

eNewsletter Advertising

SAE's eNewsletter products are a top vehicle for generating leads and awareness, and are written specifically to meet the information needs of the engineer/manager. Relevant editorial content motivates the audience to subscribe as each eNewsletter has a different focus and mission. Two offerings are available for the automotive sector:

Technology eNewsletters

From the editors of AEI magazine, the technology eNewsletters contain original content focused on key automotive technologies. Recipients are hand-selected from over 330,000 contacts⁶ in the SAE worldwide customer database, ensuring high response rates from your key prospects. Traditional banner and sponsored link positions are available.

Automotive Industry eNewsletters

These eNewsletters reach a wide distribution within the vertical industry segment and contain customer-driven news of SAE products and services available for continuing education, industry events, standards upgrades/changes and more! — all of which are critical to the engineering professional.



2009 Technology eNewsletters⁵ from the Editors of AEI

Dates reflect insertion order and material close deadline

	SAE Vehicle Engineering ¹	Automotive Electronics	Automotive Testing & Simulation	Automotive Powertrain	Diesel ²
Frequency	6x	6x	4x	6x	6x
Distribution	200,000	37,000	37,000	32,000	35,000
January	December 22	January 2	January 2		January 8
February				January 22	
March	February 19	February 26			March 5
April			March 26	April 2	
May	April 23	April 30			April 30
June				May 21	
July	June 25	July 2	July 2		July 9
August				July 23	
September	August 20	August 27			August 27
October			September 24	October 1	
November	October 22	October 29			November 5
December				November 19	
Advertising Positions					Gross Rates
1	\$3,850	\$2,665	\$2,665	\$2,100	\$2,250
3 or 4	\$2,695	\$1,865	\$1,865	\$1,470	\$1,575
5, 6, 7	\$2,310	\$1,675	\$1,675	\$1,260	\$1,350
Text Banner NEW!	\$3,000	\$2,130	\$2,130	\$1,680	\$1,800
Sponsored Link* NEW!	\$1,000	\$500	\$500	\$430	\$475

* Multiple opportunities available for sponsored links.

Continuity discounts available for contracting six or more placements.



AEI Custom Single-Sponsored eNewsletters

Do it your way by sponsoring an eNewsletter focused on your specific technology offerings. Produced by the SAE editorial team utilizing your content and relevant SAE content, the custom eNewsletter reaches targeted buyers interested in your business solution. Receive a 100% share of voice exclusivity for a gross investment starting at \$7,900.

			Automotive Industry eNews
Truck & Bus	Materials ³ NEW!	Hybrid/Electric Vehicles ⁴ NEW!	
6x	6x	6x	12x
30,000	20,000	35,000	125,000
		January 15	December 29
January 29	February 5		January 28
		March 12	February 25
April 9	April 9		April 1
		May 7	April 28
May 28	June 4		May 27
		July 16	July 1
July 30	August 6		July 29
		September 3	September 2
October 8	October 8		September 30
		November 12	October 28
November 24	December 3		November 25
\$1,950	\$1,900	\$2,250	\$3,490
\$1,365	\$1,330	\$1,575	\$2,450
\$1,250	\$1,240	\$1,350	\$2,225
\$1,560	\$1,460	\$1,800	n/a
\$400	\$375	\$475	n/a

Ad Position 1

468 x 60

Electronics

Technology eNewsletter

July 2008

SAE International

automotive

SAE International



Viewpoint: Enabling the fully networked car

This opportunity is now enabling the "fully networked" world, rapidly changing the climate inside computing platform. Derek Goss, Senior Vice President and Chairman, Europe, Middle East & Africa Region, Freescale Semiconductor, says that three key "mega-trends" are having an enormous impact on the global automotive industry. [Read full story](#)

120

x

240



MOST goes bandwidth to 100 Mbps

In Frankfurt, Germany, the MOST Cooperation presented the third generation of its optical multiplexing network protocol called MOST3 (Media Oriented System Transport). At 100 Mbps bandwidth, the new enhancement backbone offers the search for in-vehicle digital video streaming including HDTV. [Read full story](#)

120

x

240



Oracle Outlier

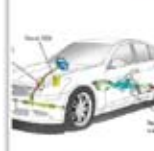
Oracle is introducing in 2008, Outlier has grown to the other subscribers, has gone across the board on Oracle's Oracle's solutions, and is expanding its range of services. [Read full story](#)

120

x

240

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Nissan shows benefits of active four-wheel steering

An innovator in the car-steering area, the company has applied more than 20 years' experience in the vehicle arena to develop what it calls the world's first four-wheel active steer (4WAS) system. [Read full story](#)

120

x

240

SAE Technology eNewsletters
Specific technology focus. Distribution to a customized audience. Banner and Sponsored Link positions available.

SAE Industry eNewsletters
News of SAE products/services. Wide distribution within a vertical industry segment. Banner positions available.

120

x

240

Ad Positions from top to bottom: 3, 4, 5, 6, and 7

Sponsored Link

Text Banner Ad

¹ Highlights of the latest global developments in the automotive, aerospace, off-highway, and truck & bus industries
² Diesel developments in the automotive, off-highway, and truck & bus industries
³ Materials developments in the automotive, aerospace, off-highway, and truck & bus industries
⁴ Hybrid/Electric Vehicle developments in the automotive, off-highway, and truck & bus industries
⁵ eNewsletter titles available in other markets: Aerospace Manufacturing and Off-Highway Technology
⁶ Publisher's own data

All eNewsletter banner advertising is position exclusive by issue; all recipients are exposed to all ads (no rotation).