

SAE 2012 OFF-HIGHWAY MEDIA CALENDAR

Send dates are noted below; order and ad deadlines are in parentheses.

- Print: 6x frequency - 18,891 circulation¹
- Digital: 12x frequency - 30,000 circulation²
- ★ Feature
- TI Technical Innovations
- ☆ Editorial Webcast Feature

Mail/Send date shown in circle Closing Dates* Value Added

| Month | Frequency | IO: Art | Response | SOHE PRINT & DIGITAL MAGAZINE EDITORIAL FOCUS | | | | | | TECHNOLOGY-FOCUSED DIGITAL MAGAZINES | | | TECHNOLOGY eNEWSLETTERS | | | | | | | INDUSTRY eNewsletters | Special Digital Opportunities | | | |
|-------|------------|------------------------|----------------------------------|---|-------------|------------|-----------|-----------------------|---|--------------------------------------|--|--|-----------------------------------|----------------------------|-----------------------------|-------------------------------|---------------------------------|----------------------------|---------------------------|--------------------------|-------------------------------|---------------------------|---|---|
| | | | | Powertrain & Energy | Electronics | Hydraulics | Materials | Testing & Simulation | Product Development & Systems Engineering | SAE Vehicle Electrification | NEW! SAE Powertrain & Energy | NEW! SAE Electronics + Connectivity | Off-Highway Engineering | SAE Connected Vehicle | SAE Heavy Duty | SAE Hybrid & Electric Vehicle | NEW! SAE Efficiency & Emissions | SAE Test & Measurement | SAE Vehicle Engineering | | | NEW! SAE Asia | Commercial Vehicle | |
| | | | | | | | | 6X 150,000 | 4X 10,000 | 4X 10,000 | 6X 32,500 | 4X 22,000 | 6X 53,000 | 6X 37,500 | 4X 25,000 | 4X 45,500 | 12X 225,000 | 6X 10,000 | 6X 56,000 | | | | | |
| Jan | 12 Digital | 10: Dec 30 Art: Jan 3 | eResponse | ★ | | | | | | | January 25 [IO: Jan 13] [Art: Jan 16] | | | January 30 [January 20] | | | January 16 [January 6] | | January 23 [January 13] | January 9 [December 22] | | | | |
| Feb | 2 Print | 10: Jan 6 Art: Jan 11 | eResponse | TI | ★ | TI | ★ | ★ | | | | | | | | | | | | | | | | |
| | 23 Digital | 10: Feb 13 Art: Feb 14 | eResponse | | TI | ★ | | | | | February 21 [IO: Feb 9] [Art: Feb 10] | | | | | | February 27 [February 17] | | February 27 [February 17] | | February 6 [January 27] | February 20 [February 10] | February 14 [February 7] | Test & Measurement eShowcase Feb 9 [Jan 20] |
| March | 8 Print | 10: Feb 10 Art: Feb 15 | eResponse | ★ | ★ | ★ | TI | TI | | | | | | | | | | | | | | | | |
| | 29 Digital | 10: Mar 19 Art: Mar 20 | eResponse | TI | | | ★ | | | | | March 1 [IO: Feb 20] [Art: Feb 21] | | March 19 [March 9] | March 26 [March 16] | | | March 12 [March 2] | | | March 5 [February 24] | | | Electronics eShowcase Mar 8 [Feb 23] Materials eShowcase Mar 15 [Mar 1] |
| April | 19 Digital | 10: Apr 9 Art: Apr 10 | eResponse | | | TI | | ★ | | | April 18 [IO: Apr 5] [Art: Apr 9] | April 27 [IO: Apr 17] [Art: Apr 18] | | | | April 16 [April 4] | | | April 30 [April 20] | April 2 [March 23] | April 16 [April 4] | April 26 [April 19] | Congress eDAILY April 24,25,26 [April 2] Batteries & Alt Power eShowcase April 11 [March 28] | |
| May | 3 Print | 10: Apr 5 Art: Apr 11 | Profile issue eResponse | ★ | ★ | ★ | ★ | ★ | | | | | | | | | | | | | | | | |
| | 24 Digital | 10: May 14 Art: May 15 | eResponse | EXECUTIVE VIEWPOINT | | | | | | | | | May 30 [IO: May 17] [Art: May 18] | | May 14 [May 4] | | | May 14 [May 4] | May 21 [May 11] | | | May 7 [April 27] | | Test & Measurement eShowcase May 10 [Apr 26] |
| June | 14 Digital | 10: Jun 4 Art: Jun 5 | eResponse | | | TI | | ★ | | | June 26 [IO: June 14] [Art: June 16] Advertiser study | | | | June 25 [June 15] | June 18 [June 8] | | | | | June 4 [May 25] | June 18 [June 8] | June 19 [June 12] | Electronics eShowcase June 7 [May 24] Materials eShowcase June 14 [May 31] |
| July | 5 Print | 10: Jun 8 Art: Jun 13 | Advertiser Study eResponse | ★ | ★ | ★ | TI | TI | | | | | | | | | | | | | | | | |
| | 26 Digital | 10: Jul 16 Art: Jul 17 | eResponse | TI | | | ★ | | | | July 25 [IO: July 13] [Art: July 16] | | | July 16 [July 6] | | | July 9 [June 29] | | July 23 [July 13] | July 2 [June 22] | | | Batteries & Alt Power eShowcase April 11 [March 28] | |
| Aug | 9 Digital | 10: Jul 30 Art: Jul 31 | eResponse | TI | | ★ | | | | | August 21 [IO: Aug 9] [Art: Aug 10] | | | | August 13 [August 3] | | | August 27 [August 17] | | August 6 [July 27] | August 20 [August 10] | August 14 [August 7] | Test & Measurement eShowcase Aug 2 [July 19] | |
| Sept | 6 Print | 10: Aug 10 Art: Aug 15 | eResponse ComVec Distribution | ★ | ★ | ★ | TI | TI | | | | | | | | | | | | | | | | |
| | 27 Digital | 10: Sep 17 Art: Sep 18 | eResponse | | TI | | ★ | | | | September 26 [IO: Sept 14] [Art: Sept 17] | September 5 [IO: Aug 23] [Art: Aug 24] | | September 17 [September 7] | September 24 [September 14] | | | September 17 [September 7] | | | September 10 [August 31] | | September 18 [September 11] | Electronics eShowcase Sept 6 [Aug 23] Batteries & Alt Power eShowcase Sept 12 [Aug 29] |
| Oct | 11 Digital | 10: Oct 1 Art: Oct 2 | eResponse | TI | | | | ☆ November Webcast | | | October 25 [IO: Oct 15] [Art: Oct 16] | | | | October 15 [October 15] | | | | October 22 [October 12] | October 1 [September 21] | October 15 [October 5] | | Materials eShowcase October 4 [September 20] | |
| Nov | 8 Print | 10: Oct 12 Art: Oct 17 | Advertiser Study eResponse | ★ | ★ | ★ | TI | TI | | | | | | | | | | | | | | | | |
| | 29 Digital | 10: Nov 15 Art: Nov 16 | eResponse | ★ | | | TI | | | | | November 28 [IO: Nov 14] [Art: Nov 15] | | November 19 [November 9] | | | November 12 [November 2] | | | November 5 [October 26] | November 19 [November 9] | November 20 [November 13] | | |
| Dec | 13 Digital | 10: Dec 3 Art: Dec 4 | eResponse | | ★ | | TI | | | | December 18 [IO: Dec 6] [Art: Dec 7] | | | | December 17 [December 7] | December 17 [December 7] | | | December 10 [November 30] | | December 3 [November 19] | | | |

*Artwork for digital ads with enhancements must be submitted 5 business days prior to the regular art deadline.

¹June 2011 BPA Audit Statement
²Publisher's own data