




# T&UC<sup>®</sup>

**TUNNELING &  
UNDERGROUND  
CONSTRUCTION**

UC  
*of*   
SME

mediaguide2019

# themagazine

Tunneling & Underground Construction Magazine (T&UC) is the official publication of the Underground Construction Association of SME (Society for Mining, Metallurgy & 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 to act 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* magazine, and as a stand-alone publication, *T&UC* reaches more than 16,000 industry professionals with each quarterly edition.

The products and services presented in *T&UC* serve as the foundation of the underground construction and tunneling industries. They are crucial to the success of every project, large and small. If your target audience is the professional decision maker in the underground construction and tunneling industries, the exposure you receive from an advertising program with T&UC will reach your best prospects four times a year.



## events&conferences

In 2019, *T&UC* will participate in a number of key underground construction, tunneling and mining conferences, events and conventions worldwide through special bonus distribution of the magazine. These special bonus distribution opportunities provide an extended reach for your advertising message to underground construction and tunneling professionals around the globe – see the editorial calendar for more information.

published by:



# circulation/readership



## publication staff

### STEVE KRAL - EDITOR

Features, Industry News, Press Releases  
+1.303.948.4245 • kral@smenet.org

### WILLIAM M. GLEASON - SENIOR EDITOR

Technical News, Research  
+1.303.948.4234 • gleason@smenet.org

### CHEE THENG - MANAGING TECHNICAL EDITOR

Technical Papers  
+1.303.948.4240 • theng@smenet.org

### GEORGENE RENNER - SENIOR EDITOR

Peer Review, Section and Society News, Professional Engineer Examination  
+1.303.948.4254 • renner@smenet.org

### KEN GOERING - MEDIA MANAGER

Advertising Sales and Billing, Classifieds and Recruitment, Circulation and Distribution  
+1.303.948.4243 • goering@smenet.org

### TED ROBERTSON - PRODUCTION GRAPHIC ARTIST

Graphic Design, Specifications  
+1.303.948.4238 • robertson@smenet.org

**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 1,000. Circulation figures are from January 2018 – June 2018 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.

#### BUSINESS SECTOR - Individuals:

Coal mining and processing	1,156
Economics	156
Education	544
Environmental	464
Geology/exploration	708
Government	208
Industrial minerals mining and processing	1,153
Manufacturing	499
Marine mining	37
Metallurgy	302
Metals mining and processing	3,159
Underground construction/tunneling	597
Student/educational/retired/other	675

#### JOB TITLE - Individuals:

Consultant	927
Educator	258
Engineer	2,145
Geologist	613
General manager, vice president	855
Marketing, sales	524
Mine, plant manager	662
Owner	150
President, CEO/COO	866
Purchasing agent	11
Scientist, researcher	194
Supervisor, foreman	102
Student/retired/other	2,050

#### GEOGRAPHICAL - Percentage of circulation:

Africa	0.4%
Asia, Middle East, Russia	0.7%
Australia	1.9%
Canada	3.8%
Central/South America	1.3%
Europe	1.9%
Mexico	0.2%
United States	89.8%



## march

**SALES CLOSE** - Tuesday, February 5

**MATERIAL CLOSE** - Tuesday, February 12

**EDITORIAL FEATURES:**

- » Water and Wastewater

**SPECIAL ADVERTISING OFFER:**

- » Free custom advertorial in Business Profiles section for all quarter-page and larger advertisers

## september

**SALES CLOSE** - Tuesday, August 6

**MATERIAL CLOSE** - Tuesday, August 13

**EDITORIAL FEATURES:**

- » Transit & Highways

**SPECIAL ADVERTISING OFFER:**

- » 10% discount on all fractional ads

## june

**SALES CLOSE** - Tuesday, May 7

**MATERIAL CLOSE** - Tuesday, May 14

**EDITORIAL FEATURES:**

- » Midwest Tunneling; RETC Showguide

**BONUS DISTRIBUTION:**

- » 2019 Rapid Excavation & Tunneling Conference  
June 16-19, Chicago, IL

**SPECIAL ADVERTISING OFFER:**

- » 25% discount for all ads positioned in the NAT Showguide section for NAT exhibitors, with free repeat of ad in onsite Official NAT Showguide
- » All full-page advertisers earn a free polybag insert for NAT distribution

## december

**SALES CLOSE** - Tuesday, November 5

**MATERIAL CLOSE** - Tuesday, November 12

**EDITORIAL FEATURES:**

- » East Coast Tunneling

**BONUS DISTRIBUTION:**

- » 2020 George A. Fox Conference  
January 29, 2020, New York, NY

- » SME Annual Conference & Expo  
February 23-26, 2020, Phoenix, AZ

**SPECIAL ADVERTISING OFFER:**

- » Free custom advertorial in Business Profiles section for all quarter-page and larger advertisers



# 2019 advertising rates

## DISPLAY RATES 2019

Gross rates shown before discount(s)

Four color process	1x	4x
Full page	\$2,470	\$1,520
2/3 page	\$1,900	\$1,250
1/2 page	\$1,740	\$1,120
1/3 page	\$1,340	\$890
1/4 page	\$1,240	\$830
1/6 page	\$1,071	\$727
2 page spread	\$3,640	\$2,180

Black & white/Grayscale	1x	4x
Full page	\$1,900	\$1,080
2/3 page	\$1,430	\$800
1/2 page	\$1,190	\$680
1/3 page	\$770	\$440
1/4 page	\$670	\$380
1/6 page	\$490	\$280
2 page spread	\$3,050	\$1,720

Frequency rates must be earned before use and may not be taken in advance. Right hand page placement is generally available but not guaranteed unless the guaranteed position rate, above, is part of the advertising order. Free polybag insert space, from advertiser supplied product, must meet weight and size specifications provided by the publisher. All discounts and offers taken must be shown on the signed insertion order prepared by SME sales representatives.

Closes	Sales	Art
March	2/5/19	2/12/19
June	5/7/19	5/14/19
September	8/6/19	8/13/19
December	11/5/19	11/12/19

## CLASSIFIED RATES 2019

Net rates / no discounts

Four color process	1x	4x
Full page	\$1,120	\$820
2/3 page	\$990	\$740
1/2 page	\$890	\$690
1/3 page	\$750	\$600
1/4 page	\$710	\$590
1/6 page	\$640	\$550
2 page spread	\$1,610	\$1,060

Black & white/Grayscale	1x	4x
Full page	\$720	\$380
2/3 page	\$550	\$290
1/2 page	\$460	\$250
1/3 page	\$300	\$170
1/4 page	\$270	\$140
1/6 page	\$200	\$110
2 page spread	\$1,160	\$650

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. Frequency rebates and agency discounts do not apply on classified ads.

## Premium Positions

In addition to space and color charges:

Pages 3, 5 or 7	\$400
Inside front or inside back cover	\$500
Back cover	\$800

## Other Rates and Information

All rates are payable in US 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 pressready files, with no alterations on all regular section display ads. Signed SME insertion orders are required for all placements.

## 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 T&UC 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 goering@smenet.org. An exception is made if your file is very large (but file must be under 25MB) and requires FTP upload at <http://www.smenet.org/upload/fileuploadpageAdvertisers.cfm>; please alert us whenever you upload a file.

**Magazine Printing:** Web printing, perfect binding.

**Technical Support:** Advertisers or designers with questions about the preparation or reproduction of advertising in T&UC may contact the magazine's media manager for technical and/or prepress assistance, goering@smenet.org.

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

Ken Goering, Media Manager  
SME Publications  
12999 E. Adam Aircraft Circle,  
Englewood, CO 80112 USA  
goering@smenet.org,  
telephone: +1.303.948.4243  
fax: +1.303.973.3845.

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

Mail: List rentals available by calling +1.800.708.5478 x3262.

All publication pages, including advertising, appear at [www.tucmagazine.com](http://www.tucmagazine.com). See Also SRDS PRINT MEDIA SOURCE: [www.srds.com](http://www.srds.com).

<b>Two Page Spread</b> 16 3/4" x 11 3/8" (with 1/4" Bleed) Trim Size: 16 1/4" x 10 7/8" 425 x 290mm	<b>Full Page</b> 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	<b>Full Page (No Bleed)</b> Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm	<b>1/2 Page Horizontal</b> 7" x 4 7/8" 177 x 122mm	<b>1/2 Page Island</b> 4 1/2" x 7" 114 x 177mm	<b>1/2 Page Vertical</b> 3 3/8" x 10" 86 x 254mm	<b>1/6 Page Vertical</b> 2 1/8" x 4 1/2" 54 x 114mm
<b>1/2 Page Spread</b> 16 3/4" x 5 1/2" (with 1/4" Bleed) Trim Size: 16 1/4" x 5 1/4" 425 x 134mm	<b>1/3 Page Horizontal</b> 7" x 3 1/2" 177 x 88mm	<b>1/3 Page Square</b> 4 1/2" x 4 7/8" 114 x 122mm	<b>1/3 Page Vertical</b> 2 1/8" x 10" 54 x 254mm	<b>1/4 Page Horizontal</b> 7" x 2 3/8" 177 x 60mm	<b>1/4 Page Square</b> 3 3/8" x 4 1/2" 86 x 114mm	<b>1/4 Page Vertical</b> 1 5/8" x 10" 41 x 254mm
<b>2/3 Page Vertical</b> 4 1/2" x 10" 114 x 254mm	<b>1/6 Page Horizontal</b> 4 1/2" x 2 3/8" 114 x 60mm					

display  
ad sizes

# marketing & branding tools

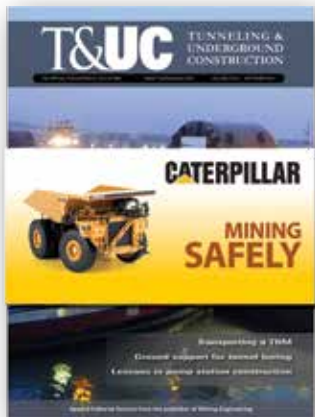
## business profiles

With the purchase of any size ad 1/4 page or larger, at regular price 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 in March and December 2019 editions.



## magazine bellybands

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



## 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 maillists

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

## magazine polybag inserts

All full-page advertisers in May *T&UC* earn a free insert in Rapid Excavation and Tunneling Conference (RETC) polybag from customer-supplied materials. Distributed at RETC, June 2019 (see page 4 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.

Pages 3, 5 or 7 . . . . .	\$400
Inside front cover or inside back cover . . . . .	\$500
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. (See page 4 for details).

## 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 discounts.



# advertising**staff**

## **United States, Northwest Central –**

Hooper Jones: 1920 Waukegan Road, Suite 211  
Glenview, IL 60025 USA  
+1.847.486.1021 • hooperhja@aol.com

## **United States, Northeast, East, South, West –**

Sherri Antonacci: 121 Rose Twig Lane  
North Wales, PA 19454 USA  
+1.267.225.0560 • smeshherri@gmail.com

## **International, Canada –**

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

## **International, United Kingdom –**

Patrick Connolly: 99 Kings Road  
Westcliff, Essex, UK SS0 8PH, England  
+44 1702.477341 • patco44uk@aol.com

## **International, Europe, Russia, Asia, Africa –**

Eberhard G. Heuser: 13 Kaiser Wilhelm Allee  
Wuppertal, Germany DE 42117  
+49 15209269629 • egh@heusermedia.com

## **International, Latin America, Australia –**

Ken Goering: 12999 E. Adam Aircraft Circle  
Englewood, CO 80112 USA  
+1.303.948.4243 • goering@smenet.org

## about**UCA**of**SME**

The objective of the UCA of SME is to produce the best professional networks available to the industry through its publications, the George A. Fox Conference, the North American Tunneling conference (NAT), and the North American Tunnel Demand Forecast. Additionally, members have complete access to all SME products and services including *Mining Engineering* magazine, SME short courses and topical conferences, more than 100 other publications and proceedings, web and career services, and much more. The UCA volunteers provide critical industry and technical knowledge plus premier educational and professional development opportunities for practitioners across the globe.



**The Underground Construction Association of SME**  
A Division of the Society for Mining, Metallurgy & Exploration

**UC** of **SME**

**DIG** it

[www.smenet.org/uca](http://www.smenet.org/uca)



For the most current T&UC Media Guide visit:  
[www.tucmagazine.com](http://www.tucmagazine.com)



Society for Mining, Metallurgy & Exploration Inc.  
12999 E. Adam Aircraft Circle, Englewood, Colorado 80112 USA

Publisher of:

**T&UC**

*Tunneling & Underground Construction*  
*Mining Engineering*

Advertising orders, specifications, information | Toll Free (USA) Tel: +1.800.763.3132 Ext.243  
Direct Line Tel: +1.303.948.4243 | Fax: +1.303.973.3845 | [goering@smenet.org](mailto:goering@smenet.org)