

# automotive ENGINEERING

international

## Recruitment & Classified Advertising



### Recruiting Engineering and Industry Professionals?

### Take Advantage Of Who We Know!

Automotive Engineering International magazine (AEI) offers a combination of 10 digital issues and 8 print issues to expand your recruitment reach.

Please contact SAE for the next issue date and deadline.

AEI PRINT - Recruitment and Classified Advertising Rates					
74,196 circ	1x	3x	6x	9x	12x
Full page	\$7,930	\$7,455	\$6,720	\$6,360	\$5,680
2/3 page	\$5,760	\$5,600	\$5,200	\$5,000	\$4,320
1/2 page	\$4,480	\$4,120	\$3,830	\$3,680	\$3,600
1/3 page	\$3,200	\$3,080	\$2,920	\$2,840	\$2,560
1/4 page	\$2,440	\$2,320	\$2,080	\$2,000	\$1,920
Column Inch Rate	\$250	\$245	\$240	\$235	\$230

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/](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)

### AEI DIGITAL - Recruitment and Classified Advertising Rates

- Guaranteed Distribution: 80,000

DIGITAL AD SIZE	Gross Rates			
	1x	3x	6x	12x
Full page	\$4,160	\$3,950	\$3,745	\$3,535
2/3 page	\$3,360	\$3,190	\$3,025	\$2,885
1/2 page	\$2,600	\$2,480	\$2,340	\$2,215
1/3 page	\$2,320	\$2,205	\$2,090	\$1,970
1/4 page	\$2,080	\$1,975	\$1,870	\$1,770
Column Inch Rate	\$250	\$245	\$240	\$230

# 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>

