

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					
	1x	3x	6x	9x	12x
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

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

2011 Closing Dates

Issue	Ad Insertion/ Materials Deadline	Mail Date
January	11/30/10	12/14/10
February	12/22/10	01/12/11
March	01/27/11	02/10/11
April	03/03/11	03/17/11
May	04/06/11	04/20/11
June	04/28/11	05/12/11
July	05/25/11	06/09/11
August	06/28/11	07/14/11
September	07/28/11	08/11/11
October	08/31/11	09/15/11
November	10/06/11	10/20/11
December	10/26/11	11/09/11

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:	<p>All display advertisement material must be supplied in/with:</p> <ul style="list-style-type: none"> ▶ a digital format ▶ a press-optimized PDF file ▶ high-resolution [images 300dpi] ▶ CMYK color space ▶ all fonts embedded ▶ PDF files created using Adobe Acrobat that are PDF/X-1a compliant <p>Please note: Files in any other format will not be accepted.</p>
Proof must be submitted:	<p>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.</p>
Questions:	<p>1.724.772.4014 Email: emedial@sae.org</p>

