For 110 years and counting, SAE International has been the authoritative source for the information automotive engineers need to meet their technology challenges and design the next generation of vehicles.

That's why Automotive Engineering should be your magazine of choice when you are looking to reach more than 68,000 design engineers and engineering managers in the automotive market.

Automotive Engineering reaches multiple disciplines in the engineering community.

64% of our readers have a primary job function of design engineering or engineering management.

Source: December 2014 BPA worldwide circulation statement. Total respondents/qualified subs: 68,449

21% of Automotive Engineering subscriber companies spend $50+ million annually on products, equipment, systems, and services.

Source: Publisher's own data, June 2015. Total respondents: 26,793

Automotive industry engineers and product developers are pushing the boundaries of technology for better vehicle efficiency, performance, safety, and comfort. Increasingly stringent fuel economy, emissions and safety regulations, and the ongoing challenge of adding customer-pleasing features while reducing cost, are driving this development.

For 110 years and counting, SAE International has been the authoritative source for the information automotive engineers need to meet their technology challenges and design the next generation of vehicles.

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Extended Global Reach
Take your message into global markets with our network of publications written in local languages about automotive technology developments in specific regions by editors in-country — Brazil, China, India, and Korea. Ask your sales representative for details.

Source: Signet Research Inc. — March 2015 reader profile report

Source: Publisher’s own data, June 2015. Total respondents: 26,793
READER PROFILE

Automotive Engineering reaches the core OEM Motor Vehicle and Systems & Components Manufacturers:

Source: December 2014 BPA Worldwide Circulation Statement

Automotive Engineering readers are interested in these technologies:

Source: Publisher’s own data, June 2015

Automotive Engineering reaches top OEMs worldwide. Here is a sample of the reach:

Source: Publisher’s own data, June 2015

Ashok Leyland
BMW
BYD
Changan
Daimler AG
Dongfeng Motor
FAW
Fiat Chrysler
Ford
Geely
General Motors
Great Wall
Honda
Hyundai
Mahindra
Mazda
Mercedes-Benz
Mitsubishi
Nissan
PSA
Renault
SAIC Motor
Suzuki
Tata
Toyota
Volkswagen
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<th>Magazine Issue</th>
<th>JANUARY (Digital Only)</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tr>
<td>Special Coverage</td>
<td></td>
<td></td>
<td>Cybersecurity (Webinar Feature)</td>
<td>Multimaterial Lightweighting (Webinar Feature)</td>
<td>State of Engineering Survey Feature (Multi-sector)</td>
<td>Global Viewpoints Interview Series Next-Generation Advanced Combustion/Aftertreatment (Webinar Feature)</td>
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<td>Product Spotlight</td>
<td>Sensors Data Acquisition</td>
<td>Software</td>
<td>Semiconductors Test Equipment CAD/CAM/CAE</td>
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<td>Special Marketing Opportunities</td>
<td>SAE Hybrid Vehicle Symposium Distribution</td>
<td>Advertiser Study</td>
<td>SAE World Congress Distribution</td>
<td>Advertiser Profiles</td>
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<td>Dec. 1/Dec. 8, 2015</td>
<td>Jan. 4/Jan. 11</td>
<td>Feb. 1/Feb. 8</td>
<td>March 1/March 8</td>
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<td>SEPTEMBER</td>
<td>OCTOBER</td>
<td>NOVEMBER</td>
<td>DECEMBER (Digital Only)</td>
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<tr>
<td>Composites</td>
<td>Metals</td>
<td>Electrical Components</td>
<td>Noise, Vibration, Harshness</td>
<td>Product Lifecycle Management</td>
<td>Engine Components</td>
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<tr>
<td>International Manufacturing Technology Show September 12-17 Chicago</td>
<td>IAA Commercial Vehicles Hannover September 22-29 Hannover, Germany</td>
<td>Paris Motor Show October 1-16 Paris, France SAE Commercial Vehicle Congress October 4-6 Rosemont, IL</td>
<td>LA Auto Show November 18-30 Los Angeles</td>
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<tr>
<td>Advertiser Profiles</td>
<td>Advertiser Study SAE Commercial Vehicle Congress Distribution</td>
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<td>Nov. 1/Nov. 8</td>
<td></td>
</tr>
</tbody>
</table>

**Editorial Contact**
Kevin Jost
Editorial Director
724-772-8575
Kevin.Jost@sae.org
SAE International’s website is the gateway to the world’s largest collection of technical resources for those involved in designing and developing automotive vehicles and their systems.

**WEB SITE**

**EACH MONTH, MORE THAN 440,000 UNIQUE VISITORS COME TO SAE.ORG**

to access more than 1.9 million pages of technical documents, to download papers and standards, to register for events, to take professional development courses, and to stay on top of industry news and new product developments reported via the SAE publications.

**BANNER ADS**

Place your banner ad on these prominent pages of the Web site:

- SAE Home Page
- Automotive Sector Home Page
- Automotive Engineering Publication Pages
- Automotive Articles
- Automotive Standards, Publications, Events & Training Pages
- SAE World Congress/SAE Events
- Topic Sponsorships
- Spotlight Ads

Key portions of our website are available in four different languages: French, German, Japanese, and Korean. Banner options are available.
**TECHNOLOGY E-NEWSLETTERS**

**CONNECT WITH YOUR CUSTOMERS IN TECHNOLOGY-SPECIFIC E-NEWSLETTERS.** Each E-Newsletter features timely information focused on the industry’s most talked about topics. Clicks on your sponsor message or banner ad generate full-contact leads.

<table>
<thead>
<tr>
<th>EDITION</th>
<th>FREQUENCY</th>
<th>CIRCULATION</th>
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<tbody>
<tr>
<td>Automotive Engineering</td>
<td>18x Annually</td>
<td>45,000</td>
</tr>
<tr>
<td>Aerospace Engineering</td>
<td>Monthly</td>
<td>40,000</td>
</tr>
<tr>
<td>Off-Highway Engineering</td>
<td>Monthly</td>
<td>40,000</td>
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<td>Heavy Duty</td>
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<tr>
<td>Electronics &amp; Connectivity*</td>
<td>4x Annually</td>
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</tr>
</tbody>
</table>

*Reach the Tech Briefs and SAE International communities with this market focused newsletter.

---

**ENGINEERING E-SOURCE**

**BROUGHT TO YOU BY SAE AND TECH BRIEFS MEDIA GROUP,** E-Source is a product-focused vehicle that extends your reach into untapped automotive, design, and development targets to generate full-contact leads.

We will build your ad — simply provide a headline, 40 words of copy, an image and a URL. Limited to 12 product listings per newsletter — reserve early!

<table>
<thead>
<tr>
<th>EDITION</th>
<th>FREQUENCY</th>
<th>CIRCULATION</th>
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<tbody>
<tr>
<td>Automotive</td>
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<tr>
<td>Commercial Vehicle/Off Highway</td>
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</tr>
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</table>

*Includes automotive, aerospace, and commercial vehicle markets.*
LEAD-GEN PRODUCTS

WEBINARS

CO-BRAND YOUR COMPANY WITH SAE INTERNATIONAL AND GARNER TARGETED SALES LEADS. We handle Webinar production, promotion, and attendee registration. We offer 60- and 30-minute Webinar options.

- Already have a Webinar in your product library? Extend the reach of your already produced content by sharing it with the SAE and Tech Briefs Media audiences. We provide a full promotional package and collect full-contact leads.
- All events will be archived at sae.org and techbriefs.com for on-demand viewing, extending the value and ROI.

TECHNICAL WEBINARS

SPONSOR A TECHNICAL WEBINAR FROM THE EDITORS OF SAE AND CONNECT WITH AN AUDIENCE EAGER TO STAY ON TOP of the latest technology and research. Webinars are presented in an integrated content offering that includes a related SAE magazine feature story published before the live broadcast. The webinar is then archived for one year of on-demand viewing via sae.org and techbriefs.com Web sites. Generate hundreds of active leads through the registration data! Each Webinar has limited sponsors; lock in yours before they sell out.

2016 Webinar Topics:

- Cybersecurity (April)
- Multimaterial Lightweighting (May)
- Additive Manufacturing (July)
- Next Generation Advanced Combustion/Aftertreatment (August)
- Automated Vehicles (November)

TECH TALKS

LAUNCH YOUR NEW PRODUCT OR SERVICE WITH A 10- OR 20-MINUTE PRESENTATION AND NARRATED SUMMARY to a qualified and targeted audience. This on-demand presentation can build your reputation as an industry leader. Your Tech Talk will be hosted on the sae.org Web site for one year; viewers must register, providing you with full-contact leads.
CUSTOM MEDIA

AUDIENCE ENGAGEMENT

CREATE CONTENT MARKETING AND AUDIENCE ENGAGEMENT. DRIVE LEAD-GEN, PROFILE PROSPECTS. All with SAE’s interactive content creation platform that empowers marketers to create, publish, manage, and measure compelling audience experiences. Choose from the following interactive content types: Assessments & Personality Tests; Calculators; Knowledge Tests & Quizzes; Polls & Surveys; and Galleries. Contact your sales rep to set up a consultation and discover how this unique tool can be put to work for you.

VIRTUAL EVENTS

HOLD A SINGLE- OR MULTI-DAY VIRTUAL EVENT VIA SAE’S LEADING, LIVE, VIRTUAL THEATER. Feature your technology experts and industry partners on panels, then direct attendees to your virtual booth or to a download area to get more information on your products and services. Multiple options are available with this product. Generate hundreds of active leads from the registration data!

E-NEWSLETTERS

SAE’S EXPERT EDITORIAL TEAM TAKES YOUR EXISTING CONTENT [white papers, video, product brochures, etc.] and creates a newsletter specifically for you. Receive 100% share of voice utilizing all the content and banner options, or collaborate with one of your industry partners and share the cost and content. Select the ideal audience for your content using the GEM database, a powerful combination of resources from SAE and Tech Briefs Media Group.

DIGITAL MAGAZINES

EXPAND THE CUSTOM E-NEWSLETTER CONCEPT WITH FULL FEATURE STORIES on your latest product and technology developments via your own digital magazine. Provide your own content and/or take advantage of relevant SAE content and then target your specific audience by selecting your deployment list from the GEM database.

MARKET RESEARCH AND LIST RENTAL

TAP INTO THE GEM (GLOBAL ENGINEERING AND MANUFACTURING) DATABASE. Access over 800,000 technology leaders – designing and manufacturing the next generation of cars, planes, robots, and much more. This is a highly educated and engaged group of professionals with decision-making authority and purchasing power. Target the perfect audience for your marketing campaigns, events, research, and custom projects.
# 2016 Advertising Rates

All rates shown are gross.

## Automotive Engineering

### Four-Color Display Rates Print

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<th>9x</th>
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### Automobile Engineering Digital

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<td>$3x: -10%</td>
<td>$5x: -20%</td>
<td>$2,020</td>
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### Engineering E-Source

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<tbody>
<tr>
<td>First Row</td>
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<tr>
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<tr>
<td>Fourth Row</td>
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### Technology & Vehicle Eng. E-Newsletters

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<tr>
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<tr>
<td>Top Sponsor Message</td>
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<tr>
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<td>Sponsored Links/Event Alerts</td>
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### Web Site Banners

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<tr>
<td>Vertical Banner</td>
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### Lead-Gen E-Mails

E-response Banners

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### Webinars & Tech Talks

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<td>60-minute Webinar</td>
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### Audience Engagement

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<tr>
<td>30-day Campaign</td>
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<tr>
<td>Additional 30-day Campaign</td>
<td>$3,500</td>
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</table>

*For digital-only publications. Subscribers are notified of each edition's availability via email. Place your ad with featured editorial content, before the issue is opened.

Three exclusive banner positions are available linking readers to your website: Top, Banner Ad 1 — 468x60; Right Vertical, Banner Ads 3 and 4 — 120x240.

Frequency discount: 5% on 6x program; 10% on 12x program.

**Web Site Banners**

- **CPM**: cost per thousand impressions. Banners rotate throughout the Web site.
- **Contact publisher for rates on rich media options.**

**Lead-Gen E-Mails**

- **Frequency discount**: 5% on 6x program; 10% on 12x program.

**Webinars & Tech Talks**

- **Frequency discount**: 10% on 3x or more program.
Specifications for Automotive Engineering
(Print & Digital)

<table>
<thead>
<tr>
<th>INCHES</th>
<th>DECIMALS</th>
<th>MILLIMETERS</th>
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<td>Width (mm.)</td>
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<tr>
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<td>Width (mm.)</td>
<td>Depth (mm.)</td>
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</tbody>
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**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 10.875 412 276

**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 5.5 413 140

**Bleed Size**
16 1/2 5 1/2 16.5 5.625 419 140

**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 | 4.675 | 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 1/2 3.375 2.125 85 54

**Tech Lit File**
3 3/8 2 1/2 3.375 2.5 85 64

**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 gloss coated

**BINDING:** Saddle Stitched

**PRINT SUBMITTAL REQUIREMENTS:**
- All display advertisement material must...
  - be supplied in a digital format
  - as a press-optimized PDF file
  - with 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

**E-NEWSLETTER MECHANICAL SPECIFICATIONS**

**FILE FORMAT:** GIF or JPEG files — no FLASH

**FILE SIZE:** 55k maximum

Animation not recommended as most email providers only display the first screen of the file.

**BANNER SIZES:**
- Top leaderboard (Banner Ad 1): 728 x 90px
- Right vertical banners (Banner Ad 2 and 3): 120 x 240px

**SPONSOR MESSAGES — 3 POSITIONS:**
- Headline — 50 characters max with spaces
- Message — 500 characters max with spaces, no paragraph breaks, one hyperlink
- Image — JPEG or GIF: 125 x 125px

**SPONSOR LINKS/EVENT ALERTS:**
- Headline — 50 characters max with spaces
- Message — 150 characters max with spaces and one hyperlink

**WEB SITE BANNER SPECIFICATIONS**

**FILE FORMAT:** GIF, JPEG, FLASH or HTML5 files

**FILE SIZE:** 75k maximum

**VIDEO/ANIMATION:**
- Frame Rate — 24 fps maximum
- Length — (i.e. Flash™) 15-sec maximum

**BANNER SIZES:**
- Top leaderboard (Position 1): 728 x 90px
- Other position sizes vary by page
- Vertical banner: 120 x 240px
- Medium rectangle: 300 x 250px

**TOPIC SPONSORSHIP/CONTENT MARKETING:**
- image — JPEG: 120 x 81px
- 180-character headline
- 500-character body copy
- URL hyperlink

**SPOTLIGHT TEXT/CONTENT MARKETING OPTION:**
- image — JPEG: 648 x 382px
- 60-character headline
- 750-character body copy
- URL hyperlink

If using FLASH — DO NOT hard code the url into your file; if you embed the URL, SAE can only provide impressions and not clicks.

For instructions on creating FLASH files for SAE tracking, go to:

http://marketingsolutions.sae.org/click-tracking-for-developers.pdf
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