

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 resources¹
- Averaging 5.8 million page views per month¹
- Accumulating an average of 1 million+ visits per month¹
- Averaging 29+ minutes per individual per visit¹



SAE 2009 Website Banner Advertising Rates

All rates are gross; 15% standard agency commission.

	Average Monthly Page Views	Ad Positions				Sponsored Links NEW!
		1	2	3	4	
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.

Ad Position 1
Ad Position 2

468 x 60 728 x 90

120 x 240

120 x 240

Ad Position 3
Ad Position 4