

# SAE Website

New design, better navigation, and rich media capabilities add flexibility and impact to your marketing campaign.

The SAE website is a trusted resource for the mobility engineering community, housing more than 1.5 million pages of technical documents. Visitors to our site come here to work - to download standards and papers, to register for events, to take professional development courses, and to collaborate on work that drives the industry.

Let your brand benefit from this high level of engagement - reach the men and women who are building today's mobility products with a program on [www.sae.org](http://www.sae.org).

### About the website traffic:

Monthly visits..... 494,078<sup>1</sup>  
 Unique Visitors..... 327,286<sup>1</sup>  
 Page Views..... 1,398,242<sup>1</sup>

- ▶ **25%** of monthly visitors are “first timers”<sup>2</sup> putting you in front of new customers regularly.
- ▶ **56%** of visitor job titles are Product Design/Management<sup>2</sup>
- ▶ **18%** of visitor job titles are Corporate Officials/General Management<sup>2</sup>

<sup>1</sup> Average Monthly traffic for period July 2009 – June 2010 as reported by Webtrends

<sup>2</sup> Average results for period July 2009 – June 2010 as reported by ForeseeResults Survey.



**“Our click-thru rates on SAE International properties are consistently the highest among both our Automotive programs, as well as our overall online effort on all sites.”**

Sean Hickey  
 COO, PWB Marketing Communications

**FOR MORE INFORMATION :**

**Advertising Sales & Support**

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

F: 1-724-776-3087 ▪ E: [eMedia@sae.org](mailto:eMedia@sae.org)

# Rates & Specs:

Key Website Pages	Position 1 728 x 90	Position 2 120 x 600	Medium Rectangle 300 x 250	Position 3 120 x 240	Position 4 120 x 240	Position 5 120 x 240
SAE Home Page	3,200	3,000	2,850	1,920	1,920	1,870
Search Results Page	3,200	3,000	2,850	1,920	1,920	1,870
Books, Papers, Standards Web/CD*	3,575	3,575	2,500	2,400	2,400	2,350
Education & Training*	900	900	800	550	550	500
Student Central*	1,000	1,000	700	600	600	550
SAE Career Center	750	750	650	450	450	400

All rates are gross; 15% standard agency commission

\*Multiple page buy for one price

Four ads rotate in each ad position

Monthly rates guaranteed for contract period; rates subject to change based upon web traffic patterns. New rates issued quarterly.

	GIF (45K max)	JPEG (45K max)	FLASH** (45K max)	Animation allowed
<b>SAE Website</b>				
<b>Banner Ads</b>	Yes	Yes	Yes	Yes

\*\* URL links must be embedded in FLASH ads. SAE is unable to provide clicks for FLASH ads; they must be tracked by the advertiser.

## Submitting eMedia Materials

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