

# SAE Off-Highway Engineering 2008 Editorial Calendar

Issue	Jan/Feb	March	April
<b>Ad Insertion Order Deadline</b>	1/18/2008	2/15/2008	3/18/2008
<b>Ad Materials Deadline</b>	1/22/2008	2/19/2008	3/20/2008
<b>Editorial Inquiry Deadline</b>	12/1/2007	1/1/2008	2/1/2008
<b>Editorial Focus</b>	<b>Hydraulics</b>	Controls	Motors & Actuators
	<b>Electronics</b>		Communication Systems
	<b>Powertrain</b>	Engines, Gensets, & Powerpacks	Advanced Combustion
	<b>Testing &amp; Simulation</b>	Digital Design	
	<b>Product Development &amp; Systems Engineering</b>	Interiors	CONEXPO "What's New"
	<b>New Products</b>	Sensors/Electronics	Engine Components
	<b>Marketing Extras</b>	Powertrain E-Mail Bonus  SAE Hybrid Vehicle Technologies Symposium Pre-Show E-Blast <b>NEW!</b>  Off-Highway Technology Pre-Show E-Blast <b>NEW!</b>  Tech-Lit Files	Hydraulics E-Mail Bonus  SAE Hybrid Vehicle Technologies Symposium Post-Show E-Blast <b>NEW!</b>  Off-Highway Technology Post-Show E-Blast <b>NEW!</b>  SAE 2008 World Congress - Booth Booster - Pre-Show E-Blast  Ad-Q Readership Study  Tech-Lit Files
<b>Bonus Distribution</b> Subject to change.	SAE Hybrid Vehicle Technologies February 13-14 San Diego, CA USA  Defense Standardization Conference March 4-6 Arlington, VA, USA	CONEXPO-CON/AGG® and IFPE® March 11-15 Las Vegas, NV USA	SAE 2008 World Congress April 14-17 Detroit, MI USA  Agricultural Machinery Conference May Cedar Rapids, IA USA  Baja SAE May 1-3 Tennessee, USA  Baja SAE May 29 - 31 Illinois, USA  SAE Government/Industry Meeting May 12-14  Auto China April 20-28 Beijing, China  Baja SAE June 11-14 Montreal, Canada

**SAE**  
**OffHighway**  
ENGINEERING

## SOHE reaches design engineers

- From the Editor's Desk: Industry trends in off-highway engineering
- Focus: Viewpoints from the SAE Executive VP
- Features: In-depth engineering/technology overviews
- Technical Innovations: Articles on design advances in powertrains, fuels/energy, electronics, hydraulics, testing, simulation, regulations & standards, materials, and manufacturing
- Original Equipment: Construction, agriculture, industrial, mining, military, road building, recreational, lawn & garden, and forestry equipment analyses
- In the News: Brief items covering updates and announcements of companies doing business in the off-highway industry
- Tools of the Trade: New component and system coverage

May/June	July/August	September	October	Nov/Dec
5/16/2008	7/16/2008	8/13/2008	9/11/2008	11/14/2008
5/20/2008	7/18/2008	8/15/2008	9/15/2008	11/18/2008
4/1/2008	6/1/2008	7/1/2008	8/1/2008	10/1/2008
Braking Systems	Product Guide	Electrohydraulics	Components	Systems Integration
Diagnostics	Product Guide	Electrohydraulics	Networks & Protocols	
Light-Duty Engines	Product Guide	Components & Systems		Aftertreatment
	Product Guide	Non-destructive Testing	Collaborative Engineering	Data Acquisition/System Validation
CONEXPO Highlights	Plus: Manufacturing and Components	SAE Commercial Vehicle Engineering Congress & Exhibition Preview Green Engineering	SAE Commercial Vehicle Engineering Congress & Exhibition "What's New" Convergence "What's New"	Top Technologies & Products of 2008
	Product Guide	Hydraulic Components		Manufacturing & Materials
Powertrain E-Mail Bonus AD-Q Readership Study Hydraulics Telephone/Webcast New Product Technology Ads <b>NEW!</b>	Electronics E-Mail Bonus Tech-Lit Files	Hydraulics E-Mail Bonus Supplier Capabilities Issue SAE Commercial Vehicle Engineering Congress & Exhibition Pre-Show E-Blast AD-Q Readership Study Tech-Lit Files	Testing & Simulation E-Mail Bonus Convergence Pre-Show E-Blast <b>NEW!</b> DoD Maintenance Symposium - Pre-Show E-Blast Bonus <b>NEW!</b> - Post-Show E-Blast Bonus <b>NEW!</b> - Event Guide Ad Bonus <b>NEW!</b> SAE Brake Colloquium Pre-Show E-Blast <b>NEW!</b> SAE Commercial Vehicle Engineering Congress & Exhibition - Post-Show E-Blast - Event Guide Ad Bonus <b>NEW!</b> 2009 SOHE Wall Calendar Ads New Product Technology Ads <b>NEW!</b>	Manufacturing & Materials E-Mail Bonus Powertrain E-Mail Bonus Convergence Post-Show E-Blast <b>NEW!</b> SAE Brake Colloquium Post-Show E-Blast <b>NEW!</b> AD-Q Readership Study Tech-Lit Files
SAE Powertrains, Fuels & Lubricants June 23-25 Shanghai, China		IAA Commercial Vehicles September 25-October 2 Hannover, Germany  Small Engine Technology Conference October 1-3 Berlin, Germany	SAE Commercial Vehicle Engineering Congress & Exhibition October 7-9 Rosemont, IL USA  SAE Powertrain & Fluid Systems Conference & Exhibition October 6-9 Rosemont, IL USA  Convergence October 20-22 Detroit, MI USA  Department of Defense Maintenance Symposium October 27-30 Denver, CO USA  BAUMA China November 25-28 Shanghai, China	

# Advertising Rates

## Automotive Engineering International

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	9X	12X	18X
Spread	\$18,870	\$17,900	\$17,710	\$16,750	\$15,810	\$15,050
Half spread	\$11,890	\$11,280	\$11,150	\$10,550	\$9,960	\$9,480
Full	\$9,910	\$9,420	\$9,320	\$8,820	\$8,320	\$7,920
2/3	\$7,490	\$7,200	\$7,050	\$6,680	\$6,300	\$6,000
1/2 island	\$6,850	\$6,570	\$6,420	\$6,100	\$5,750	\$5,480
1/2	\$6,060	\$5,810	\$5,700	\$5,390	\$5,090	\$4,850
1/3	\$4,430	\$4,250	\$4,160	\$3,940	\$3,720	\$3,550
1/4	\$3,490	\$3,340	\$3,270	\$3,110	\$2,930	\$2,790

## SAE Off-Highway Engineering

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	8X
Spread	\$10,060	\$9,630	\$8,670	\$8,040
Half spread	\$6,540	\$6,260	\$5,640	\$5,230
Full	\$5,290	\$5,060	\$4,560	\$4,230
2/3	\$4,030	\$3,880	\$3,500	\$3,230
1/2 island	\$3,830	\$3,660	\$3,290	\$3,050
1/2	\$3,480	\$3,320	\$2,990	\$2,780
1/3	\$2,600	\$2,500	\$2,160	\$2,090
1/4	\$2,190	\$2,110	\$1,900	\$1,760

## Aerospace Engineering & Manufacturing

### Display Rates

Black and white rates effective January 2008; all rates are gross and subject to change.

	1X	3X	6X	10X
Spread	\$11,680	\$11,220	\$11,100	\$9,880
Half spread	\$7,470	\$7,180	\$7,100	\$6,320
Full	\$6,140	\$5,910	\$5,840	\$5,200
2/3	\$4,710	\$4,530	\$4,400	\$4,000
1/2 island	\$4,430	\$4,250	\$4,170	\$3,770
1/2	\$3,920	\$3,770	\$3,680	\$3,340
1/3	\$2,910	\$2,800	\$2,740	\$2,480
1/4	\$2,360	\$2,260	\$2,210	\$2,000

**color premium\*** - For color ads, these amounts are added to the black and white rates.

**covers\*\*** - Includes all 4-color costs; cover positions and commitments to them cannot be cancelled.

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,490	\$2,680	\$1,270
3 or 4 color	\$2,270	\$4,120	\$1,910

### covers\*\*

	1X	6X	12X
Second	\$13,670	\$12,280	\$11,420
Third	\$13,260	\$11,880	\$11,060
Fourth	\$15,110	\$13,560	\$12,600

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,100	\$1,500	\$900
3 or 4 color	\$1,650	\$2,600	\$1,350

### covers\*\*

	1X	4X	8X
Second	\$7,510	\$7,180	\$6,000
Third	\$7,360	\$7,040	\$5,880
Fourth	\$8,050	\$7,700	\$6,430

### color premium\*

	1st page	Spread	Fractionals
2 color	\$1,080	\$1,600	\$910
3 or 4 color	\$1,900	\$3,000	\$1,600

### covers\*\*

	1X	6X	10X
Second	\$8,600	\$8,240	\$7,310
Third	\$8,487	\$8,130	\$7,210
Fourth	\$9,210	\$8,650	\$7,820