

# Advertising Rates

## Automotive Engineering International

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	9X	12X	18X
Spread	\$18,870	\$17,900	\$17,710	\$16,750	\$15,810	\$15,050
Half spread	\$11,890	\$11,280	\$11,150	\$10,550	\$9,960	\$9,480
Full	\$9,910	\$9,420	\$9,320	\$8,820	\$8,320	\$7,920
2/3	\$7,490	\$7,200	\$7,050	\$6,680	\$6,300	\$6,000
1/2 island	\$6,850	\$6,570	\$6,420	\$6,100	\$5,750	\$5,480
1/2	\$6,060	\$5,810	\$5,700	\$5,390	\$5,090	\$4,850
1/3	\$4,430	\$4,250	\$4,160	\$3,940	\$3,720	\$3,550
1/4	\$3,490	\$3,340	\$3,270	\$3,110	\$2,930	\$2,790

## SAE Off-Highway Engineering

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	8X
Spread	\$10,060	\$9,630	\$8,670	\$8,040
Half spread	\$6,540	\$6,260	\$5,640	\$5,230
Full	\$5,290	\$5,060	\$4,560	\$4,230
2/3	\$4,030	\$3,880	\$3,500	\$3,230
1/2 island	\$3,830	\$3,660	\$3,290	\$3,050
1/2	\$3,480	\$3,320	\$2,990	\$2,780
1/3	\$2,600	\$2,500	\$2,160	\$2,090
1/4	\$2,190	\$2,110	\$1,900	\$1,760

## Aerospace Engineering & Manufacturing

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	10X
Spread	\$11,680	\$11,220	\$11,100	\$9,880
Half spread	\$7,470	\$7,180	\$7,100	\$6,320
Full	\$6,140	\$5,910	\$5,840	\$5,200
2/3	\$4,710	\$4,530	\$4,400	\$4,000
1/2 island	\$4,430	\$4,250	\$4,170	\$3,770
1/2	\$3,920	\$3,770	\$3,680	\$3,340
1/3	\$2,910	\$2,800	\$2,740	\$2,480
1/4	\$2,360	\$2,260	\$2,210	\$2,000

**color premium\*** - For color ads, these amounts are added to the black and white rates.

**covers\*\*** - Includes all 4-color costs; cover positions and commitments to them cannot be cancelled.

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,490	\$2,680	\$1,270
3 or 4 color	\$2,270	\$4,120	\$1,910

### covers\*\*

	1X	6X	12X
Second	\$13,670	\$12,280	\$11,420
Third	\$13,260	\$11,880	\$11,060
Fourth	\$15,110	\$13,560	\$12,600

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,100	\$1,500	\$900
3 or 4 color	\$1,650	\$2,600	\$1,350

### covers\*\*

	1X	4X	8X
Second	\$7,510	\$7,180	\$6,000
Third	\$7,360	\$7,040	\$5,880
Fourth	\$8,050	\$7,700	\$6,430

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,080	\$1,600	\$910
3 or 4 color	\$1,900	\$3,000	\$1,600

### covers\*\*

	1X	6X	10X
Second	\$8,600	\$8,240	\$7,310
Third	\$8,487	\$8,130	\$7,210
Fourth	\$9,210	\$8,650	\$7,820