

Update

News for the Members of SAE

Recruitment & Classified Advertising

Take Advantage Of Who We Know!

SAE Update is a monthly digital publication for the members of SAE International. Advertising your recruitment or classified needs in SAE Update provides both affordability and reach to over 128,000 members across the automotive, aerospace and commercial vehicle industries worldwide.



| Recruitment Advertising Rates | | | | | |
|-------------------------------|--------------------|---------|----------------------|----------|-----------|
| 128,000 circ | 1x | 3x | 6x | 9x | 12x |
| Cover 1 | \$2,455 | \$2,330 | \$2,215 | \$2,100 | \$2,000 |
| Full page | \$2,250 | \$2,138 | \$2,031 | \$1,929 | \$1,833 |
| 2/3 page | \$1,800 | \$1,710 | \$1,625 | \$1,543 | \$1,466 |
| 1/2 page | \$1,350 | \$1,283 | \$1,218 | \$1,157 | \$1,100 |
| 1/4 page | \$900 | \$855 | \$812 | \$772 | \$733 |
| Column inch rate | \$135 | \$130 | \$120 | \$115 | \$110 |
| eMail Alert | Position 1: \$1910 | | Position 3,4: \$1330 | 5x: -10% | 10x: -15% |

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

**Column inch text must be submitted
in a Word document.**

**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/

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

| 2012 Closing Dates | | |
|--------------------|-------------------------------------|-----------|
| Issue | Ad Insertion/ Materials Deadline | Mail Date |
| January | 11/23/11 | 12/8/11 |
| February | 1/4/12 | 1/19/12 |
| March | 2/1/12 | 2/16/12 |
| April | 2/29/12 | 3/15/12 |
| May | 3/28/12 | 4/12/12 |
| June | 5/2/12 | 5/17/12 |
| July | 6/6/12 | 6/21/12 |
| August | 7/3/12 | 7/19/12 |
| September | 8/1/12 | 8/16/12 |
| October | 8/29/12 | 9/13/12 |
| November | 10/3/12 | 10/18/12 |
| December | 10/31/12 | 11/15/12 |

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

Ad Specifications

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

