

Industry Channel

Automotive

Aerospace

Off-Highway and Commercial Vehicle

Dive deep into your target market with SAE Industry channels. Choose from Automotive, Aerospace, or Off Highway & Commercial Vehicle to get the industry audience you want with this efficient, effective, media buy.

How do we do it? SAE International offers our web audience a raft of solutions sorted by industry news, technical papers, engineering standards, professional development, live and web-based events, among many others. Your ad will only appear on SAE web pages within the industry of your choice, increasing market penetration and reducing waste. Only SAE International, the leading association for mobility engineers, offers this level of flexibility and market coverage within a single website.

Standard ad placement is a 120x240 banner, or upgrade to Platinum level with a Leaderboard or Skyscraper ad. Either way, your message will be seen by tens of thousands of mobility engineering professionals in the industry sector of your choice.

Industry Channel Plus; add a little push to your pull

Want still more targeted market penetration? Move up to Industry Channel Plus. We'll include your message in our industry specific eNewsletters adding even more impact and impressions to your campaign, all with a single ad placement. One industry, one placement, one ad, but multiple points of entry and tens of thousands of impressions.

SAE Industry Channel and Industry Channel Plus...it's never been easier to cover the mobility engineering market.



FOR MORE INFORMATION :

Advertising Sales & Support

1-724-772-7521 or 1-724-772-4014

F: 1-724-776-3087 • E: eMedia@sae.org

Rates & Specs:

Submitting eMedia Materials

Email art file with any related text noted in the body of the eMail to: eMedia@sae.org

Automotive Channel	Distribution	Page Views	Value	Package Price	CPM	Platinum Version- Leaderboards on Web Pages & Newsletters*	CPM2
Standards/Automotive	N/A	2,200	\$150				
Publications By Industry/Automotive	N/A	2,000	\$150				
Events By Industry/Automotive	N/A	9,000	\$500				
AEI Magazine Run of Site	N/A	30,000	\$2,600				
Total Auto Channel		43,200	\$3,400	\$3,200	\$74	\$4,500	\$104
SAE Vehicle Engineering eNewsletter	225,000	45,000	\$2,765				
AEI Digital eMail Alert (2x)	160,000	35,000	\$3,120				
Automotive Industry eNewsletter	125,000	23,000	\$2,450				
Total Auto Channel Plus	510,000	146,200	\$11,735	\$7,000	\$48	\$12,000	\$82
Aerospace Channel	Distribution	Page Views	Value	Package Price	CPM	Platinum Version- Leaderboards on Web Pages & Newsletters*	CPM2
Standards/Aerospace	N/A	2,500	\$200				
Publications by Industry/Aerospace	N/A	150	\$100				
Events by Industry/Aerospace	N/A	1,000	\$100				
AERO Magazine Run of Site	N/A	10,000	\$500				
Total Aerospace Channel		13,650	\$900	\$650	\$48	\$950	\$70
SAE Materials eNewsletter	23,500	7,000	\$1,330				
Aerospace Engineering eNewsletter	23,000	7,000	\$1,295				
Aerospace Industry eNewsletter	54,000	11,000	\$1,000				
AERO Digital eMail Alert (3x)	120,000	30,000	\$2,445				
Total Aerospace Channel Plus	220,500	68,650	\$6,970	\$6,200	\$90	\$7,800	\$114
Off-Highway and Commercial Vehicle Channel	Distribution	Page Views	Value	Package Price	CPM	Platinum Version- Leaderboards on Web Pages & Newsletters*	CPM2
Truck and Bus Magazine Run of Site	N/A	3,600	\$800				
SOHE Magazine Run of Site	N/A	5,600	\$1,000				
Commercial Vehicle Product Web Pages (Standards, Publications, and Events)	N/A	2,300	\$800				
Total Off-Highway and Commercial Vehicle Channel		11,500	\$2,600	\$1,900	\$165	\$2,500	\$217
Commercial Vehicle eNewsletter	50,000	9,500	\$950				
SAE Heavy-Duty eNewsletter	50,000	10,000	\$2,100				
Off-Highway Engineering eNewsletter	30,500	9,500	\$1,365				
SOHE Digital eMail Alert (2x)	60,000	13,000	\$3,120				
Total Off-Highway and Commercial Vehicle Channel Plus	190,500	53,500	\$10,135	\$6,000	\$112	\$7,500	\$140
All rates are gross; 15% standard agency commission							

* Requires multiple leaderboard ad size depending upon availability