

# Media Planning Guide Calendar, Mechanical Specs and Ad Rates

SOHE is the indispensable resource for the global off-highway engineering community, delivering analysis and news how, where and when it is wanted.

Monthly Departments...  
coverage design engineers count on in every issue

Technical innovations • In the news • Original equipment •  
Tools of the trade

## SOHE 2009 Editorial Calendar

| ISSUE   | EDITORIAL FOCUS  |                                  |                             |                      |                         |                         | Advertiser Added Value   | Other Opportunities  | Bonus Distribution <sup>1</sup>   | eMedia Advertising Opportunities   |
|---|--|----------------------------------|-----------------------------|----------------------|-------------------------|-------------------------|--|--|---|--|
|   | Product Development &  | Powertrain                       | Electronics                 | Hydraulics           | Materials               | Testing & Simulation    |  |  |   |  |
| <b>FEBRUARY</b><br>Ad close: January 7<br>Ad material: January 15<br>Editorial inquiry: December 1  |  | Drivetrain                       |                             | Electrohydraulics    |                         | Digital Design          | <ul style="list-style-type: none"> <li>- Engine eBlast</li> <li>- Advertiser Study</li> </ul>  | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  |   | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Feb]</li> <li>- Vehicle Engineering Tech eNews [Jan]</li> <li>- Diesel Tech eNews [Jan]</li> <li>- Materials Tech eNews [Feb]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [Jan]</li> <li>- Commercial Vehicle Industry eNews [Feb]</li> <li>- Webcasts<sup>2</sup></li> </ul>  |
| <b>MARCH</b><br>Ad close: February 5<br>Ad material: February 12<br>Editorial inquiry: January 1    |  |                                  | Powertrain Management       | Components           | Advanced Steels         |                         | <ul style="list-style-type: none"> <li>- Hydraulics eBlast</li> <li>- Engine eBlast</li> <li>- New Product Technology Spotlight</li> </ul>   | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  | Intermat  | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Mar]</li> <li>- Vehicle Engineering Tech eNews [Mar]</li> <li>- Diesel Tech eNews [Mar]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [Mar]</li> <li>- Webcasts<sup>2</sup></li> </ul>   |
| <b>APRIL</b><br>Ad close: March 5<br>Ad material: March 12<br>Editorial inquiry: February 1         | SAE World Congress "What's New"                                  | Advanced Engine Combustion       | Human Electronics Interface |                      |                         | Non-Destructive Testing | <ul style="list-style-type: none"> <li>- Electronics eBlast</li> <li>- SAE Truck and Off-Road Global Summit Event Guide Bonus</li> </ul>   | <ul style="list-style-type: none"> <li>- Congress 2009               <ul style="list-style-type: none"> <li>• Exhibit</li> <li>• Sponsor</li> <li>• Career Fair</li> </ul> </li> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  | <ul style="list-style-type: none"> <li>- SAE World Congress</li> <li>- Truck &amp; Bus World Forum</li> <li>- SAE Truck and Off-Road Global Summit</li> </ul> | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Apr &amp; May]</li> <li>- Vehicle Engineering Tech eNews [May]</li> <li>- Diesel Tech eNews [May]</li> <li>- Materials Tech eNews [Apr]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [May]</li> <li>- Commercial Vehicle Industry eNews [Apr]</li> <li>- Webcasts<sup>2</sup></li> </ul>  |
| <b>JUNE</b><br>Ad close: May 6<br>Ad material: May 13<br>Editorial inquiry: April 1                 | Intermat Highlights  | Next-Gen Biofuels                | Safety Systems              |                      | Composites and Plastics |                         | <ul style="list-style-type: none"> <li>- Materials eBlast</li> <li>- Advertiser Study</li> </ul>   | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  |   | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [June]</li> <li>- Vehicle Engineering Tech eNews [July]</li> <li>- Diesel Tech eNews [July]</li> <li>- Materials Tech eNews [June]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [July]</li> <li>- Commercial Vehicle Industry eNews [June]</li> <li>- Webcasts<sup>2</sup></li> </ul>  |
| <b>AUGUST</b><br>Ad close: July 6<br>Ad material: July 13<br>Editorial inquiry: June 1              | Executive Viewpoints: Vehicle Development Insights from Industry | Product Guide                    | Product Guide               | Product Guide        | Product Guide           | Product Guide           | <ul style="list-style-type: none"> <li>- Supplier Capabilities</li> </ul>  | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  |   | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Aug]</li> <li>- Materials Tech eNews [Aug]</li> <li>- Commercial Vehicle Industry eNews [Aug]</li> <li>- Webcasts<sup>2</sup></li> </ul>  |
| <b>OCTOBER</b><br>Ad close: September 8<br>Ad material: September 14<br>Editorial inquiry: August 1 | Commercial Vehicle Engineering Congress Preview                  | Engine Aftertreatment            | Autonomous Vehicles         | Motors and Actuators |                         |                         | <ul style="list-style-type: none"> <li>- Materials eBlast</li> <li>- Advertiser Study</li> <li>- Engine eBlast</li> <li>- Commercial Vehicle Event Guide Bonus</li> <li>- DoD Event Guide Bonus</li> </ul> | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> <li>- ComVec 2009               <ul style="list-style-type: none"> <li>• Exhibit</li> <li>• Sponsor</li> <li>• Career Fair</li> </ul> </li> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul> | <ul style="list-style-type: none"> <li>- SAE Commercial Vehicle Congress</li> <li>- DoD Maintenance Symposium</li> <li>- SAE Brasil Congress</li> </ul>       | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Sept]</li> <li>- Vehicle Engineering Tech eNews [Sept]</li> <li>- Diesel Tech eNews [Sept]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [Sept]</li> <li>- Commercial Vehicle Industry eNews [Sept]</li> <li>- Webcasts<sup>2</sup></li> <li>- Off-Highway Tech eNews [Oct]</li> <li>- Materials Tech eNews [Oct]</li> <li>- Webcasts<sup>2</sup></li> </ul> |
| <b>NOVEMBER</b><br>Ad close: October 5<br>Ad material: October 12<br>Editorial inquiry: September 1 | Top Technologies and Products of 2009                            | Engine Subsystems and Components | Controllers                 | Systems Integration  |                         |                         | <ul style="list-style-type: none"> <li>- Hydraulics eBlast</li> <li>- New Product Technology Spotlight</li> </ul>  | <ul style="list-style-type: none"> <li>- Tech-lit Files</li> <li>- New Product Ads</li> </ul>  | <ul style="list-style-type: none"> <li>- Defense Manufacturing Conference</li> <li>- ConExpo Asia</li> </ul>  | <ul style="list-style-type: none"> <li>- Off-Highway Tech eNews [Dec]</li> <li>- Vehicle Engineering Tech eNews [Nov]</li> <li>- Diesel Tech eNews [Nov]</li> <li>- Materials Tech eNews [Dec]</li> <li>- Hybrid &amp; Electric Veh. Tech eNews [Nov]</li> <li>- Commercial Vehicle Industry eNews [Nov]</li> <li>- Webcasts<sup>2</sup></li> </ul>  |

<sup>1</sup> Bonus distribution subject to change.

<sup>2</sup> SAE Telephone/Webcasts and SOHE Webcast opportunities available; see page 11 for details.