

Banner Advertising – www.sae.org

A popular resource for the engineering community, the SAE website is *the* gateway to the world's largest collection of technology resources for engineering professionals.

The SAE website provides a broad reach and engages its users by:

- Housing nearly 1.5 million pages of technology resources
- Averaging 5.8 million page views per month
- Accumulating an average of 1 million+ visits per month
- Averaging 29+ minutes per individual per visit

SAE 2009 Website Banner Advertising Rates

All rates are gross;
15% standard agency commission.

| | Average Monthly Page Views | Ad Positions | | | | Sponsored Links |
|---|----------------------------|-----------------------------------|---------|---------|---------|-----------------|
| | | 1 | 2 | 3 | 4 | NEW! |
| Key Website Pages | | | | | | |
| SAE Home Page | 180,000 | \$3,200 | n/a | \$2,240 | \$1,920 | n/a |
| Search Results Page | 170,000 | \$3,100 | \$3,100 | \$2,170 | \$1,860 | n/a |
| Books, Papers, Standards & Web/CD* | 460,000 | \$3,500 | \$3,500 | \$2,450 | \$2,100 | n/a |
| Store Home Page | 18,000 | \$1,300 | \$1,300 | \$910 | \$780 | n/a |
| Education & Training* NEW! | 24,000 | \$1,200 | \$1,200 | \$840 | \$720 | n/a |
| Industry Home Pages | | | | | | |
| Automobile | 16,000 | \$1,050 | \$1,050 | \$735 | \$630 | n/a |
| Aerospace | 9,000 | \$900 | \$900 | \$630 | \$540 | n/a |
| Commercial Vehicle | 3,000 | \$625 | \$625 | \$430 | \$375 | n/a |
| Motorsports | 4,000 | \$500 | \$500 | \$350 | \$300 | n/a |
| Student Central * | 40,000 | \$1,000 | \$1,000 | \$700 | \$600 | n/a |
| Magazines - Run of Site Buy | | | | | | |
| Automotive Engineering International* | 23,000 | \$900 | n/a | \$630 | \$550 | \$225 |
| Aerospace Engineering & Manufacturing* | 10,000 | \$800 | n/a | \$560 | \$480 | \$175 |
| SAE Off-Highway Engineering* | 5,000 | \$600 | n/a | \$420 | \$360 | \$150 |
| SAE Vehicle Engineering* NEW! | 15,000 | \$850 | n/a | \$595 | \$510 | \$200 |
| Truck & Bus Engineering* NEW! | 5,000 | \$600 | n/a | \$420 | \$360 | \$150 |
| SAE Events | | | | | | |
| Ground Vehicle Home Page NEW! | 6,000 | \$600 | \$600 | \$420 | \$360 | n/a |
| Aerospace Home Page NEW! | 3,000 | \$350 | \$350 | \$250 | \$225 | n/a |
| Individual Event Home Pages | | | | | | |
| AeroTech, Congress, Commercial Vehicle, DoD and more! | Seasonal | Contact your Sales Rep for quote. | | | | |
| SAE Career Center Home Page | 23,000 | \$850 | \$850 | n/a | n/a | n/a |

* Multiple page buy for one price.

Monthly rates guaranteed for contract period; rates subject to change based upon web traffic patterns. New rates issued quarterly. Multiple ads rotate in each ad position. Site accommodates select IAB standard sizes.



The SAE website is the perfect place to build your brand and create immediate connections with an active and influential audience.

