TME Ad Rates

TME—The Military Engineer magazine, addresses the information needs of A/E/C professionals serving in the uniformed services or working with and for DOD and other federal, state and local agencies. TME reaches nearly 29,000 members and subscribers through print and digital distribution. More than 2,500 student members have access to TME digitally.

Pricing for Four-Color Ads (per ad)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>Best Value 7x Placement in Special Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$12,000</td>
<td>$11,500</td>
<td>$11,000</td>
<td></td>
</tr>
<tr>
<td>Half Page Spread</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
<td>$5,100*</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
<td></td>
</tr>
<tr>
<td>2/3 Page V</td>
<td>$5,400</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,600</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page H &amp; V</td>
<td>$4,500</td>
<td>$4,300</td>
<td>$4,100</td>
<td>$3,800 H</td>
</tr>
<tr>
<td>1/3 Page Sq &amp; V</td>
<td>$4,000</td>
<td>$3,800</td>
<td>$3,500</td>
<td>$3,300</td>
</tr>
<tr>
<td>1/4 Page V</td>
<td>$3,700</td>
<td>$3,500</td>
<td>$3,300</td>
<td>$3,000 V</td>
</tr>
<tr>
<td>1/6 Page V</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Premium Positions
Rates noted at left plus percentage below:
- Cover 2 ...................... 20%
- Cover 4 ...................... 20%
- Page 1 Spread ............ 20%
- Cover 3 ...................... 15%
- Page 1 ....................... 15%
- Opposite Table of Contents ................. 15%
- Guaranteed Placement .10%

Small Business News Program
Exclusive to SAME Small Business Members

The SAME Small Business News Program is exclusively for SAME Small Business Sustaining Members. As part of the program, small businesses get one 1/6 page, 4-color ad that will run in six consecutive issues of TME (excludes Special Issues). Rate noted is for the six-time, 12-month period (per ad placement is not accepted).

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>6x (members only)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 pg V</td>
<td>$2,500/year</td>
<td>Payable at time of contract</td>
</tr>
</tbody>
</table>

$15,000 Value if purchased separately.
Display Ad Dimensions for **TME**

**LIVE MATTER**
(any text or images you don’t want cropped) **must be kept within .5 inches of the trim.**

<table>
<thead>
<tr>
<th>TME PAGE SIZE</th>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TME Specifications</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td><strong>AD SIZE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page with Bleed</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread with Bleed</td>
<td>16.5 x 10.875</td>
<td>16.75 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread without Bleed</td>
<td>15.5 x 10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Spread with Bleed</td>
<td>16.5 x 5</td>
<td>16.75 x 5.25</td>
</tr>
<tr>
<td>1/2 Page Spread w/o Bleed</td>
<td>15.5 x 4.625</td>
<td>n/a</td>
</tr>
<tr>
<td>2/3 Page Vertical (V)</td>
<td>4.75 x 9</td>
<td>5 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Vertical (V)</td>
<td>3.5 x 9</td>
<td>3.75 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.75 x 7.5</td>
<td>5 x 7.75</td>
</tr>
<tr>
<td>1/2 Page Horizontal (H)</td>
<td>7.25 x 4.45</td>
<td>7.5 x 4.7</td>
</tr>
<tr>
<td>1/3 Page Vertical (V)</td>
<td>2.25 x 9</td>
<td>2.5 x 9.25</td>
</tr>
<tr>
<td>1/3 Page Square (Sq)</td>
<td>4.75 x 4.45</td>
<td>5 x 4.7</td>
</tr>
<tr>
<td>1/4 Page Vertical (V)</td>
<td>3.5 x 4.45</td>
<td>3.75 x 4.7</td>
</tr>
<tr>
<td>1/6 Page Vertical (V)/Small Business News (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7</td>
</tr>
<tr>
<td>Small Business News (V)</td>
<td>2.25 x 4.45</td>
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</tbody>
</table>

**SUBMITTING FILES**

- All completed art files must be submitted as a high-res PDF with all fonts and images embedded.
- All files must be CMYK. SAME is not responsible for color on files submitted in RGB, Pantone, or other formats or electronic files.
- All art is due by the Ad Materials Due Date printed in the editorial calendar.
**Display Ad Dimensions for TME**

**LIVE MATTER**
(any text or images you don’t want cropped) must be kept within .5 inches of the trim.

### TME PAGE SIZE

<table>
<thead>
<tr>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
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</thead>
<tbody>
<tr>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
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### AD SIZE

<table>
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<tr>
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<tbody>
<tr>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
</tbody>
</table>

### Full Page w/ bleed 8.25 x 10.875 (8.5 x 11.125 with trim)

---

**SUBHEAD SURHEAD**

Ditum volutpat tincidunt nunc molestie, at semper non, etiam ultrices, sem et semper ultrices etiam ultrices. Nunc id utiam ultrices, sem et ultrices semper volutpat, sed semper ultrices.

**SUBHEAD SURHEAD**

Ditum volutpat tincidunt nunc molestie, at semper non, etiam ultrices, sem et semper ultrices etiam ultrices. Nunc id utiam ultrices, sem et ultrices semper volutpat, sed semper ultrices.

**SUBHEAD SURHEAD**

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| SECTION |

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<tr>
<td>AD SIZE</td>
<td>16.5 x 10.875</td>
<td>16.75 x 11.125</td>
</tr>
</tbody>
</table>

Note on 2 Page Spreads:
Add 1/4 inch for gutter.

2 Page Spread with Bleed

SUBHEAD SUBHEAD

1/2 page Spread w bleed
16.5 x 5 Trim size
(16.75 x 5.25 with bleed)

1420 King Street, Suite 100,
Alexandria, VA 22314

2021 MARKETING KIT
To place an advertisement in TME, Submit an Insertion Order and Ad Materials to:

John Frasier
jfrasier@same.org
Phone: 703-549-3800x175
Fax: 703-548-6153
1420 King Street, Suite 100,
Alexandria, VA 22314

Note on 2 Page Spreads:
Add 1/4 inch for gutter.
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**AD SIZE**

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<th>2 Page Spread without Bleed</th>
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<tbody>
<tr>
<td>15.5 x 10</td>
<td>n/a</td>
<td></td>
</tr>
</tbody>
</table>

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**Note on 2 Page Spreads:**
Add 1/4 inch for gutter.

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**SECTION**

**SUBHEAD SUBHEAD**

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**Display Ad Dimensions for TME**

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<td>2/3 Page Vertical (V)</td>
<td>4.75 x 9</td>
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SUBHEAD SUBHEAD

If you plan to use a two-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a full-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a three-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a four-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a five-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a six-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a seven-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use an eight-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a nine-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a ten-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use an eleven-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a twelve-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a thirteen-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.

SUBHEAD SUBHEAD

If you plan to use a fourteen-page add, please include:

1. A title.
2. A subtitle.
3. A paragraph.
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Display Ad Dimensions for TME

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**2021 MARKETING KIT**

Display Ad Dimensions for TME

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**TME PAGE SIZE**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1/2 Page Horizontal (H)</td>
<td>7.25 x 4.45</td>
<td>7.5 x 4.7</td>
</tr>
</tbody>
</table>

---

**SUBHEAD SUBHEAD**

SUBHEAD SUBHEAD

Live matter (any text or images you don’t want cropped) must be kept within .5 inches of the trim.

---

**TME PAGE SIZE**

TME Specifications

<table>
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**TRIM SIZE (w x h)**

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**SECTION**
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<td>2.25 x 9</td>
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SUBLIHEAD SUBLIHEAD

Display Ad Dimensions for TME

1/3 Page Vertical (V)

2.25 x 9

2.5 x 9.25

TRIM SIZE (w x h)

BLEED SIZE (w x h)
Display Ad Dimensions for TME

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TME PAGE SIZE
TME Specifications
AD SIZE
1/3 Page Vertical (V)

TRIM SIZE (w x h)
BLEED SIZE (w x h)

8.25 x 10.875
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SUBHEAD SUBHEAD

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renders your advertisement
more visible to your audience.

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1/4 Page Vertical (V)

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LIVE MATTER (any text or images you don’t want cropped) must be kept within .5 inches of the trim.

- Place your headline and subheadings in 14-point boldface type.
- Use 10-point italic type for subheadings.
- Use 10-point boldface type for subheadings.
- Use 8-point type for all other text.
- Use 6-point type for all captions.
- Use 4-point type for all tables.
- Use 2-point type for all footnotes.
- Use 0-point type for all symbols.
- Use 1.5-point type for all acronyms.
- Use 1-point type for all abbreviations.
- Use 0.5-point type for all citations.
- Use 0-point type for all indices.
- Use 0-point type for all figures.
- Use 0-point type for all tables.
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To place an advertisement in TME, Submit an Insertion Order and Ad Materials to:

John Frasier
jfrasier@same.org
Phone: 703-549-3800x175
Fax: 703-548-6153
1420 King Street, Suite 100,
Alexandria, VA 22314

Display Ad Dimensions for TME

**LIVE MATTER**
(any text or images you don’t want cropped) must be kept within .5 inches of the trim.

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<tr>
<th>TME PAGE SIZE</th>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
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<td>8.5 x 11.125</td>
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<td>AD SIZE</td>
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**Small Business News (V)**

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Small Business News 
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## 2021 Editorial Calendar

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<td>Health &amp; Safety</td>
<td>Article Proposals: October 6, 2020</td>
<td>Ad Sales Close: December 1, 2020</td>
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<td>Final Manuscripts: October 27, 2020</td>
<td>Ad Materials Due: December 4, 2020</td>
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<td>Final Manuscripts: June 22, 2021</td>
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<td>Final Manuscripts: August 17, 2021</td>
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Every issue also welcomes submissions for Spotlight Articles and Professional Insights:

- **Professional Insights** are feature articles within the following areas (Business Development; Research & Innovation; Training & Leadership; and Contracts & Acquisition) that engage thought-leaders and provide readers with unique viewpoints, lessons learned and insight on topics of importance.
- **Spotlight Articles** are big-picture topics that may not be represented on the Editorial Calendar or may be better presented in a longer-form, feature presentation. Past examples include: Expeditionary Engineering, Joint Basing, USACE District Acquisition, and Engineering Programs in Europe.

For more information, including submission deadlines, visit [www.same.org/tme](http://www.same.org/tme) or contact editor@same.org.
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