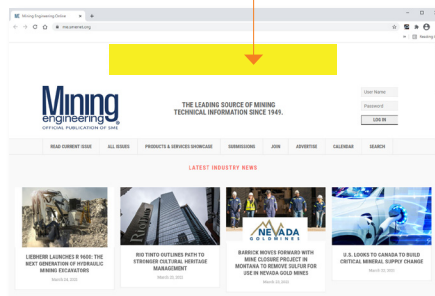
Align with industry news leader

Connect with your audience on the website for *Mining Engineering*, the flagship publication of the Society for Mining, Metallurgy & Exploration (SME). Mining Engineering is the industry's trusted source for news, industry information, the latest technological developments and more to the global mining community since 1949.

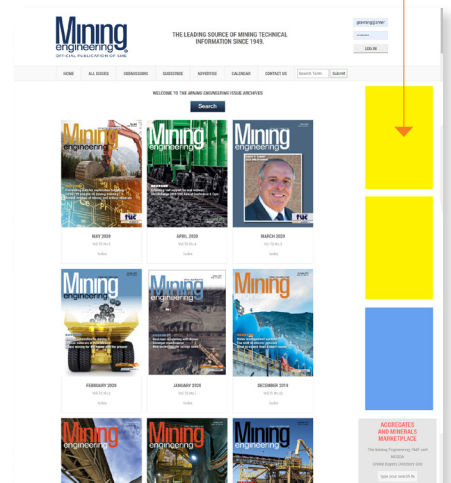
1 Client Provided Content Ads



2 Leaderboard Ad



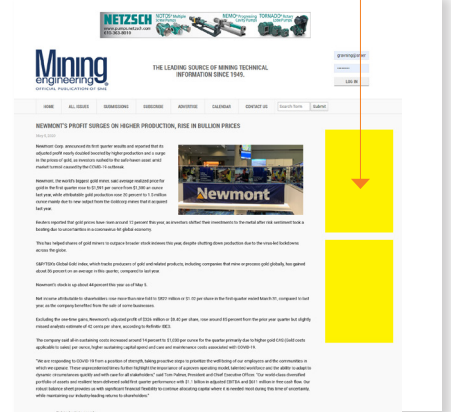
4 Issues Page Ad



3 Medium Banner Ad

ME Website Digital Ads	Size	3x	6x	12x
1 Client Provided Content Ad (Eight per month) 4,500 character article with images, two banners ads, links, and more	350x225px	\$2,700	\$2,300	\$2,125
2 Leaderboard Ad (One position rotates between four spots per month)	728x90px	\$1,250	\$1,050	\$970
3 Medium Banner Ad (Four positions per month, non-rotating)	200x200px	\$375	\$315	\$290
4 Issues Page Ad (Two positions, each rotate between four spots per month)	200x400px	\$375	\$315	\$290
5 Articles Page Ad (Two positions per month, non-rotating)	200x400px	\$375	\$315	\$290

5 Articles Page Ad



(All Rates Are Net)

Client Provided Content

Deliver thought-leadership to industry professionals

Position your company as an industry leader with client provided content. Client Provided Content (CPC) is a high-value and effective way to reach your online audience and grow your business. With Client Provided Content, you share an article on the *Mining Engineering* website, the flagship magazine of the Society for Mining, Metallurgy & Exploration, reaching thousands of viewers daily.

Client Provided Content filters through to the SME website maximizing your reach.

Banner and box ad placement on the CPC page offer you additional messaging opportunities.

5 Client Provided Content Announcement Ads

Client Provided Content	3x	6x	12x
Cost	\$2,700	\$2,300	\$2,125

(All Rates Are Net)

Material Specs	
1 CPC Article Banner Ad	728x90px
2 CPC Article Image	350x250px
3 CPC Article	4,500 characters
4 CPC Article Box Ad	160x200px
5 CPC Announcement Ad	350x225px (250 characters, image and link to CPC)

Meet your customers in their inbox

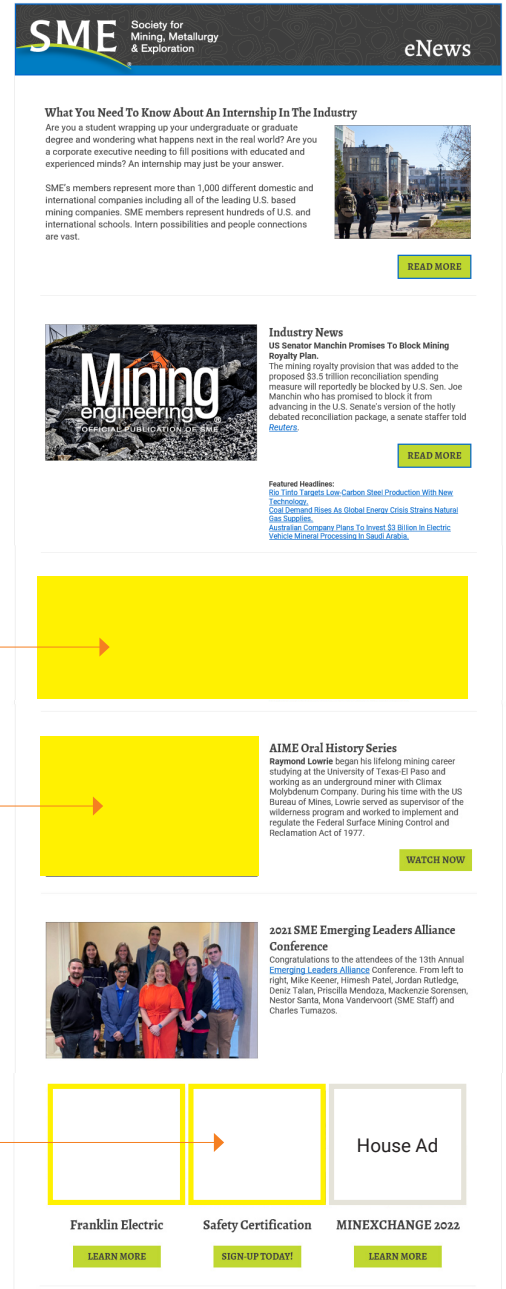
This bi-weekly electronic newsletter for SME members and interested individuals contains association and industry news. With a focus on featured members, education and professional development opportunities, outreach resources, and industry-related issues, SME eNews is a cost-effective yet valuable marketing tool.

The SME eNews mailing list averages 15,000 with a consistent open rate over 21%.

1 Banner Ad

2 Client Provided Content Ad

3 Box Ad



ME Website Digital Ads	Size	3x	6x	12x
1 Banner Ad (one per issue)	700x188px	\$1,000	\$850	\$785
2 Client Provided Content Ad (two per issue)	350x225px Plus headline and 250 Characters	\$1,750	\$1,550	\$1,450
3 Box Ad (two per issue)	225x188px	\$300	\$265	\$245

(All Rates Are Net)



TARGETED

TARGETED DIGITAL DISPLAY

Target the Industry Through Our Trusted Brands



Site Retargeting

Reach our readers off-site, across the web and on mobile



Address-Targeting

Reach industry decision makers, show attendees, targeted mines, corporate headquarters, and more



Keyword Searches

Target those professionals searching for your products with digital display ads



Present Exposure

30,000
monthly impressions

Investment
\$3,150 - 3 Months
\$5,985 - 6 Months
\$11,340 - 12 Months



Competitive Exposure

50,000
monthly impressions

Investment
\$5,250 - 3 Months
\$9,975 - 6 Months
\$18,900 - 12 Months



Dominate Exposure

75,000
monthly impressions

Investment
\$7,875 - 3 Months
\$14,963 - 6 Months
\$28,350 - 12 Months

Reach our audience with our audience extension program



Contact Us

PUBLICATION TEAM

Editor

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

Associate Editor

Nancy Profera
+1.303.948.4254 • profera@smenet.org
Features, Industry news, SME News,
Press Releases

Managing Technical Editor

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

Production Graphic Artist

Ted Robertson
+1.303.948.4238 • robertson@smenet.org
Graphic Design, Layout, Technical Art
Specifications, Technical Prepress

ADVERTISING TEAM

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
154 N Livingston Avenue
Livingston, NJ 07039
+1.973.822.9274 • Cell: +1.973.668.2449
laura@boja.com

Canada

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

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

**Europe, Russia, Asia, Africa,
Latin America, Australia**

Dave Bayard
154 N Livingston Avenue
Livingston, NJ 07039
+1.973.822.9275
dave@boja.com

Society for Mining, Metallurgy & Exploration

12999 E. Adam Aircraft Circle
Englewood, CO 80112 USA

Publisher of:

Mining Engineering
Tunneling & Underground Construction