

# MOMENTUM

## Recruitment Advertising



### Take Advantage Of Who We Know!

Momentum is exclusively dedicated to SAE student membership - for students, about students, and contributed by students. Momentum reaches students worldwide.

Advertise in Momentum to reach the brightest, most creative and motivated college students from some of the world's finest engineering programs.

Recruitment Advertising Rates			
8500 print/70,000 digital circ	1x	3x	6x
Cover 2	\$3,525	\$3,350	\$3,180
Cover 3	\$3,330	\$3,160	\$3,000
Cover 4	\$3,780	\$3,590	\$3,410
Full page	\$3,000	\$2,850	\$2,700
1/2 page	\$1,950	\$1,850	\$1,755

All rates are gross; 15% standard agency commission applies.

**Combine any of our recruitment products to create a custom package that fits your needs and saves you money!**

Visit our online Career Center  
[www.sae.org/careers/](http://www.sae.org/careers/)

**Send INSERTION ORDERS and MATERIALS to:**  
 SAE International  
 Attn: Debby Catalano  
 400 Commonwealth Drive  
 Warrendale, PA 15096  
 Tel: 724/772-4014 Fax: 724/776-3087  
 e-mail: [emedia@sae.org](mailto:emedia@sae.org)

2012 Closing Dates		
Issue	Ad Insertion/ Materials Deadline	Mail Date
February	1/5/12 1/10/12	1/31/12
March	2/2/12 2/7/12	2/28/12
April	3/5/12 3/8/12	3/30/12
September	8/6/12 8/9/12	8/31/12
October	8/31/12 9/6/12	9/28/12
November	10/4/12 10/9/12	10/31/12

# Mechanical Specs

## Print and Digital Magazine

SIZE	SPECS in inches
Full page	8-1/8 x 10-7/8
2/3 page	4-5/8 x 10
1/2 page horizontal	7 x 4-7/8
1/2 page vertical	3-3/8 x 10
1/3 page vertical	2-1/4 x 10
1/3 page square	4-5/8 x 4-7/8
1/4 page	3-3/8 x 4-7/8
Live Area	Bleeds
Keep images and text 1/4 inch from trim	Extend image 1/8 inch beyond trim

\* For millimeter and decimal specs, go to:  
[www.sae.org/magazines/digitalad/specs](http://www.sae.org/magazines/digitalad/specs)

## Ad Specifications

<b>Printing:</b>	Web Offset, 150 line screen
<b>Process Color ink Rotation:</b>	Black, Cyan, Magenta and Yellow
<b>Paper Stock:</b>	40# text gloss coated
<b>Binding:</b>	Saddle Stitch
<b>File Requirements:</b>	All display advertisement material must be supplied in/with: <ul style="list-style-type: none"> <li>▶ a digital format</li> <li>▶ a press-optimized PDF file</li> <li>▶ high-resolution [images 300dpi]</li> <li>▶ CMYK colorspace</li> <li>▶ all fonts embedded</li> <li>▶ PDF files created using Adobe Acrobat that are PDF/X-1a compliant</li> </ul> Sent via the SAE Digital Ad Central at <a href="http://www.sae.org/digital_ad">www.sae.org/digital_ad</a> Please note: Files in any other format will not be accepted.
<b>Proof must be submitted:</b>	A mid-resolution, CMYK TIF file for proofing purposes must accompany all color advertisements and may be eMailed to <a href="mailto:advertising@sae.org">advertising@sae.org</a> . Publisher assumes no liability on color reproduction if color proofs are not furnished with inks specified.
<b>Questions:</b>	1.724.772.4014 Email: <a href="mailto:emedial@sae.org">emedial@sae.org</a>

