

## E-Newsletter Advertising

### Technology E-Newsletters from the editors of SAE magazines

Launched in 2007—and **expanded for 2008**—SAE Technology E-Newsletters are the newest editorial products from the magazines of SAE. Each e-newsletter is e-mailed to a customized distribution list—from the SAE worldwide customer database—the most senior design engineers and managers at OEMs/Primes and top tier suppliers. Every e-issue features up to ten items of 25-50 words each, a quick read plus full article access...and up to six premium ad spots.

### SAE Industry E-Newsletters

SAE Industry E-Newsletters have wide distributions within industry segments—automobile, commercial vehicle, and aerospace—and contain the customer-driven news of SAE products and services.

Ad Position 1

468 x 60

The screenshot shows the layout of the SAE Technology eNewsletter. At the top is the header with the SAE logo and 'automotive engineering'. Below the header are several article thumbnails with titles and brief descriptions. To the right of the articles are seven blue boxes, each representing an ad position. Each box is labeled '120 x 240'. Arrows point from the ad positions to the corresponding article thumbnails, indicating where ads can be placed. The first ad position is at the top left, and the others are interspersed between the articles.

Ad Position 3

Ad Position 4

Ad Position 5

Ad Position 6

Ad Position 7

### Technology E-Newsletter from the Editors of SAE Magazines

	Distribution	Frequency	Ad Positions (gross rates)			
			1	2	3 or 4	5, 6, 7
<b>SAE Technology NEW in 2008!</b> A broad-based technology e-newsletter for the automotive, off-highway and aerospace markets	200,000	12X	\$4,150	N/A	\$2,905	\$2,620
Issue Months	Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec					
<b>Automotive Electronics</b>	30,000	6X	\$2,580	N/A	\$1,800	\$1,620
Issue Months	Jan, Mar, May, Jul, Sep, Nov					
<b>Automotive Testing &amp; Simulation</b>	30,000	6X	\$2,580	N/A	\$1,800	\$1,620
Issue Months	Jan, Mar, May, Jul, Sep, Nov					
<b>Automotive Powertrain</b>	20,000	6X	\$1,950	N/A	\$1,365	\$1,230
Issue Months	Feb, Apr, Jun, Aug, Oct, Dec					
<b>Diesel Technology NEW in 2008!</b>	14,000	6X	\$1,850	N/A	\$1,295	\$1,175
Issue Months	Jan, Mar, May, Jul, Sep, Nov					
<b>Aerospace Manufacturing NEW in 2008!</b>	10,000	6X	\$1,800	N/A	\$1,225	\$1,175
Issue Months	Feb, Apr, Jun, Aug, Oct, Dec					
<b>Off-Highway Technology NEW in 2008!</b>	12,000	6X	\$1,750	N/A	\$1,260	\$1,175
Issue Months	Feb, Apr, Jun, Aug, Oct, Dec					
<b>Truck &amp; Bus Technology NEW in 2008!</b>	12,000	6X	\$1,750	N/A	\$1,260	\$1,175
Issue Months	Feb, Apr, Jun, Aug, Oct, Dec					

SAE Industry E- Newsletters The news of SAE products and services	Distribution	Frequency	Ad Positions (gross rates)			
			1	2	3 or 4	5, 6, 7
<b>Automotive</b>	<b>120,000</b>	<b>12X</b>	<b>\$3,390</b>	<b>N/A</b>	<b>\$2,375</b>	<b>\$2,150</b>
Issue Months		Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec				
<b>Supercharger <i>NEW in 2008!</i></b> Great Lakes Automotive Demographic—official publication of SAE Detroit Section	<b>16,000</b>	<b>7X</b>	<b>\$1,800</b>	<b>N/A</b>	<b>\$1,350</b>	<b>\$1,220</b>
Issue Months		Mar, Apr, May, Aug, Sep, Nov, Dec				
<b>Aerospace</b>	<b>50,000</b>	<b>12X</b>	<b>\$1,400</b>	<b>N/A</b>	<b>\$980</b>	<b>\$900</b>
Issue Months		Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec				
<b>Commercial Vehicle</b>	<b>42,000</b>	<b>6X</b>	<b>\$1,300</b>	<b>N/A</b>	<b>\$910</b>	<b>\$850</b>
Issue Months		Feb, Apr, Jun, Aug, Sep, Nov				

Note: All newsletter advertising is position exclusive by issue; all recipients are exposed to all ads (no rotation). Minimum advertising order is three issues.

## Pre- and Post-Show E-blasts

**EXHIBITOR EXCLUSIVE!**  
for SAE events

Pre- and post-show e-blasts, featuring electronic advertisements and/or product messages, are available for nearly a dozen SAE and industry events in 2008. Sent to event attendees and other worldwide product buyers from the SAE customer database—two weeks before and three weeks after the event—this gives exhibitors the opportunity to boost visibility—and web traffic—before and after the event.

	Distribution	Cost for EACH Pre- OR Post-Event (gross rates)	Buy BOTH and SAVE! Cost for Pre- AND Post - Event (gross rates)	Closing Dates	
				Pre-Event	Post-Event
Off-Highway Technology <b>NEW!</b>	8000	\$1,200	\$1,800	2/1/08	3/17/08
SAE Hybrid Vehicle Symposium <b>NEW!</b>	5000	\$980	\$1,470	1/9/08	2/18/08
West Coast Manufacturing <b>NEW!</b>	10,000	\$1,320	\$1,980	2/18/08	4/7/08
SAE World Congress 2008	30,000	\$1,510	\$2,265	3/3/08	4/21/08
SAE Wichita Aviation Technology Conference <b>NEW!</b>	3500	\$980	\$1,470	7/2/08	8/25/08
Midwest Manufacturing <b>NEW!</b>	15,000	\$1,420	\$2,130	8/4/08	9/15/08
SAE Aerospace Manufacturing & Automated Fastening <b>NEW!</b>	5000	\$980	\$1,470	8/11/08	9/22/08
SAE Commercial Vehicle Congress 2008	8000	\$1,200	\$1,800	9/3/08	10/13/08
SAE Brake Colloquium <b>NEW!</b>	2000	\$510	\$765	9/3/08	10/20/08
Convergence <b>NEW!</b>	10,000	\$1,320	\$1,980	9/16/08	10/27/08
DoD Maintenance Symposium <b>NEW!</b>	5000	\$980	\$1,470	9/23/08	11/3/08

