

# Mining engineering®

OFFICIAL PUBLICATION OF SME

2022 MEDIA GUIDE

[me.smenet.org](http://me.smenet.org)

**SME**  
Society for  
Mining, Metallurgy  
& Exploration

## About the Society for Mining, Metallurgy & Exploration

The Society for Mining, Metallurgy & Exploration brings together the mining and mineral industry's brightest and most dedicated professionals. More than 13,000 global members advance their careers with the world-class technical resources, educational programs, networking opportunities and professional development tools from SME. Our members are focused on sharing best practices for safety, environmental stewardship and moving mining forward.

SME. *Inspiring mining professionals worldwide.*

### Your Connection to SME

Reach your marketing goals and align your message with the trusted and reliable voice of the industry. From brand awareness and lead generation, to thought leadership and product promotion, we offer avenues to connect with the audience you need.

SME offers many new opportunities to connect with your clients directly on SME platforms. Design a cross-platform marketing program that delivers exclusive access to mining, mineral and exploration professionals.

- Mining Engineering
- Website
- eNewsletter
- Webinars
- Client-Provided Content
- Career Center
- Conferences
- Program Sponsorships

**13,000**  
Members

**80+**

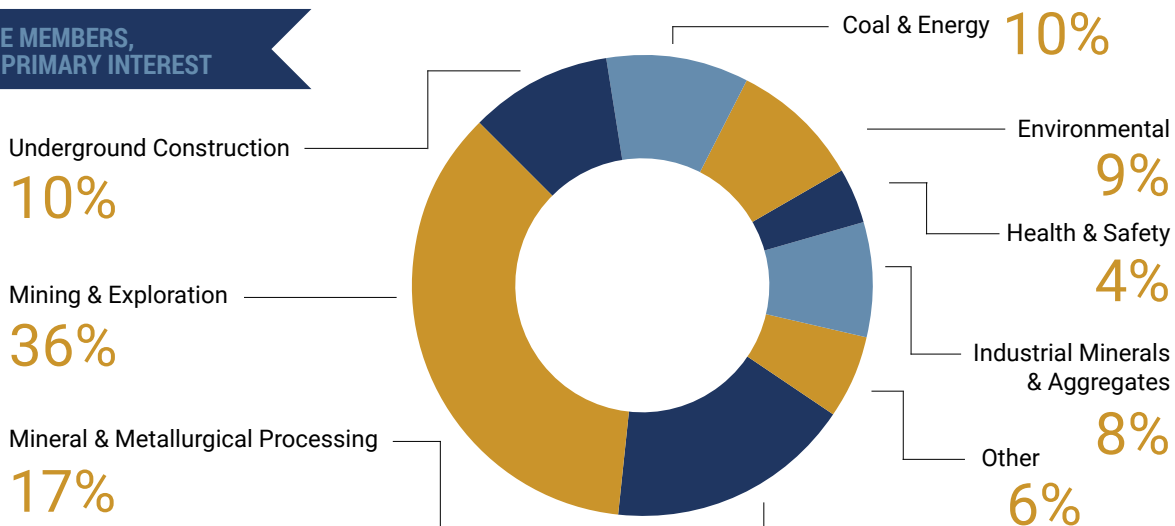
Number of countries where members are represented

**25%**  
of membership is international

**75%**  
is in the United States

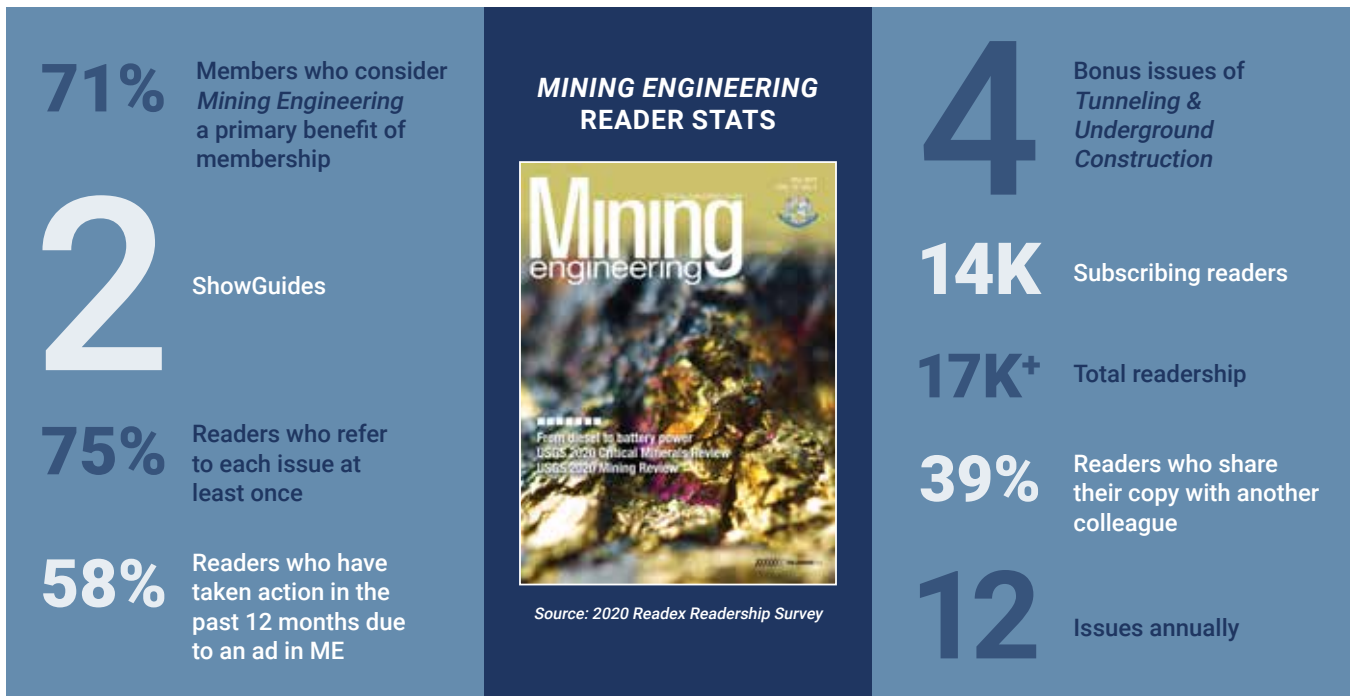
### SME MEMBERSHIP REPRESENTS A DIVERSE CROSS-SECTION OF THE MINING, MINERALS, AND UNDERGROUND CONSTRUCTION INDUSTRIES.

#### SME MEMBERS, BY PRIMARY INTEREST



## The flagship publication of SME

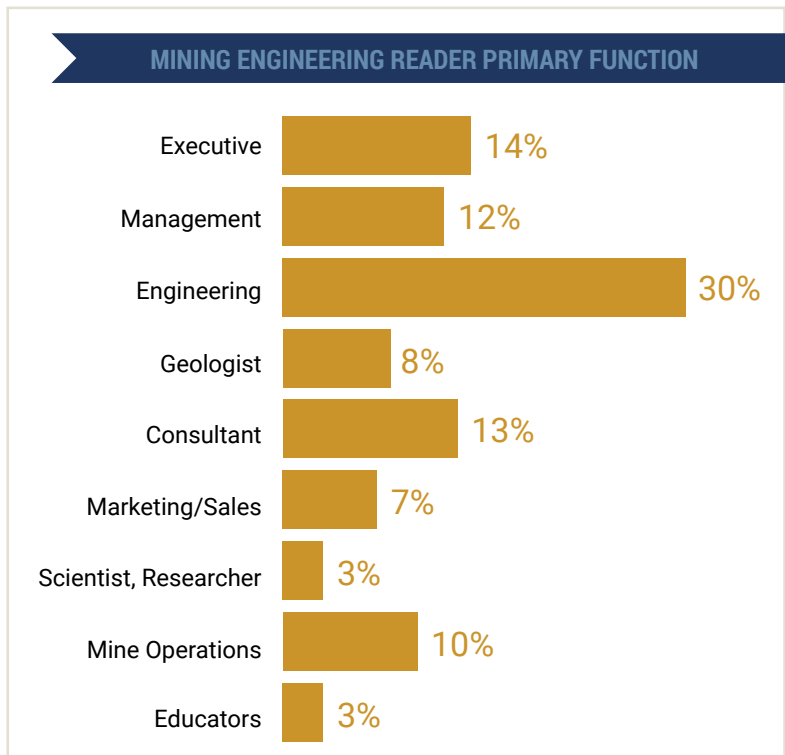
The industry has turned to *Mining Engineering* for the past 74 years as the source for trusted and reliable information.



### Bonus Distribution

Many issues of *Mining Engineering* include targeted, bonus distribution at key trade shows, training events, seminars and industry meetings.

SME delivers *Mining Engineering* to potential members and to mining industry business leaders whose areas of interest and expertise match monthly editorial topics.





## 2022 EDITORIAL & ADVERTISING CALENDAR

	Editorial Topic/Advertising Opportunities	Bonus Distribution	Discounts
<b>January</b> Sales Close: 12/7/2021 Material Close: 12/14/2021	<ul style="list-style-type: none"> <li>Rare earth mining – challenges and opportunities</li> <li>Canada</li> <li>Official SME Pre-ShowGuide</li> </ul>	AME Roundup George A. Fox	<ul style="list-style-type: none"> <li>20% off all Rare Earth display ads</li> <li>25% off all Pre-Show Section display ads including a free repeat in February Show Section and Official SME ShowGuide</li> <li>20% off all Canada Section ads</li> </ul>
<b>February</b> Sales Close: 1/4/2022 Material Close: 1/11/2022	<ul style="list-style-type: none"> <li>Diversity and Inclusion</li> <li>Exploration</li> <li>Official SME ShowGuide</li> </ul>	MINEXCHANGE SME Annual Conference & Expo	<ul style="list-style-type: none"> <li>25% off Show Section display ads including a free repeat in the Official SME ShowGuide</li> <li>20% off Exploration section display ads</li> <li>Free repeat of Pre-Show Section ads</li> </ul>
<b>March</b> Sales Close: 2/1/2022 Material Close: 2/8/2022	<ul style="list-style-type: none"> <li>SME President Interview</li> <li>Automation in mining</li> <li><b>Tunneling &amp; Underground Construction</b> (see page 7 for details)</li> </ul>	PDAC	<ul style="list-style-type: none"> <li>20% off Automation in Mining Section display ads</li> </ul>
<b>April</b> Sales Close: 3/1/2022 Material Close: 3/8/2022	<ul style="list-style-type: none"> <li>Coal</li> <li>MINEXCHANGE 2022</li> <li>Mine rescue competition</li> <li>Business Profiles (Free, custom editorial for all Business Profile advertisers, see page 7 for details)</li> </ul>	SME Minnesota Conference  CIM  Symposium on Rockbursts and Siesmicity in Mines	<ul style="list-style-type: none"> <li>20% off all Coal Section display ads, or free ad in August Coal Section</li> <li>20% off all MINEXCHANGE 2022 display ads</li> </ul>
<b>May</b> Sales Close: 4/5/2022 Material Close: 4/12/2022	<ul style="list-style-type: none"> <li>Annual Reviews USGS</li> <li>Education – Student recruitment</li> <li>Canada</li> <li>Products and Services Directory</li> </ul>		<ul style="list-style-type: none"> <li>20% off Education Section display ads</li> <li>20% off Canada Section display ads</li> <li>20% off Products &amp; Services Directory ads with a free repeat in the November Directory</li> </ul>
<b>June</b> Sales Close: 5/3/2022 Material Close: 5/10/2022	<ul style="list-style-type: none"> <li>Underground Mining</li> <li>Water management</li> <li>Space Mining</li> <li><b>Tunneling &amp; Underground Construction – Large Bore Tunneling: NAT ShowGuide</b> (see page 7 for details)</li> </ul>	North American Tunneling Conference	<ul style="list-style-type: none"> <li>20% off Underground Mining section display ads.</li> <li>20% off all Water Management ads</li> </ul>
<b>July</b> Sales Close: 6/7/2022 Material Close: 6/14/2022	<ul style="list-style-type: none"> <li>Industrial Minerals Review</li> <li>Innovative Technology in Mining</li> </ul>	International Conference on Ground Control in Mining	<ul style="list-style-type: none"> <li>20% off Industrial Minerals Section display ads</li> <li>20% off Innovative Technology in Mining display ads</li> </ul>
<b>August</b> Sales Close: 7/5/2022 Material Close: 7/12/2022	<ul style="list-style-type: none"> <li>Energy picture / Coal</li> <li>Health and Safety</li> <li>Tailings management</li> </ul>		<ul style="list-style-type: none"> <li>20% off Energy picture display ads</li> <li>20% off Health and Safety Section display ads</li> <li>20% off Tailings Management Section display ads</li> </ul>
<b>September</b> Sales Close: 8/2/2022 Material Close: 8/9/2022	<ul style="list-style-type: none"> <li>Big data management</li> <li>Education Roundtable</li> <li>ESG</li> <li>Surface Mining</li> <li><b>Tunneling &amp; Underground Construction</b> (see page 7 for details)</li> </ul>		<ul style="list-style-type: none"> <li>20% off Education section display ads</li> <li>20% off Surface Mining display ads</li> </ul>
<b>October</b> Sales Close: 9/6/2022 Material Close: 9/13/2022	<ul style="list-style-type: none"> <li>Responsible mining</li> <li>Mineral Processing</li> <li>Business Profiles (Free, custom editorial for all Business Profile advertisers, see page 7 for details)</li> </ul>		<ul style="list-style-type: none"> <li>20% off Responsible Mining display ads</li> <li>20% off Mineral Processing Section display ads</li> </ul>
<b>November</b> Sales Close: 10/4/2022 Material Close: 10/11/2022	<ul style="list-style-type: none"> <li>Heavy equipment</li> <li>Permitting issues</li> <li>Pump technology</li> <li>Media Review (see page 7 for details)</li> <li>Products &amp; Services Directory (see page 7 for details)</li> </ul>		<ul style="list-style-type: none"> <li>20% off Heavy Equipment Section display ads</li> <li>20% off Pump Technology Section display ads</li> <li>20% off Products &amp; Services Directory – or a free repeat of ads appearing in the June Directory</li> </ul>
<b>December</b> Sales Close: 11/1/2022 Material Close: 11/8/2022	<ul style="list-style-type: none"> <li>Workforce trends</li> <li>Sustainability in Mining</li> <li><b>Tunneling &amp; Underground Construction – Digital Technology</b> (see page 7 for details)</li> </ul>	SME Arizona Conference	<ul style="list-style-type: none"> <li>20% off Workforce Trends Section display ads</li> <li>Full page free in 2023 with any full page December ads</li> </ul>

## Mining Engineering's reach goes beyond print.

Daily news, as well as current and archived issues, are available online at [me.smenet.org](http://me.smenet.org) to all SME members and **ME** subscribers. Advertise on the *Mining Engineering* website and connect with a qualified mining audience 24 hours a day.

149K

PAGE VIEWS

51K

VISITS

28K

UNIQUE VISITORS

1.9

PAGE VIEWS PER VISIT

ME Website Digital Ads	Size	3x	6x	12x
Leaderboard Banner Ad <i>(one per month, with four rotating positions)</i>	728x90px One position rotates between four spots per month	\$1,250	\$1,000	\$650
Medium Banner Ad <i>(four per month, homepage)</i>	200x200px Four positions per month, non rotating	\$375	\$280	\$190
Client-provided Content Ad <i>(eight per month)</i>	350x225px image 4,500 character article with images, two banners ads, links, and more 8 positions per month	\$3,050	\$2,300	\$1,685
Issues Page Ad <i>(four per month, with four rotating positions)</i>	200x400px Two positions, each rotate between four spots per month	\$375	\$280	\$190
Articles Page Ad <i>(two per month)</i>	200x400px Two positions per month, non rotating	\$375	\$280	\$190

## Targeted Digital Display

TARGET THE INDUSTRY THROUGH OUR TRUSTED BRANDS

### Site Retargeting

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

### Geo-Fencing

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

*(All digital advertising rates are net, and are not commissionable)*

# Expand your marketing matrix.

Connect with your clients across multiple platforms.

## Client-Provided Content

Client-Provided Content is your opportunity to have your own page on the *Mining Engineering* website to post company news, technical information, white papers, press releases, contact info, banner ads, images, links to webinars, videos, and more. Client-Provided Content is referenced and archived on the SME website and represents a high value and effective way to position your company as an industry leader in order to grow your business.



## Product & Services Showcase

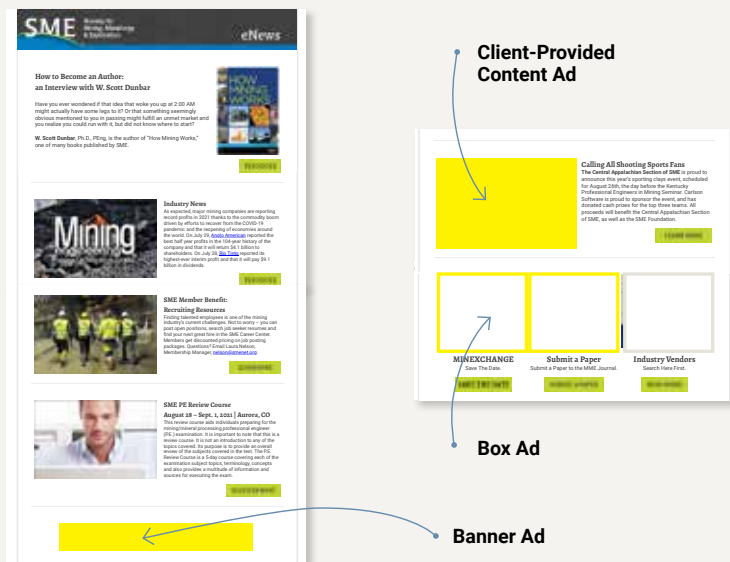
Share your fully developed content by hosting an hour-long showcase. Not only will you have brand recognition, but the reach of the exclusive SME audience.

## Newsletters

Valuable exposure is available in SME's eNewsletter. These exclusive spots fill quickly and deliver your message to an engaged audience. SME members and subscribers have requested to receive this newsletter bi-weekly.

## SME Website Banner Ad

Position your company or message on the Society for Mining, Metallurgy & Exploration (SME) website. SME members are among the most educated and respected industry professionals. The SME website is the first source for member information, association events and professional development.



## Stand out with custom print options.

Work with us to ensure your message stands out in print. Dream outside the box and engage the reader in memorable ways. Custom print ad options include:

- Bellybands
- Magazine inserts
- Foldout pages
- Polybag inserts

Rates provided on request

## Supplemental Features

### Products & Services Directory

The Products & Services Directory is printed as a stand alone publication in May, and as an insert in *Mining Engineering* in November it also appears as an online reference on the *Mining Engineering* website. The Directory serves as a stand-alone, year-round reference for buyers worldwide.

### Business Profiles (April & October Issues)

Tell your brand story and deepen your connection with clients. With the purchase of any size display ad 1/4 page or larger, at regular price in this section, receive a matching size custom advertorial to complement your ad.

### Media Reviews (February, May, August & November Issues)

Showcase printed materials, including videos, books and PDFs in the special media review section. Connect with readers searching for supplemental materials.

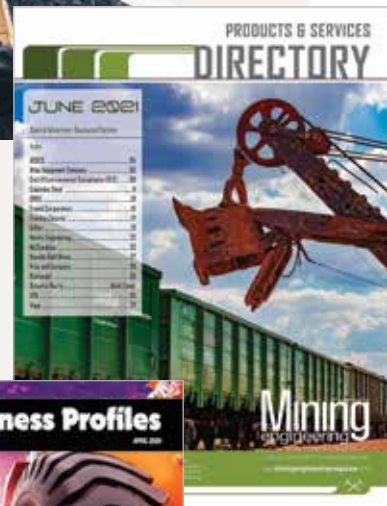
**Media Review rates:** 1x @ \$800 per insertion or 4x @ \$410 per insertion.

### Tunneling & Underground Construction (T&UC) Supplement

T&UC sections appear in March, June, September and December issues.

### Professional Services Advertisements

Promote your services to SME members for as little as \$21 per month.





## 2022 ADVERTISING RATES

### Display advertising rates 2022 – Effective January 1, 2022

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$6,435	\$6,100	\$5,765	\$5,425	\$5,095	\$4,685
2/3 page	\$5,215	\$4,970	\$4,830	\$4,695	\$4,440	\$3,855
1/2 page	\$4,560	\$4,345	\$4,245	\$4,140	\$3,935	\$3,425
1/3 page	\$3,505	\$3,385	\$3,310	\$3,240	\$3,105	\$2,735
1/4 page	\$3,240	\$3,125	\$3,060	\$2,995	\$2,890	\$2,520
1/6 page	\$2,780	\$2,675	\$2,635	\$2,595	\$2,500	\$2,235
2-page spread	\$9,480	\$8,905	\$8,635	\$8,365	\$7,810	\$6,695

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$4,960	\$4,590	\$4,245	\$3,925	\$3,630	\$3,360
2/3 page	\$3,710	\$3,455	\$3,200	\$2,965	\$2,735	\$2,530
1/2 page	\$3,055	\$2,860	\$2,645	\$2,450	\$2,265	\$2,090
1/3 page	\$2,020	\$1,875	\$1,735	\$1,600	\$1,475	\$1,365
1/4 page	\$1,755	\$1,620	\$1,500	\$1,385	\$1,280	\$1,190
1/6 page	\$1,270	\$1,180	\$1,085	\$1,005	\$925	\$850
2-page spread	\$7,955	\$7,410	\$6,860	\$6,345	\$5,760	\$5,330

Add \$1,000 for an optional matched Pantone or PMS (non-CMYK) color selection.

### Classified Advertising Rates 2022 (Net)

Four color process	1x	3x	6x	9x	12x	24x
Full page	\$1,935	\$1,845	\$1,795	\$1,660	\$1,550	\$1,445
2/3 page	\$1,570	\$1,500	\$1,445	\$1,345	\$1,260	\$1,170
1/2 page	\$1,365	\$1,300	\$1,270	\$1,210	\$1,105	\$1,015
1/3 page	\$1,055	\$1,005	\$985	\$945	\$840	\$760
1/4 page	\$985	\$925	\$900	\$860	\$780	\$690
1/6 page	\$830	\$800	\$780	\$770	\$690	\$595
2-page spread	\$2,850	\$2,705	\$2,625	\$2,380	\$2,275	\$2,185

B & W/Grayscale	1x	3x	6x	9x	12x	24x
Full page	\$1,485	\$1,405	\$1,365	\$1,280	\$1,190	\$1,090
2/3 page	\$1,115	\$1,055	\$1,035	\$945	\$900	\$810
1/2 page	\$925	\$880	\$850	\$770	\$750	\$655
1/3 page	\$615	\$585	\$575	\$480	\$460	\$380
1/4 page	\$515	\$490	\$480	\$420	\$380	\$320
1/6 page	\$380	\$360	\$350	\$300	\$255	\$215
2-page spread	\$2,390	\$2,290	\$2,215	\$2,110	\$1,915	\$1,835

#### Premium

Pages 3, 5 or 7 or guaranteed right-hand placement \$250

Inside front cover or inside back cover \$500

Back cover \$1,000

*\*Stand out with Specialty Products - see page 7 for details.*

## Discounts And Offers

First-time advertisers receive an additional 10% discount on the gross rate of their first placement. Discounts shown apply to the gross rate before agency discount and cannot be combined with any other discounts except the 10% first-time advertiser discount. Frequency rates must be earned before use and may not be taken in advance. Right-hand page placement for ads is generally available but not guaranteed unless a premium position surcharge is part of the advertising order. Free polybag inserts, from advertiser-supplied product, are specified for quantity, weight and size by the publisher. All discounts and offers taken must be shown on the signed insertion order prepared by SME sales representatives.

## Other Rates And Information

All rates are payable in U.S. funds only. Payment for display ads is by credit card, wire transfer or invoice, with invoicing at 30-day net the standard payment model. Credit card prepayment is required for all classified, professional services, web directory and online advertising. Advertising agency commission discount to recognized agencies only, with supplied press ready files, with no alterations on all regular section display ads. Signed SME insertion orders are required for all placements.

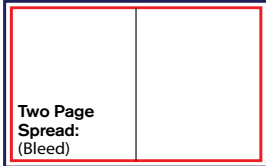
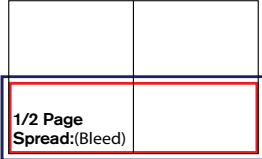
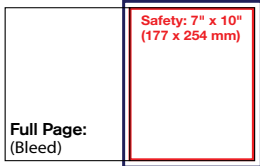
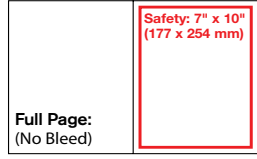
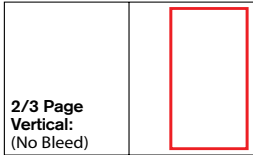
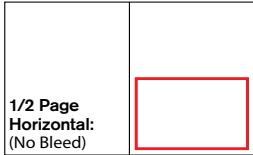
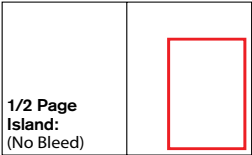
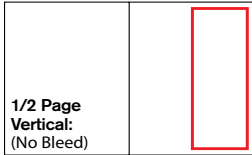
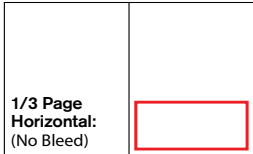
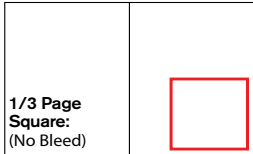
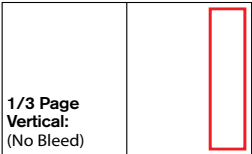
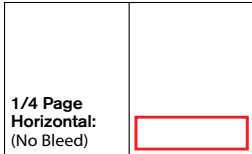
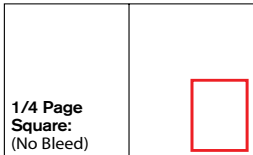
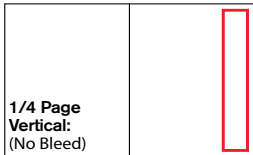
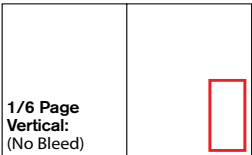
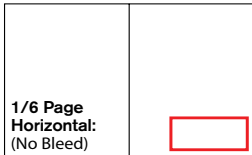
## Classified

Classified rates listed are for general classified section placement and guaranteed placement is not available due to production and layout parameters. No spot or Pantone inks on classified ads. Basic typesetting and ad creation offered at no additional cost from advertiser supplied materials. Column-inch ads are not available. Credit card prepayment is required for all classified order bookings. Agency discounts do not apply on classified ads. Word counts, below, will accommodate one small logo.

## Classified Advertising Word Counts

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
2 page spread	1,500 words



<p><b>Final: 16.75 x 11.375</b> <b>Trim: 16.25 x 10.875</b></p>  <p><b>Two Page Spread:</b> (Bleed)</p> <p><b>Final Size: 16 3/4" x 11 3/8" (with 1/4" bleed)</b> <b>Trim Size: 16 1/4" x 10 7/8" (425 x 290 mm)</b></p>	<p><b>Final: 16.75 x 5.5</b> <b>Trim: 16.25 x 5.25</b></p>  <p><b>1/2 Page Spread:</b> (Bleed)</p> <p><b>Final Size: 16 3/4" x 5 1/2" (with 1/4" bleed)</b> <b>Trim Size: 16 1/4" x 5 1/4" (425 x 134 mm)</b></p>	<p><b>Final: 8.625 x 11.375</b> <b>Trim: 8.125 x 10.875</b></p>  <p><b>Full Page:</b> (Bleed)</p> <p><b>Safety: 7" x 10"</b> <b>(177 x 254 mm)</b></p> <p><b>Final Size: 8 5/8" x 11 3/8" (with 1/4" bleed)</b> <b>Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)</b></p>	<p><b>Final: 7 x 10</b> <b>Trim: 8.125 x 10.875</b></p>  <p><b>Full Page:</b> (No Bleed)</p> <p><b>Safety: 7" x 10"</b> <b>(177 x 254 mm)</b></p> <p><b>Final Size: 7" x 10"</b> <b>Trim Size: 8 1/8" x 10 7/8" (213 x 283 mm)</b></p>
 <p><b>2/3 Page Vertical:</b> (No Bleed)</p> <p><b>4 1/2" x 10" (114 x 254 mm)</b> <b>4.5 x 10</b></p>	 <p><b>1/2 Page Horizontal:</b> (No Bleed)</p> <p><b>7" x 4 7/8" (177 x 122 mm)</b> <b>7 x 4.875</b></p>	 <p><b>1/2 Page Island:</b> (No Bleed)</p> <p><b>4 1/2" x 7" (114 x 177 mm)</b> <b>4.5 x 7</b></p>	 <p><b>1/2 Page Vertical:</b> (No Bleed)</p> <p><b>3 3/8" x 10" (86 x 254 mm)</b> <b>3.375 x 10</b></p>
 <p><b>1/3 Page Horizontal:</b> (No Bleed)</p> <p><b>7" x 3 1/2" (177 x 88 mm)</b> <b>7 x 3.5</b></p>	 <p><b>1/3 Page Square:</b> (No Bleed)</p> <p><b>4 1/2" x 4 7/8" (114 x 122 mm)</b> <b>4.5 x 4.875</b></p>	 <p><b>1/3 Page Vertical:</b> (No Bleed)</p> <p><b>2 1/8" x 10" (54 x 254 mm)</b> <b>2.125 x 10</b></p>	 <p><b>1/4 Page Horizontal:</b> (No Bleed)</p> <p><b>7" x 2 3/8" (177 x 60 mm)</b> <b>7 x 2.375</b></p>
 <p><b>1/4 Page Square:</b> (No Bleed)</p> <p><b>3 3/8" x 4 1/2" (86 x 114 mm)</b> <b>3.375 x 4.5</b></p>	 <p><b>1/4 Page Vertical:</b> (No Bleed)</p> <p><b>1 5/8" x 10" (41 x 254 mm)</b> <b>1.625 x 10</b></p>	 <p><b>1/6 Page Vertical:</b> (No Bleed)</p> <p><b>2 1/8" x 4 1/2" (54 x 254 mm)</b> <b>2.125 x 4.5</b></p>	 <p><b>1/6 Page Horizontal:</b> (No Bleed)</p> <p><b>4 1/2" x 2 3/8" (177 x 60 mm)</b> <b>4.5 x 2.375</b></p>

## Print Advertising Materials Specifications

**File Preparation – Display Ads:** Images/logos (before placing into native file): Size each original image to match the size it will appear in the final ad file. Convert all images to CMYK or grayscale and do not use spot colors, RGB, LAB, or ICC color profiles. Images/logos must be a MAXIMUM of 300 dpi resolution before placing into the ad file. Use only Type 1 fonts – no TrueType fonts or font substitutions. It is vital to prepare your images correctly to ensure your final PDF file will be small enough to email to *Mining Engineering* and to ensure optimal reproduction.

**File Preparation – Logos:** Logo art must be CMYK or grayscale. Size each logo to a maximum of 2" or 50.8 mm wide. Convert all logo art to CMYK or grayscale and a MAXIMUM of 400 dpi resolution. Convert EPS, AI, CDR, PSD, CPT, etc., to PDF. TIFs or JPGs are also acceptable, but their quality is sometimes inferior to PDF.

**Export to PDF:** Export to PDF with fonts and images/logos embedded. Provide PDF/X-1a or PDF/X-4:2008 file. Include crop marks only for ads intended to bleed. Do not send full color ad files for black and white reproduction to ensure optimal reproduction. The final PDF, if properly prepared, should not exceed 1-2MB, a file size accommodated by most email servers.

**Send PDF:** All ad files are to be emailed to [garvey@smenet.org](mailto:garvey@smenet.org). An exception is made if your file is very large (but file must be under 25MB); please contact your advertising representative or [garvey@smenet.org](mailto:garvey@smenet.org) for FTP instructions.

Magazine Printing: Web printing, perfect binding.

Technical Support: Advertisers or designers with questions about the preparation or reproduction of advertising in *Mining Engineering* may contact the magazine's media manager for technical and/or prepress assistance, [garvey@smenet.org](mailto:garvey@smenet.org).

SME and *Mining Engineering* mailing list rentals available by calling +1-800-708-5478 x3262. All publication pages, including advertising, appear at [me.smenet.org](http://me.smenet.org). ALSO SEE SRDS PRINT MEDIA SOURCE, [www.srds.com](http://www.srds.com).

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

Gary Garvey, Media Manager, SME Publications  
12999 E. Adam Aircraft Circle, Englewood, CO 80112 USA  
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Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: call for specifications.

All advertising in the print and online editions of *Mining Engineering* is subject to publisher's approval. SME reserves the right to reject any advertisement or space reservation.

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April 26-28, 2022 | Tucson, AZ



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### SPONSORSHIPS

Emma Li Salditt  
+1.303.948.4200 | [sponsorships@smenet.org](mailto:sponsorships@smenet.org)

### EXHIBITS

Justin Courtney and Corey Carlson  
+1.303.948.4200 | [exhibits@smenet.org](mailto:exhibits@smenet.org)

# Contact Us

## PUBLICATION TEAM

### Editor

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

### Managing Technical Editor

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

### Associate Editor

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

### 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

### International, United Kingdom

Patrick Connolly  
99 Kings Road, Westcliff  
Essex, UK SS0 8PH, England  
+1.44 1702.477341 • Fax +1.49 2022.838126  
patco44uk@aol.com

### 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

### International, Europe, Russia, Asia, Africa, Latin America, Australia

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

### Society for Mining, Metallurgy & Exploration

12999 E. Adam Aircraft Circle  
Englewood, CO 80112 USA

### Publisher of:

*Mining Engineering*  
*Tunneling & Underground Construction*

### International, Canada

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