

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 off-highway sector:

Technology eNewsletters

From the editors of SOHE magazine, the technology eNewsletters contain original content focused on key off-highway technologies. Recipients are hand-selected from over 330,000 contacts¹ in the SAE worldwide customer database, ensuring high response rates from your key prospects. Traditional banner and sponsored link positions are available.

Commercial Vehicle 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 these areas are critical to the engineering professional.



2009 Technology eNewsletters² from the Editors of SOHE

Dates below are the deadlines for Insertion Orders and Materials.

	SAE Vehicle Engineering ³	Off-Highway	Diesel ⁴	Materials ⁵ NEW!	Hybrid/Electric Vehicles ⁶ NEW!
Frequency	6x	9x	6x	6x	6x
Distribution	200,000	25,000	35,000	20,000	35,000
January	December 22		January 8		January 15
February		February 12		February 5	
March	February 19	March 19	March 5		March 12
April		April 16		April 9	
May	April 23	May 14	April 30		May 7
June		June 11		June 4	
July	June 25		July 9		July 16
August		August 13		August 6	
September	August 20	September 17	August 27		September 3
October		October 15		October 8	
November	October 22		November 5		November 12
December		December 3		December 3	
Advertising Positions	Gross Rates				
1	\$3,850	\$1,850	\$2,250	\$1,900	\$2,250
3 or 4	\$2,695	\$1,295	\$1,575	\$1,330	\$1,575
5, 6, 7	\$2,310	\$1,225	\$1,350	\$1,240	\$1,350
Text Banner NEW!	\$3,000	\$1,480	\$1,800	\$1,460	\$1,800
Sponsored Link NEW!	\$1,000	\$375	\$475	\$375	\$475

* Multiple opportunities available for sponsored links.

Continuity discounts available for contracting six or more eNewsletter placements; contact your representative for details.

Stay Connected with Technology eNewsletters from SOHE

Expanded frequencies plus 2 NEW technology segments for 2009:

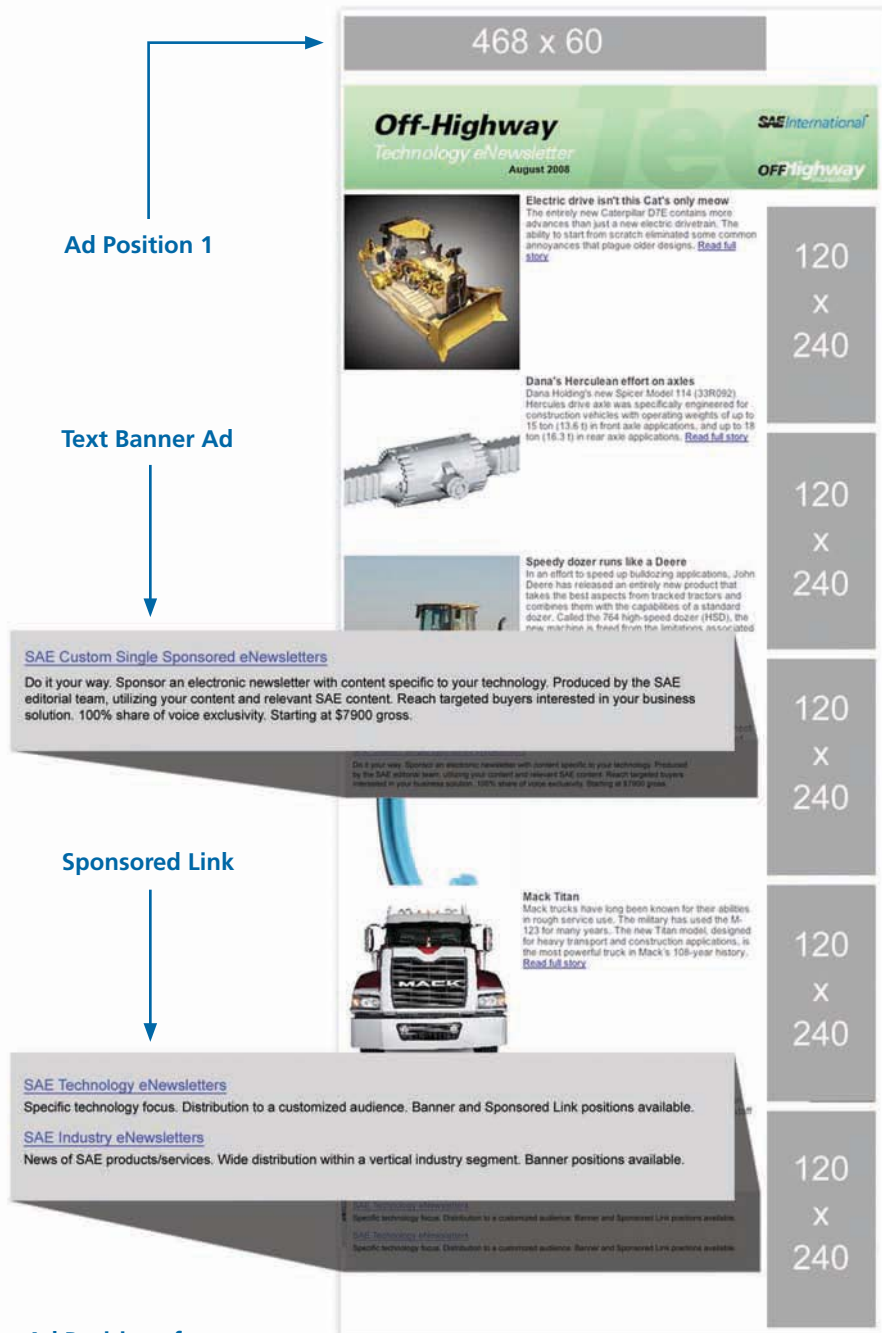
- **Materials** • **Hybrid/Electric Vehicles**

SOHE 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.

Commercial Vehicle Industry eNews

6x	
45,000	
February 10	
April 14	
June 9	
August 11	
September 15	
November 10	
\$1,350	
\$950	
\$875	
n/a	
n/a	



¹ Publisher's own data.
² eNewsletter titles available in other markets: Automotive Electronics, Automotive Testing & Simulation, Automotive Powertrain, Truck & Bus, Aerospace Manufacturing.
³ Highlights of the latest global developments in the automotive, aerospace, off-highway, and truck & bus industries – formerly SAE Technology eNewsletter.
⁴ Diesel developments in the automotive, off-highway, and truck & bus industries.
⁵ Materials developments in the automotive, aerospace, off-highway, and truck & bus industries.
⁶ Hybrid/electric vehicle developments in the automotive, off-highway, and truck & bus industries.