

SAE Lead Generation Programs Resource Center

Put your collateral to work extending your audience reach. The SAE Resource Center is a lead generation tool on a cost per lead basis. You pay only for the leads your listings generate. The Resource Center is searchable by keyword search as well as by:

1 Magazine

- Automotive Engineering International
- Aerospace Engineering
- SAE Off-Highway Engineering
- Truck & Bus Engineering

or

2 Content type

- Application Notes
- Data Sheet
- Product Literature
- Video
- White Paper
- Webcast

or

3 Technology Channel

- Related to the specific magazine



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:

Two Pricing Programs to Meet Your Budget:

▪ **Pay As You Go:**

Select a time frame (3 month increments minimum) for your listing to appear and pay \$20 gross per lead received. You will be invoiced every 30 days from the date of your posting and receive leads generated for each 30 day period.

▪ **Pay For the Number Of Leads:**

Identify the number of leads you want and your listing will remain active until the contracted lead count is achieved. Leads will be delivered every two weeks.

- \$1800 gross, for up to 150 leads
- \$1600 gross, for up to 200 leads
- \$1500 gross, for up to 250 leads
- \$1200 gross, for up to 300 leads

Under both programs you will receive an email notice about two weeks prior to your listing expiring for the opportunity to renew or change your program option.

- A single resource can be listed in up to 5 search categories
- Headline: 100 Characters
- Abstract: 700 Characters
- URL to Content
- Email Contact to Receive Leads