

Advertising Rates

SOHE's 2009 advertising options can help you cut through the competitive marketplace with enhanced product visibility and audience retention.

2009 Display Rates

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

	1x	3x	6x	8x	12x
2 page spread	\$10,865	\$9,870	\$8,890	\$8,040	\$7,900
Half page spread	\$6,700	\$6,420	\$5,780	\$5,230	\$5,100
Full	\$5,420	\$5,190	\$4,670	\$4,230	\$4,100
2/3	\$4,130	\$4,000	\$3,590	\$3,230	\$3,150
1/2 island	\$3,925	\$3,750	\$3,370	\$3,050	\$2,950
1/2	\$3,570	\$3,400	\$3,070	\$2,780	\$2,700
1/3	\$2,665	\$2,560	\$2,210	\$2,090	\$2,030
1/4	\$2,245	\$2,160	\$1,950	\$1,760	\$1,720

2009 Color Premium

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

	1st Page	Spread	Fractionals
2 color	\$1,100	\$1,500	\$900
3 or 4 color	\$1,700	\$2,700	\$1,400

2009 Covers

Includes all 4-color costs; gross rates.

	1x	4x	8x
Second	\$7,600	\$7,180	\$6,000
Third	\$7,300	\$7,000	\$5,800
Fourth	\$8,100	\$7,700	\$6,450

Tech-Lit Files

1/8th page 4-color ads

Promote your catalogue or lit guide in select issues.

Rate: \$1,150 gross

10% discount on 3 insertions;

20% discount on 5 or more insertions

New Product

Technology Ads

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

Rate: \$1,350 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.