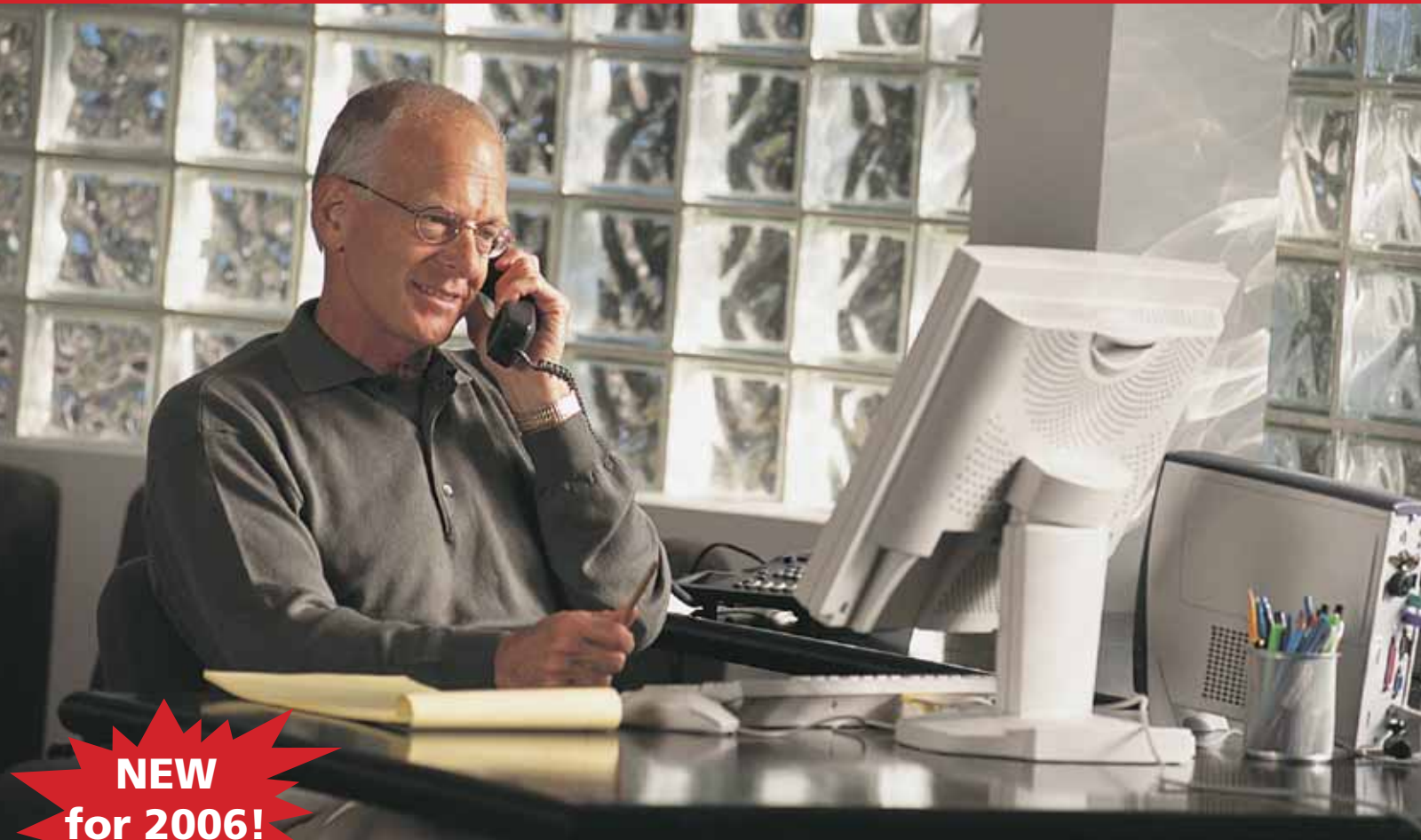


Marketing Solutions from SAE International

Webcast Sponsorship

Scheduled Telephone Webcast Topics Include:

**Trends in Automotive Electronics • Powertrain Technologies • More Electric Aircraft
Machine Control Technologies • Off-Highway Powertrain**



**NEW
for 2006!**

High-Impact Technology Webcasts Developed by SAE Magazines

**automotive
engineering**
INTERNATIONAL

AEROSPACE
ENGINEERING

**SAE
OFF Highway**
ENGINEERING

ACT NOW Limited sponsorships available!

Enhance Your Marketing Visibility with Webcast Sponsorship

NEW for 2006! We're taking a good thing and making it better.

For the first time, SAE's successful series of live, interactive telephone Webcasts will be produced by the renowned editors of *Automotive Engineering International*, *Aerospace Engineering* and *SAE Off-Highway Engineering*. Each SAE-hosted, high-impact event will be comprised of an impressive panel of industry experts, compelling program content and dynamic discussion.

Take advantage of this new and exciting opportunity to increase your industry exposure by integrating SAE's telephone Webcasts into your existing marketing program. Each event will attract 500–1,000 industry representatives, individually or in groups, from sites around the world including: mobility engineering professionals, policy makers, researchers, educators, and others interested in current industry issues and emerging technologies.

Ensure your company's exposure to this focused, worldwide audience — through pre-event and real-time promotion — by sponsoring Webcasts today!

Valuable Sponsor Benefits

- Promotion with company name on SAE International home page
— *over 180,000 page requests per month*
- Logo placement in pre-event advertisement and feature in the relevant SAE magazine
- Logo placement and promotion on up to 16,000 attendee direct mail pieces
- Logo placement with a link on a dedicated event web page — *banner ads available to exclusive sponsors*
- Logo placement with a link on up to 30,000 promotional e-mail messages
- Logo placement on pre-event communications to attendees such as registration confirmations, telephone Webcast instructions, etc.
- Logo placement with links on event intro, intermission rolling slide show, and closing presentation screens, as well as a mention from the event host
- List of attendee contact e-mails following event



Act Now — Commit to sponsorship today in order to maximize your investment!

Remember, only four co-sponsors or one exclusive sponsor per telephone Webcast. Benefit availability is based on date of contract as it relates to specified closing dates.

Webcast Topic	Magazine Promo Issue*	Ad Closing Date	Webcast Event Month	Webcast Event Closing Date
Automotive Engineering International				
Trends in Automotive Electronics	January	12/14/05	March	1/15/06
Powertrain Technologies	June	5/15/06	July	5/15/06
Safety Systems	September	8/15/06	November	9/15/06
Aerospace Engineering				
More Electric Aircraft	August	7/17/06	October	8/15/06
SAE Off-Highway Engineering				
Machine Control Technologies	February	1/17/06	April	2/15/06
Off-Highway Powertrain	June	5/19/06	September	7/15/06

* Consider placing pre-event ads in SAE magazines. Relevant pre-event promotion issues of the magazine will include related feature articles on the telephone Webcast topics, and mention of the event and your company's sponsorship.

SAE Magazine Webcast Sponsorship Rates

Special discounts apply for sponsors of two or more events. Contact your Regional Sales Manager for more information. (See back cover.)

	One Event	Two Events	Three Events
Non-Exclusive	\$5,000	\$8,000	\$11,000
Exclusive	\$20,000	\$36,000	\$48,000



Webcasts Defined

SAE telephone Webcasts are 90-120 minute programs that include discussion about current and emerging technologies, topical issues, and industry challenges. Quick, convenient, cost-effective, and travel-free, the telephone Webcast format features audio delivered by telephone, web-based visual presentation, open discussion, live online chat and attendee polling — direct to the participant's home, office or conference room.

Registration for these e-Learning events is based on a per-site basis. Individuals can connect, or multiple participants may share a site via speakerphone and computer monitor or projector.

For more information or to register, please contact SAE Customer Service toll-free at 1-877-606-7323 or 724-776-4970 (Outside the U.S. or Canada), fax 724-776-0790, or e-mail CustomerService@sae.org

SAE Marketing Solutions

Toll-free, U.S. & Canada 1-888-875-3976

Telephone 1-724-772-4086

Fax 1-724-776-3087

E-mail CustomerSales@sae.org

Sales Offices

Great Lakes

(MI, Toledo metro, Ontario)

Wynkoop Associates, Inc.

1-248-373-1026

info@wynkoopassociates.com

Midwest

(IA, IL, IN, KS, Manitoba, MN, MO, MT, ND, NE, SD, WI)

Didier & Broderick

1-847-498-4520

chris@didierandbroderick.com

mike@didierandbroderick.com

Northeast

(CT, DC, DE, MA, ME, MD, NH, NJ, NY, E. PA, Quebec, RI, VA, VT)

Nelson & Miller Associates, Inc.

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sales@nelsonmiller.com

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SAE International

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hineman@sae.org

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michael@mpl-media.com

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(Austria, Czech Republic, Germany, Hungary, Poland, Switzerland)

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(Belgium, Denmark, Finland, France, Ireland, Israel, Italy, Netherlands, Norway, Spain, Sweden, Turkey, United Kingdom)

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media@alaincharles.com

Japan

EMS, Inc.

81-3-3327-5756

callems@world.odn.ne.jp

Southeast Asia

(China, Hong Kong, Malaysia, Taiwan, Thailand)

Business & Trade Industrial Trade Fairs Ltd.

852-28652633

louis@bitf.com.hk

Other Marketing Solutions from **SAE**International™

NEW Special Advertising Supplements

Gain high-impact exposure from these 16-32 page stand-alone print supplements to SAE magazines and receive an added bonus—e-mail marketing at no extra cost. These new print supplements will be polybagged with *AEI* and *SAE Off-Highway Engineering* in select months and sent to 90,000+ of the most influential automotive engineers and managers worldwide.

NEW Technology E-mail Bonus Issues

Select issues of *AEI*, *SAE Off-Highway Engineering*, and *Aerospace Engineering* offer an opportunity for advertisers to combine print advertising and e-mail promotion to maximize reader response and boost their website traffic. Advertisers of a half-page or more in specific technology categories earn a market-focused E-mail Blast in these dedicated bonus issues—at no extra cost.

Online Advertising at www.sae.org

The SAE website is the gateway to the world's largest collection of technology resources for mobility engineering professionals and is home to *Automotive Engineering International*, *SAE Off-Highway Engineering*, and *Aerospace Engineering* online. It hosts an average of 300,000 visitors each month, delivering more than 1.35 million pages of technical information to industry decision-makers. Choose from many high-traffic channels and reach your customers around the world!

Ask about other Marketing Solutions available from SAE International. For more information visit marketingsolutions.sae.org/, refer to any of the 2006 Media Kits, or contact your sales representative.

Automotive Engineering Media Kit:
sae.org/automag/media-information-booklet.pdf

Aerospace Engineering Media Kit:
sae.org/aeromag/media-information-booklet.pdf

Off-Highway Engineering Media Kit:
sae.org/ohmag/media-information-booklet.pdf