

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 ¹	eMedia Advertising Opportunities
	Product Development & Systems Engineering	Powertrain	Electronics	Hydraulics	Materials	Testing & Simulation				
FEBRUARY Ad close: January 7 Ad material: January 15 Editorial inquiry: December 1		Drivetrain		Electrohydraulics		Digital Design	<ul style="list-style-type: none"> - Engine eBlast - Advertiser Study 	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 		<ul style="list-style-type: none"> - Off-Highway Tech eNews [Feb] - Vehicle Engineering Tech eNews [Jan] - Diesel Tech eNews [Jan] - Materials Tech eNews [Feb] - Hybrid & Electric Veh. Tech eNews [Jan] - Commercial Vehicle Industry eNews [Feb] - Webcasts²
MARCH Ad close: February 5 Ad material: February 12 Editorial inquiry: January 1			Powertrain Management	Components	Advanced Steels		<ul style="list-style-type: none"> - Hydraulics eBlast - Engine eBlast - New Product Technology Spotlight 	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 	- Intermat	<ul style="list-style-type: none"> - Off-Highway Tech eNews [Mar] - Vehicle Engineering Tech eNews [Mar] - Diesel Tech eNews [Mar] - Hybrid & Electric Veh. Tech eNews [Mar] - Webcasts²
APRIL Ad close: March 5 Ad material: March 12 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"> - Electronics eBlast - SAE Truck and Off-Road Global Summit Event Guide Bonus 	<ul style="list-style-type: none"> - Congress 2009 • Exhibit • Sponsor • Career Fair - Tech-lit Files - New Product Ads 	<ul style="list-style-type: none"> - SAE World Congress - Truck & Bus World Forum - SAE Truck and Off-Road Global Summit 	<ul style="list-style-type: none"> - Off-Highway Tech eNews [Apr & May] - Vehicle Engineering Tech eNews [May] - Diesel Tech eNews [May] - Materials Tech eNews [Apr] - Hybrid & Electric Veh. Tech eNews [May] - Commercial Vehicle Industry eNews [Apr] - Webcasts²
JUNE Ad close: May 6 Ad material: May 13 Editorial inquiry: April 1	Intermat Highlights	Next-Gen Biofuels	Safety Systems		Composites and Plastics		<ul style="list-style-type: none"> - Materials eBlast - Advertiser Study 	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 		<ul style="list-style-type: none"> - Off-Highway Tech eNews [June] - Vehicle Engineering Tech eNews [July] - Diesel Tech eNews [July] - Materials Tech eNews [June] - Hybrid & Electric Veh. Tech eNews [July] - Commercial Vehicle Industry eNews [June] - Webcasts²
AUGUST Ad close: July 6 Ad material: July 13 Editorial inquiry: June 1	Executive Viewpoints: Vehicle Development Insights from Industry	Product Guide	Product Guide	Product Guide	Product Guide	Product Guide	- Supplier Capabilities	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 		<ul style="list-style-type: none"> - Off-Highway Tech eNews [Aug] - Materials Tech eNews [Aug] - Commercial Vehicle Industry eNews [Aug] - Webcasts²
SEPTEMBER Ad close: August 5 Ad material: August 12 Editorial inquiry: July 1	Commercial Vehicle Engineering Congress Preview	Engine Aftertreatment	Controllers			Design for Manufacturability	<ul style="list-style-type: none"> - Materials eBlast - Advertiser Study 	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 		<ul style="list-style-type: none"> - Off-Highway Tech eNews [Sept] - Vehicle Engineering Tech eNews [Sept] - Diesel Tech eNews [Sept] - Hybrid & Electric Veh. Tech eNews [Sept] - Commercial Vehicle Industry eNews [Sept] - Webcasts²
OCTOBER Ad close: September 8 Ad material: September 14 Editorial inquiry: August 1	Commercial Vehicle Engineering Congress "What's New"	Engine Subsystems and Components	Autonomous Vehicles	Motors and Actuators		Data Acquisition and System Validation	<ul style="list-style-type: none"> - Engine eBlast - Commercial Vehicle Event Guide Bonus - DoD Event Guide Bonus 	<ul style="list-style-type: none"> - ComVec 2009 • Exhibit • Sponsor • Career Fair - Tech-lit Files - New Product Ads 	<ul style="list-style-type: none"> - SAE Commercial Vehicle Congress - DoD Maintenance Symposium - SAE Brasil Congress 	<ul style="list-style-type: none"> - Off-Highway Tech eNews [Oct] - Materials Tech eNews [Oct] - Webcasts²
NOVEMBER Ad close: October 5 Ad material: October 12 Editorial inquiry: September 1	Top Technologies and Products of 2009	Hybrid Drives		Systems Integration	Coatings and Chemicals		<ul style="list-style-type: none"> - Hydraulics eBlast - New Product Technology Spotlight 	<ul style="list-style-type: none"> - Tech-lit Files - New Product Ads 	<ul style="list-style-type: none"> - Defense Manufacturing Conference - ConExpo Asia 	<ul style="list-style-type: none"> - Off-Highway Tech eNews [Dec] - Vehicle Engineering Tech eNews [Nov] - Diesel Tech eNews [Nov] - Materials Tech eNews [Dec] - Hybrid & Electric Veh. Tech eNews [Nov] - Commercial Vehicle Industry eNews [Nov] - Webcasts²

¹ Bonus distribution subject to change.

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