

Advertising Rates

AEI's 2009 advertising options can help you cut through the competitive marketplace with enhanced product visibility and audience retention. The more you advertise the more you save. Choose our 6x rate and save 15% compared to our 1x insertion.

2009 Display Rates

Black and white rates effective January 2009; all rates are gross and subject to change.

| | 1x | 3x | 6x | 9x | 12x | 18x | 24x |
|------------------|----------|----------|----------|----------|----------|----------|----------|
| 2 page spread | \$18,600 | \$17,900 | \$15,950 | \$15,100 | \$13,750 | \$13,000 | \$12,350 |
| Half page spread | \$11,100 | \$10,200 | \$9,500 | \$9,100 | \$8,800 | \$8,500 | \$7,900 |
| Full | \$9,910 | \$9,320 | \$8,400 | \$7,950 | \$7,100 | \$6,800 | \$6,500 |
| 2/3 | \$7,200 | \$7,000 | \$6,500 | \$6,250 | \$5,400 | \$5,100 | \$4,700 |
| 1/2 island | \$6,150 | \$5,750 | \$5,250 | \$5,100 | \$4,900 | \$4,700 | \$4,400 |
| 1/2 | \$5,600 | \$5,150 | \$4,790 | \$4,600 | \$4,500 | \$4,300 | \$4,000 |
| 1/3 | \$4,000 | \$3,850 | \$3,650 | \$3,550 | \$3,200 | \$3,100 | \$2,950 |
| 1/4 | \$3,050 | \$2,900 | \$2,600 | \$2,500 | \$2,400 | \$2,350 | \$2,250 |

2009 Color Premium

For color ads, add this amount to the black and white rate.

| | 1st Page | Spread | Fractionals |
|--------------|----------|---------|-------------|
| 2 color | \$1,400 | \$2,600 | \$1,200 |
| 3 or 4 color | \$2,200 | \$4,000 | \$1,800 |

2009 Covers

Includes all 4-color costs; gross rates.

| | 1x | 6x | 12x |
|--------|----------|----------|----------|
| Second | \$13,650 | \$11,500 | \$10,250 |
| Third | \$13,000 | \$11,000 | \$9,750 |
| Fourth | \$15,000 | \$12,750 | \$11,250 |

Tech-Lit Files

1/8th page 4-color ads

Promote your catalogue or lit guide in select issues.

Rate: \$1,250 gross

10% discount on 3 insertions;

20% discount on 5 insertions

or more

New Product

Technology Ads

Position your technology ads within the editorial product section of AEI. This highly read section gives your new product superior visibility and strong readership.

Rate: \$1,550 gross

10% discount on 3 or more insertions

Preferred Positions are available at a 10% premium charge. Inserts, gatefolds and other creative are available; consult your sales representative for pricing.

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, color, bleed, and position only.

Cancellation Policy: Cancellations will not be accepted after closing date. Cancellations prior to closing must be in writing. Commitments to cover positions cannot be cancelled. Commitments to preferred positions accepted only on written notice 30 days preceding issue closing date.

Terms of Sale are net 30 (thirty) days from date of invoice. No cash discounts allowed. Orders may be held if prior invoices are not paid. Frequency discounts are earned for multiple insertions placed on the same order and will not be tracked for single orders placed over a period of time.

Short Rate: Advertisers billed at a contract rate based on frequency who fail to fulfill the contract will be billed at SAE International's sole discretion for the difference to reflect the rate that is actually earned.