

Options, Reach and Rates

All Rates Gross • 15% Standard Agency Commission

SAE Website Banner Advertising—www.sae.org

Choose from these high-traffic pages on the SAE website, each featuring four premium—“above the fold”—advertising options. In addition to the site’s homepage, key homepages within the site provide high visibility advertising opportunities to reach visitors with targeted interests in SAE flagship products or industry offerings—magazines, congresses, industry landing pages, and more.

	Average Monthly Page Views	Ad Positions (gross rates)			
		1	2	3	4
SAE Home Page	200,000	\$3,100	N/A	\$2,170	\$1,860
Search Results Page	190,000	\$3,000	\$3,000	\$2,100	\$1,800
Product Browser Pages	180,000	\$2,700	\$2,700	\$1,890	\$1,620
Store Page NEW opportunity!	30,000	\$1,250	\$1,250	\$875	\$750
Industry Home Pages					
Automobile	19,000	\$990	\$990	\$690	\$595
Motorsports	6,500	\$500	\$500	\$350	\$300
Aerospace	9,000	\$860	\$860	\$600	\$515
Commercial Vehicle	3,000	\$600	\$600	\$420	\$360
Student Central NEW opportunity!	22,500	\$990	\$990	\$690	\$595
Magazine Home Pages <i>NEW for 2008</i> —web-exclusive editorial!					
<i>Automotive Engineering International</i>	15,000	\$850	N/A	\$600	\$510
<i>Aerospace Engineering & Manufacturing</i>	8,000	\$750	N/A	\$525	\$450
<i>SAE Off-Highway Engineering</i>	4,000	\$550	N/A	\$385	\$330
Events Page NEW opportunity!					
Individual SAE Event Home Pages	Seasonal	See your SAE Sales Representative for quote.			
SAE Career Center	22,000	\$800	\$800	N/A	N/A

Monthly rates guaranteed for contract period; rates subject to change based upon web traffic patterns. New Rates Issued Quarterly. Multiple ads rotate in each ad position.

Specifications page 25

Site accommodates select IAB standard sizes.



“Below the Fold” positions and custom positions may be available—contact your SAE Representative