

DIGITAL Aerospace Engineering & Manufacturing

Aerospace Engineering & Manufacturing is going **DIGITAL!**

- Launch date: August 5, 2009
- Changing from 9x print to a bi-weekly digital allows for more current content delivered more frequently
- Opportunity to extend your monthly reach into the aerospace market without increasing your monthly expense
- 40,000 circulation offers a 25% increase over the print reach
- New advertising opportunities such as video, audio and pop-ups enhance connectivity with readers
- Direct URL links drive readers to your website and extended product information
- Digital offers better access to reader habits

Distribution

40,000 minimum guaranteed distribution to current subscribers and new segments of aerospace industry professionals with unlimited growth potential!

Advertising Rates

Digital Ad Size	Print Equivalent	Specs in inches	Gross Rate			
			1x	3x	6x	12x
Full Screen	2 Page Spread	17 x 11	4000	3800	3600	3400
Half Screen	Full Page	8-3/8 x 11	3200	3040	2880	2720
Third Screen	2/3 Page	4-5/8 x 10	2600	2470	2340	2210
Quarter Screen - Horizontal	Half Horizontal	7 x 4-7/8	2000	1900	1800	1700
Quarter Screen - Vertical	Half Vertical	3-3/8 x 10	2000	1900	1800	1700
Eighth Screen	Quarter Page	3-3/8 x 4-7/8	1600	1520	1440	1360
Sixteenth Screen	Tech Lit	3-3/8 x 2-1/2	1000	950	900	850

Mechanicals

- Must be in a digital format as press-optimized PDF file
- High resolution (images 300 dpi)
- CMYK colorspace
- All fonts embedded
- PDF files created using Adobe Acrobat that are PDF/X-1a compliant



AEM Bi-Weekly Feature Focus:

Aug 5: Composites Manufacturing
Aug 19: Engine Subsystems

Sep 2: Alternative Energy and Fuels
Sep 16: Smart Materials
Sep 30: Military Propulsion

Oct 14: AeroTech Preview
Oct 28: Flight Displays

Nov 11: Testing Equipment
Nov 25: Computer-aided Engineering

Dec 9: Design for Manufacturability
Dec 23: Greener Combustion

Additional Advertising Options:

- Sponsorship Logo: **\$2500 gross**
 - Located on right and left side of navigation bar for site wide exposure
 - 150 dpi or higher
 - PDF or JPEG format
 - 190 x 50 pixels
- Embedded Audio/Video in ad: **Call for quote**
- Digital Announcement eBlast Sponsorships
 - Every other week beginning August 5th
 - * **Aug 5 and 19**
 - * **Oct 14 and 28**
 - * **Dec 9 and 23**
 - * **Sept 2, 16, 30**
 - * **Nov 11 and 25**

Sponsorship Positions:

Position 1	468 x 60	\$1,160 gross
Position 3 or 4	120 x 240	\$815 gross
Position 5, 6, or 7	120 x 240	\$750 gross

Includes: Demographic reporting on clicks

Advertising Sales & Support

Toll-free, US & Canada 1-724-772-7521 or 1-724-772-4039 • F: 1-724-776-3087 • E: advertising@sae.org

lep aug282009