

SAE 2015 OFF-HIGHWAY MEDIA CALENDAR

- Print: 6x frequency - 19,407 circulation¹
- ★ Feature
- TI Technology Innovations
- SS Special Engineering Section
- ☆ Editorial Webcast Feature

OFF-HIGHWAY ENGINEERING PRINT MAGAZINE EDITORIAL FOCUS*

| Mail/Send Date Shown in Circle | Closing Dates | Value Added | Powertrain & Energy | Electronics | Hydraulics | Materials | Testing & Simulation | Truck & Bus Engineering | Special Product Spotlight | |
|---------------------------------------|---------------------------|--|-------------------------------|-----------------------------|-------------------------|---|---|-------------------------|---|---|
| February 4 Print | IO: Jan 12 Art: Jan 15 | Advertiser Study eResponse | ★ Combustion Technologies | ★ Diagnostics | TI | ☆ April Webcast: NVH Reduction Technologies | TI | | • Design Tools | |
| April 8 Print | IO: Mar 13 Art: Mar 18 | Congress distribution eResponse | ★ Powertrain Electronics | TI | ★ Control Systems | TI | ★ Calibration | SS | • Sensors & Actuators/ Operator Controls | |
| June 3 Print | IO: May 8 Art: May 13 | Profile issue eResponse | Executive Viewpoints | | | | | | | • 16th Annual Product Guide • Executive Viewpoints |
| August 5 Print | IO: Jul 9 Art: Jul 12 | eResponse | ★ Rightsizing & Downsizing | ★ Autonomous Vehicles | TI | TI | ☆ October Webcast: Lifecycle Management | | • Hydraulic Components | |
| October 7 Print Print | IO: Sep 11 Art: Sep 17 | Advertiser Study ComVEC distribution eResponse | TI | ★ ECU Advances | ★ Operator Interface | ★ Rugged Composites | TI | SS | • Testing Equipment | |
| December 2 Print | IO: Nov 5 Art: Nov 10 | eResponse | ★ Heavy-duty components | ★ Instruments & Displays | ★ Electrohydraulics | TI | TI | | • Materials & Manufacturing | |

¹June 2014 BPA Audit Statement

*Contact us at sohe@sae.org or 724-772-8509 for editorial consideration at least three months prior to issue date. See <http://www.sae.org/magazines/submission.htm> for guidelines.

Send/Mail date in bold (Order/Material deadline in parenthesis).

| TECHNOLOGY eNEWSLETTERS | | | | | | INDUSTRY eNEWSLETTER |
|-------------------------|-------------------------|------------------------------|-------------------------------------|--------------------------------------|--------------------|---|
| | Off-Highway Engineering | Electronics (All markets) | Heavy Duty (On- and off-highway) | Vehicle Engineering (All markets) | Commercial Vehicle | ENGINEERING E-SOURCE - 'Main': 12x to 100,000 - Sensors/Test & Measurement: 12x to 75,000 - Electronics: 4x to 65,000 |
| | 12x 35,000 | 6x 30,000 | 6x 40,000 | 6x 145,000 | 6x 50,000 | |
| January | Jan 13 [Jan 2] | Jan 13 [Jan 2] | Jan 27 [Jan 15] | | Jan 20 [Jan 13] | 'Main' Jan 21 [Jan 7] Sensors/T&M Jan 23 [Jan 9] |
| February | Feb 10 [Jan 29] | | | Feb 24 [Feb 12] | | Electronics Feb 6 [Jan 23] 'Main' Feb 18 [Feb 4] Sensors/T&M Feb 20 [Feb 6] |
| March | Mar 10 [Feb 26] | Mar 10 [Feb 26] | Mar 31 [Mar 19] | | Mar 10 [Mar 3] | 'Main' Mar 18 [Mar 4] Sensors/T&M Mar 23 [Mar 9] |
| April | Apr 14 [Apr 2] | | | Apr 28 [Apr 16] | | 'Main' Apr 17 [Apr 2] Sensors/T&M Apr 24 [Apr 10] |
| May | May 12 [Apr 30] | May 12 [Apr 30] | May 26 [May 14] | | May 12 [May 5] | Electronics May 6 [Apr 22] 'Main' May 15 [May 1] Sensors/T&M May 18 [May 4] |
| June | Jun 9 [May 28] | | | Jun 30 [Jun 18] | | 'Main' Jun 15 [Jun 1] Sensors/T&M Jun 19 [Jun 5] |
| July | Jul 7 [Jun 25] | Jul 14 [Jul 1] | Jul 28 [Jul 16] | | Jul 7 [Jun 30] | 'Main' Jul 20 [Jul 6] Sensors/T&M Jul 23 [Jul 9] |
| August | Aug 11 [Jul 30] | | | Aug 25 [Aug 13] | | Electronics Aug 10 [Jul 27] 'Main' Aug 17 [Aug 3] Sensors/T&M Aug 24 [Aug 10] |
| September | Sep 8 [Aug 27] | Sep 8 [Aug 27] | Sep 29 [Sep 17] | | Sep 8 [Sep 1] | 'Main' Sep 16 [Sep 2] Sensors/T&M Sep 21 [Sep 4] |
| October | Oct 13 [Oct 1] | | | Oct 27 [Oct 15] | | Electronics Oct 7 [Sep 23] 'Main' Oct 16 [Oct 2] Sensors/T&M Oct 23 [Oct 9] |
| November | Nov 3 [Oct 22] | Nov 10 [Oct 29] | Nov 24 [Nov 12] | | Nov 10 [Nov 3] | 'Main' Nov 13 [Oct 30] Sensors/T&M Nov 18 [Nov 4] |
| December | Dec 8 [Nov 25] | | | Dec 15 [Dec 3] | | 'Main' Dec 7 [Nov 23] Sensors/T&M Dec 11 [Nov 25] |