

Automotive Engineering International
SAE Off-Highway Engineering
Magazine Ad Specifications

Print Mechanicals	Inches		Decimal		Millimeters	
	Width	Depth	Width	Depth	Width	Depth
Standard unit sizes						
Publication trim size	8 1/8	10 7/8	8.125	10.875	206	276
2-page spread						
Trim Size	16 1/4	10 7/8	16.25	10.875	413	276
Bleed Size	16 1/2	11 1/8	16.5	11.125	419	282
Live Area	15 3/4	10 3/8	15.75	10.375	400	264
1/2-page spread (horizontal)						
Trim Size	16 1/4	5 3/8	16.25	5.375	413	137
Bleed Size	16 1/2	5 1/2	16.5	5.5	419	140
Live Area	15 3/4	5	15.75	5	400	127
Full page						
Trim Size	8 1/8	10 7/8	8.125	10.875	206	276
Bleed Size	8 3/8	11 1/8	8.375	11.125	212	282
Live Area	7 5/8	10 3/8	7.625	10.375	194	264
Fractionals						
2/3 page	4 5/8	10	4.625	10	117	254
1/2 page island	4 5/8	7 5/8	4.625	7.625	117	193
1/2 page horizontal	7	4 7/8	7	4.875	177	123
1/2 page vertical	3 3/8	10	3.375	10	85	254
1/3 page vertical	2 1/4	10	2.25	10	57	254
1/3 page square	4 5/8	4 7/8	4.625	4.875	117	123
1/4 page	3 3/8	4 7/8	3.375	4.875	85	123
New Product Technology Ad	3 3/8	2 1/8	3.375	2.125	85	54
1/8 Tech Lit File	3 5/8	2 1/2	3.625	2.5	92	64

NEW!

- Bleeds:** Keep live matter 1/4 inch from top, bottom, and both sides of trim edge
- Printing:** Web Offset, 150 line screen
- Process Color ink**
- Rotation:** Black, Cyan, Magenta and Yellow
- Paper Stock:** 40# text coated
- Binding:** Automotive Engineering International - Perfect Bound • Aerospace Engineering & Manufacturing - Saddle Stitched • SAE Off-Highway Engineering - Saddle Stitched

Print Submittal Requirements

All display advertisement material...

- must be supplied in a digital format
- as a press-optimized PDF file
- high-resolution [images 300dpi]
- CMYK colorspace
- with all fonts embedded
- and **sent via the SAE Digital Ad Central at www.sae.org/digital_ad**
- Files in any other format will not be accepted.
- PDF files created using Adobe Acrobat that are PDF/X-1a compliant

Proof must be submitted

A mid-resolution, CMYK TIF file for proofing purposes must accompany all color advertisements and may be emailed to CustomerSales@sae.org. Otherwise, a color proof pulled from your supplied digital file may be supplied. Publisher assumes no liability on color reproduction if color proofs are not furnished with inks specified. For black/white advertisements, please include a black and white laser proof.