

# OFF HIGHWAY ENGINEERING

## Recruitment & Classified Advertising

### Recruiting Technical Engineering Talent?

SAE Off Highway Engineering features monthly departments focused on product, design and manufacturing advances occurring in each off-highway market segment, giving engineering product developers the 'how to' and 'with what' to meet specific design challenges. From systems & technical solutions to tools of the trade to original equipment to the Recruitment and Classified Advertising Section, SAE Off Highway Engineering is the place to be if you are recruiting key talent to your organization.

### Take Advantage Of Who We Know!

SAE Off Highway Engineering reaches a highly targeted concentration of engineers working in all areas of the Off Highway industry. Engineers depend on our publication for solid editorial content that explores advanced and current technologies in addition to the most recent product developments. (Figure based on June 2008 BPA audit.)  
Circulation ..... 16,070

#### Display Advertising Rates

Trim size (8 1/8" x 10 7/8")	1x	3x	6x	8x
Full (7 5/8"x10 3/8")	\$4,850	\$4,645	\$4,180	\$3,785
1/2 Horizontal (7"x4-7/8")	\$3,125	\$2,980	\$2,690	\$2,435
1/2 Vertical (3-3/8"x10")	\$3,125	\$2,980	\$2,690	\$2,435
1/3 Square (4-5/8"x4-7/8")	\$2,360	\$2,265	\$1,955	\$1,850
1/4 (3-3/8"x4-7/8")	\$1,990	\$1,915	\$1,725	\$1,560
Column Inch Rate	\$130	\$125	\$120	\$115

#### Color & Enhancements

Display Ad Color Charge	\$390
Line Ad Color Charge	\$55
Black Reverse Header	\$30
Black Logo	\$30
Logos must be a minimum 300 dpi	

#### Specs / Columns Inches

1	1-5/8
2	3-7/16
3	5-1/4
4	7-1/8

**Send line copy via e-mail  
to save the \$55 typesetting fee!**

#### 2009 Closing Dates

Issue	IO Deadline	Materials
Jan/Feb 2009	1/16/2009	1/20/2009
March 2009	2/18/2009	2/20/2009
April 2009	3/16/2009	3/18/2009
May/June 2009	5/15/2009	5/19/2009
July/Aug 2009	7/17/2009	7/21/2009
September 2009	8/19/2009	8/21/2009
October 2009	9/11/2009	9/15/2009
Nov/Dec 2009	10/19/2009	10/21/2009

#### Editorial Calendar

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for more information!

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