

OFF HIGHWAY ENGINEERING

Recruitment & Classified Advertising



Recruiting Engineering and Industry Professionals?

Take Advantage Of Who We Know!

SAE Off-Highway Engineering magazine (SOHE) offers a combination of 12 digital issues and 6 print issues to expand your recruitment reach.

Please contact SAE for the next issue date and deadline.

SOHE PRINT - Recruitment and Advertising Classified Rates					
18,891 circ	1x	3x	6x	9x	12x
Full page	\$4,335	\$4,150	\$3,735	\$3,385	\$3,280
2/3 page	\$3,305	\$3,200	\$2,870	\$2,585	\$2,520
1/2 page	\$2,855	\$2,720	\$2,455	\$2,225	\$2,160
1/3 page	\$2,130	\$2,050	\$1,770	\$1,670	\$1,625
1/4 page	\$1,795	\$1,730	\$1,560	\$1,410	\$1,375
Column Inch Rate	\$130	\$125	\$120	\$115	\$110

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/

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

SOHE DIGITAL - Recruitment and Classified Rates				
Guaranteed Distribution: 30,000 Minimum				
Gross Rates				
DIGITAL AD SIZE	1x	3x	6x	12x
Full page	\$1,920	\$1,825	\$1,730	\$1,630
2/3 page	\$1,560	\$1,480	\$1,405	\$1,320
1/2 page	\$1,200	\$1,140	\$1,080	\$1,020
1/3 page	\$1,080	\$1,025	\$970	\$920
1/4 page	\$960	\$910	\$865	\$815
Column Inch Rate	\$130	\$125	\$120	\$110

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

