

Digital Magazines

Take...

- The immediacy of digital advertising...
- The branding capabilities of print...
- The sizzle of rich media...
- Lead generation capability...

Add...

SAE's reach into the mobility engineering community
And you have SAE's Digital Magazines... **Available today!**

Kindle. iPad. E-Reader. Accessing magazine content via electronic devices isn't tomorrow, it's today. You can extend the reach of your internet or print ad campaign with SAE Digital Magazines. Combining the accountability of web ad campaigns with the branding possibilities of print, SAE Digital Magazines extend the reach and life of your campaign at a low incremental cost.

Much more than digital facsimiles of a print product, SAE Digital Magazines are stand-alone electronic content products that offer:

- Contextual ad placements
- Rich media capability
- Open rate, click-through, and lead generation reporting
- Unparalleled reach into the mobility engineering community

Rich Media Options

- AdJolt
- AdGen
- Audio
- Video
- Surveys
- Tabs
- Page Plus
- Logo Fade

Special Opportunity with Digital Magazine Editions

A Digital eMail Alert combines the reach of an email campaign with the branding opportunities of print and web advertising. Digital Magazine subscribers are notified of each edition's availability via an email alert. This is a great way to make your message stand out before the magazine is even opened!



FOR MORE INFORMATION :

Advertising Sales & Support

1-724-772-7521 or 1-724-772-4039

F: 1-724-776-3087 • E: advertising@sae.org

Rates & Specs:

Combined package of digital magazine & Digital eMail Alert per digital issue

SAE Digital Publication	Digital Only Distribution	6x Full Page Rate	Digital eMail 468 x 60 banner ad rate	Com-bined Reach	Combined Cost	CPM
Automotive Engineering International	80,000	\$4,680	\$2,240	160,000	\$6,920	\$43
Aerospace Engineering	30,000	\$2,880	\$1,160	60,000	\$4,040	\$67
SAE Off-Highway Engineering	30,000	\$2,160	\$2,240	60,000	\$4,400	\$73

Digital Rich Media & Ad Upgrades Rates are gross and standard for all digital magazines.		
	Rate	Description
Rich Media Corner	600	Audio, video or flash file supplied by the advertiser
NxtSurvey	1000	10 questions; flash based; reader does not leave the magazine
Zoomerang Survey	400	10 questions; reader leaves magazine & goes to Zoomerang site
Ad Jolt	500 initial 300 repeat	3 flash animation affects added to the customer's static ad
AdGen	100	Allows reader to request more information direct from advertiser
Tab	200	Appears on all pages; displays brief copy; links directly to your ad
Page Plus	500	Enables a fractional ad to expand to a half screen
Logo Fade	500 - 1st pg 100 each addl. pg	Logo appears and fades on pages indicated with a url link to your website

SIZE	SPECS in inches
Publication - trim	8-1/8 x 10-7/8
2 page spread - trim	16-1/4 x 10-7/8
1/2 page spread - trim	16-1/4 x 5-3/8
Full page - trim	8-1/8 x 10-7/8

Live Area
Keep images and text 1/4 inch from trim
Bleeds
Extend image 1/8 inch beyond trim

FRACTIONALS	SPECS* in inches
2/3 page	4-5/8 x 10
1/2 page island	4-5/8 x 7-5/8
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
1/8 page - TechLit	3-3/8 x 2-1/2
New Product Ads	3-3/8 x 2-1/8

* For millimeter and decimal specs, go to:
www.sae.org/magazines/digitalad/specs

AEI - Guaranteed Distribution: 80,000 ¹ Minimum				
DIGITAL AD SIZE	GROSS RATE			
	1X	3X	6X	12X
Cover 1 - Ad	5,800	5,500	5,200	4,900
2 page spread	6,500	6,175	5,850	5,525
Full page	5,200	4,940	4,680	4,420
2/3 page	4,200	3,990	3,780	3,570
1/2 page	3,250	3,100	2,925	2,770
1/3 page	2,900	2,755	2,610	2,465
1/4 page	2,600	2,470	2,340	2,210
1/8 page	900	855	810	765
Sponsorship logo	4,000	3,800	3,600	3,400

AERO - Guaranteed Distribution: 30,000 ¹ Minimum				
DIGITAL AD SIZE	GROSS RATE			
	1X	3X	6X	12X
Cover 1 - Ad	3,500	3,300	3,000	2,800
2 page spread	4,000	3,800	3,600	3,400
Full page	3,200	3,040	2,880	2,720
2/3 page	2,600	2,470	2,340	2,210
1/2 page	2,000	1,900	1,800	1,700
1/3 page	1,800	1,710	1,620	1,530
1/4 page	1,600	1,520	1,440	1,360
1/8 page	800	760	720	680
Sponsorship logo	2,500	2,375	2,250	2,125

Off-Highway - Guaranteed Distribution: 30,000 ¹ Minimum				
DIGITAL AD SIZE	GROSS RATE			
	1X	3X	6X	12X
Cover 1 - Ad	2,600	2,400	2,200	2,000
2 page spread	3,000	2,850	2,700	2,550
Full page	2,400	2,280	2,160	2,040
2/3 page	1,950	1,850	1,755	1,650
1/2 page	1,500	1,425	1,350	1,275
1/3 page	1,350	1,280	1,215	1,150
1/4 page	1,200	1,140	1,080	1,020
1/8 page	700	665	630	595
Sponsorship logo	1,900	1,805	1,710	1,615

Submitting Magazine Advertising Materials

Upload art files via
SAE Digital Ad Central at
www.sae.org/digital_ad

¹Publisher's Own Data