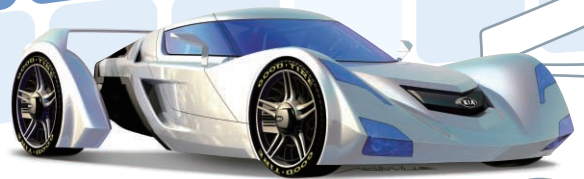


# AUTO JOURNAL

## 2012 MEDIA PLANNING GUIDE

'Engineer's choice' for technology news and  
for your 2012 marketing message



### Contact

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**KSAE Website**

[www.KSAE.org](http://www.KSAE.org)

2012 Media Plan



The **K**orean **S**ociety of **A**utomotive **E**ngineers

# KSAE - The Core Studies of Automotive World in Korea

**KSAE is an organization for the purpose of advancing and developing automotive science and technology in Korea, contributing to the promotion of science and culture, and the progress of industries and the economy as well.**

**KSAE provides opportunities to exchange information and opinions concerning updated results of studies through scientific lectures, research papers, presentations, workshops and exhibitions as well as conferences convened annually.**

**Its activities also cover automotive research and studies, establishing automotive related Korean Standards(KS), recognize those who made remarkable contributions to automotive technology studies by giving awards.**

**KSAE not only exerts itself to promote automotive technologies, but also supports and nurtures excellent researchers and engineers.**

## Conference and Exhibition

- 2012 KSAE Annual Conference and Exhibition
- 2011 KSAE Annual Conference and Exhibition (23-26 November 2011, DCC, DaeJeon)
- 2010 KSAE Annual Conference and Exhibition (24-27 November 2010, EXCO, Daegu)
- 2009 KSAE Annual Conference and Exhibition (24-26 November 2009, Songdo Convensia, Songdo)
- 2008 KSAE Annual Conference and Exhibition (19-22 December 2008, Convention Center in Daejeon)
- 2008 KSAE 30th Anniversary Conference (22-24 April 2008, Lotte Hotel World in Seoul)

KSAE holds an Annual Conference and Exhibition covering all automotive engineering areas. The conference lasts for four days with 1,800-2,000 participants, and about 700-800 papers related to automotive technology are presented.

An Exhibition is also held once a year in conjunction with a conference, in which all participants have opportunities to take a look at the recent trends in automotive technology evolution.

## Standards

KSAE is appointed as the central figure in developing Korean standards in the automotive field by KATS (Korean Agency for Technology Standards). Now, we create Korean standards for the automotive field by doing a lot of tasks including: establishing, spreading, management and a wide range of tasks of Korean Standardization. Also, in developing and advancing the global standards table for ISO, IEC, KSAE has been assigned as a COSD - Cooperation Organization for Standards Development. As Parts of activities KSAE has been acting to build the relationship with international organization including SAE, JSAE and others.

## International Events

- FISITA 2016 World Automotive Congress (2016, Korea)
- EVS - 28 : The 28th International Battery Hybrid and Fuel Cell Electric Vehicle Symposium (2014, Korea)
- AVEC12 : The 11th International Symposium on Advanced Vehicle Control (9-12 September 2012, COEX in Seoul)
- IPC - 13 : The 13th International Pacific Conference on Automotive Engineering (22-24 August 2005, Hotel Hyundai in Gyeongju)
- EVS - 19 : The 19th International Battery Hybrid and Fuel Cell Electric Vehicle Symposium (19-23 October 2002, BEXCO in Busan)
- Seoul 2000 FISITA (The 28th Congress) (12-15 June 2000, Grand Inter-Continental Hotel in Seoul)

# Publications

Publication	Frequency	Organizer	Language	Contents
Auto Journal	Monthly	Auto Journal Editorial committee	Korean	<ul style="list-style-type: none"> <li>- Introduction of KSAE's Corporate members</li> <li>- Trend of worldwide automotive technology</li> <li>- Automobile column</li> <li>- Patent trend</li> <li>- Economy story automobile, etc.</li> </ul>
The Transactions of KSAE	Bimonthly	Transactions Editorial committee	Korean	<ul style="list-style-type: none"> <li>- Technical paper</li> </ul>
International Journal of Automotive Technology (IJAT)	Bimonthly	IJAT Editorial committee	English	<ul style="list-style-type: none"> <li>- Technical paper</li> <li>- Worldwide distribution</li> <li>- Contract with overseas distribution Springer (since January 1st, 2008)</li> </ul>
Automotive Technology and Outlook	1 December 2010	KSAE	Korean	<ul style="list-style-type: none"> <li>- 2030 Automotive Technology and Outlook</li> <li>- Environment-Friendly Technology</li> <li>- Convergence of the humanities, Future Technology</li> </ul>
KSAE Dictionary of Automotive Engineering	1 March 2005	KSAE Dictionary committee	Korean	<ul style="list-style-type: none"> <li>- Glossary</li> <li>- Index</li> <li>- Appendix</li> </ul>

# KSAE Baja

**"KSAE Baja" provides student members with a chance to take part in challenging competition that involves all aspects of automotive engineering since 2007.**



- KSAE Baja 2012 : 15-17 August, Saemangeum Gunsan Motor Racecourse
- KSAE Baja 2011 : 17-19 August, Saemangeum Gunsan Motor Racecourse, 120 teams
- KSAE Baja 2010 : 18-20 August, Saemangeum Gunsan Motor Racecourse, 133 teams
- KSAE Baja 2009 : 20-22 August, Chuncheon Motor Park, 105 teams
- KSAE Baja 2008 : 20-22 August, Chuncheon Motor Park, 105 teams
- KSAE Baja 2007 : 6-8 September, Chuncheon Motor Park, 78 teams



# Auto Journal - You can have a chance to spread your brand and products in Korea Monthly

Critical challenges are facing the automotive industry today, people are looking for your products and solutions, and they are looking in Auto Journal. As an Auto Journal advertiser, you'll receive a wealth of benefits, including:

- A typical automotive magazine with a long history since 1979.
- Automotive professionals, including more than 4500 automotive engineers, engineering managers, executives and manufacturing and purchasing professionals subscribe to it.
- Publishes new research results as rapidly as possible and reaches a wide range of audiences.

## Focus on Subjects

- Engine, Emission Technology
- Heat Transfer, Fluid and Thermal Engineering
- Automobile Chassis & Vehicle Dynamics
- Automobile Body and Safety
- Materials and Recycling, Manufacturing
- Fuels and Lubricants
- Automobile Electronics
- Intelligent Vehicle/Transportation Systems
- Alternative Energy & Vehicle
- Other Fields of Automotive Engineering

### 2012 Editorial Calendar

Description	January	February	March	April	May	June	July	August	September	October	November	December
	Published Every Month											
Insertion Order	Nov 1, 2011	Dec 1, 2011	Jan 1, 2012	Feb 1, 2012	Mar 1, 2012	Apr 1, 2012	May 1, 2012	Jun 1, 2012	Jul 1, 2012	Aug 1, 2012	Sep 1, 2012	Oct 1, 2012
Material Deadline	Dec 10, 2011	Jan 10, 2012	Feb 10, 2012	Mar 10, 2012	Apr 10, 2012	May 10, 2012	Jun 10, 2012	Jul 10, 2012	Aug 10, 2012	Sep 10, 2012	Oct 10, 2012	Nov 10, 2012
Special Edition	Fuel Improvement Technology	Automobile Recycling	Manufacturing Engineering	Electric Vehicle Standardization	Fuel Cell Electric Vehicle	Advanced Safety Vehicle	Sensor Technologies for Automobile	Advanced Technology of Auto Suspension	X-by-Wire	Technology for Auto Safety	Plugged in EV	Dual Fuel Engine of Automotive
Introduction of New Corporate Member		★	★	★	★	★	★	★	★	★	★	★
Vehicle Technologies Trends of the World	★	★	★	★	★	★	★	★	★	★	★	★
A Column for Automotive Industry of the World	★		★		★		★		★		★	
Patent Trends		★		★		★		★		★		★
Trends of Automotive Standardization			★		★		★		★		★	
Automotive Regulation Trends in Korea		★		★		★		★		★		★
Economy for Automotive		★		★		★		★		★		★
Automotive Technology & Industry News	★	★	★	★	★	★	★	★	★	★	★	★

\*The contents of special edition can be changed.

# Advertisement of KSAE AUTO JOURNAL

Satisfactory and effective advertisement results can be obtained through "KSAE Auto Journal", as the Advertisements in KSAE Auto Journal have been subscribed to exclusively by a wide range of specialists and technicians engaged in automotive engineering.

## 1. Publication

- Published the 1st day of each Month.
- About 6,000 copies are delivered every month KSAE members (including corporate members).
- KSAE Auto Journal contains the "Special Edition" related to the most up-to-date and state-of-the-art automotive technologies.
- KSAE Auto Journal is published in 188 X 257mm size and contains from p100 to p140.

## 2. Advertisement rates & Discount

### Rates

All rates are net.

	Inner		Covers		
	4 Color	2 Color	Second	Third	Fourth
Rates	USD 1,000	USD 500	USD 2,000		USD 3,000
Size	188×257mm				
Notes	4 color, 1 page / issue		1 page / issue		

### Discount Rates

	Corporate Member of KSAE	Spread	6x	12x
Rates	20%	10%	10%	20%

Note : In case of double discount, it can be added up all.

## 3. File Requirements

All display advertisement material must be supplied in/with

- a digital format
- a pdf file
- high-resolution (images 300dpi)
- CMYK colorspace
- all fonts embedded

## 4. Note

- The position of Advertisement would be fixed by KSAE.
- Cover advertising must be reserved before 1 year and is on a first come, first served basis.
- Order form and Ad materials E-mail to : [international@ksae.org](mailto:international@ksae.org)

# Print Insertion Order

## Advertising of KSAE Auto Journal

Please complete and return this form to :

KSAE office, Fl. 13th Paradise VentureTower, 708-33 Yeoksamdong, Gangnamgu, Seoul 135-080, Korea  
 Phone : +82-2-564-3971~2 Fax : +82-2- 564-3973 E-mail : international@ksae.org

### SECTION 1 Advertiser Information

Company :		Dpt.:			
Surname :		Given Name :		Job Title :	
Phone (incl. country code) :			Fax (incl. country code) :		
E-mail Address :					
Company Address :					
Zip Code :		City / State :		Country :	

### SECTION 2 Required Area

Inner	<input type="checkbox"/> 4 Color (USD 1,000)	<input type="checkbox"/> 2 Color (USD 500)				
Covers	<input type="checkbox"/> Second (USD 2,000)	<input type="checkbox"/> Third (USD 2,000)	<input type="checkbox"/> Fourth (USD 3,000)			
Period (Month / Year ~ Month / Year)	/ ~ /					
Duration	<input type="checkbox"/> 1x	<input type="checkbox"/> 2x	<input type="checkbox"/> 3x	<input type="checkbox"/> 4x	<input type="checkbox"/> 5x	<input type="checkbox"/> 6x
	<input type="checkbox"/> 7x	<input type="checkbox"/> 8x	<input type="checkbox"/> 9x	<input type="checkbox"/> 10x	<input type="checkbox"/> 11x	<input type="checkbox"/> 12x
TOTAL FEE						

- Note :
1. Cooperative Member of KSAE : 20%
  2. Spread : 10%
  3. 6x : 10%
  4. 12x : 20%

### Confirmation

I have read and wish to confirm my registration for KSAE Auto Journal Advertisement

Date : \_\_\_\_\_ Signature : \_\_\_\_\_

# Website Banner Advertising [www.ksae.org](http://www.ksae.org)

KSAE website which is averaging 80,000 page views per month is the gateway to customers. Choose our 6x rate and save 10% compared to our 2x insertion.

## 1. Advertisement Rates & Discount

### Rates

All rates are net.

	Position 1	Position 2
Rates	USD 400	USD 200
Size	87 × 100pixels	93 × 29pixels
Resolution	Over 72dpi	

### Discount Rates

	Corporate Member of KSAE	Period of View			
		3x	6x	9x	12x
Rates	20%	5%	10%	15%	20%

\*Note : In case of double discount, it can be added up all.

**Position 1** ←  
viewed every page

**Position 2** ←



## 2. Submission Ad insertion order

- Advertisement rates are based on 1x, minimum duration is 2x.
- The position of Advertisement would be fixed by KSAE.
- No fixed contact term but on a first come, first served basis.
- Order form and Ad files E-mail to : [international@ksae.org](mailto:international@ksae.org)

## 3. File Requirements

- All image format is accepted (jpg, gif, flash, etc.).
- Submit it as it should be displayed.

# Website Banner Insertion Order

## Banner Advertising

Please complete and return this form to :

KSAE office, Fl. 13th Paradise VentureTower, 708-33 Yeoksamdong, Gangnamgu, Seoul 135-080, Korea  
 Phone : +82-2-564-3971~2 Fax : +82-2- 564-3973 E-mail : international@ksae.org

### SECTION 1 Advertiser Information

Company :		Dpt.:	
Surname :	Given Name :	Job Title :	
Phone (incl. country code) :		Fax (incl. country code) :	
Email Address :			
Company Address :			
Zip Code :	City / State :	Country :	

### SECTION 2 Required Area

Position	<input type="checkbox"/> Position 1	<input type="checkbox"/> Position 2			
Period of View	<input type="checkbox"/> 2x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x	<input type="checkbox"/> 9x	<input type="checkbox"/> 12x
Duration	From . . . ~ to . . .				
TOTAL FEE					

Note : 1. Cooperative Member of KSAE : 20%  
 2. 3x : 5%, 6x : 10%, 9x : 15%, 12x : 20%

### Confirmation

I have read and wish to confirm my registration for KSAE Banner Advertising

Date : \_\_\_\_\_ Signature : \_\_\_\_\_