

# Banner Advertising – www.sae.org

A popular resource for the engineering community, the SAE website is the gateway to the world's largest collection of technology resources for engineering professionals.

## The SAE website provides a broad reach and engages its users by:

- Housing nearly 1.5 million pages of technology resources<sup>1</sup>
- Averaging 5.8 million page views per month<sup>1</sup>
- Accumulating an average of 1 million+ visits per month<sup>1</sup>
- Averaging 29+ minutes per individual per visit<sup>1</sup>

## SAE 2009 Website Banner Advertising Rates

All rates are gross; 15% standard agency commission.

	Average Monthly Page Views	Ad Positions				Sponsored Links <b>NEW!</b>
		1	2	3	4	
<b>Key Website Pages</b>						
SAE Home Page	180,000	\$3,200	n/a	\$2,240	\$1,920	n/a
Search Results Page	170,000	\$3,100	\$3,100	\$2,170	\$1,860	n/a
Books, Papers, Standards & Web/CD*	460,000	\$3,500	\$3,500	\$2,450	\$2,100	n/a
Store Home Page	18,000	\$1,300	\$1,300	\$910	\$780	n/a
Education & Training* <b>NEW!</b>	24,000	\$1,200	\$1,200	\$840	\$720	n/a
<b>Industry Home Pages</b>						
Automobile	16,000	\$1,050	\$1,050	\$735	\$630	n/a
Aerospace	9,000	\$900	\$900	\$630	\$540	n/a
Commercial Vehicle	3,000	\$625	\$625	\$430	\$375	n/a
Motorsports	4,000	\$500	\$500	\$350	\$300	n/a
Student Central*	40,000	\$1,000	\$1,000	\$700	\$600	n/a
<b>Magazines - Run of Site Buy</b>						
Automotive Engineering International*	23,000	\$900	n/a	\$630	\$550	\$225
Aerospace Engineering & Manufacturing*	10,000	\$800	n/a	\$560	\$480	\$175
SAE Off-Highway Engineering*	5,000	\$600	n/a	\$420	\$360	\$150
SAE Vehicle Engineering* <b>NEW!</b>	15,000	\$850	n/a	\$595	\$510	\$200
Truck & Bus Engineering* <b>NEW!</b>	5,000	\$600	n/a	\$420	\$360	\$150
<b>SAE Events</b>						
Ground Vehicle Home Page <b>NEW!</b>	6,000	\$600	\$600	\$420	\$360	n/a
Aerospace Home Page <b>NEW!</b>	3,000	\$350	\$350	\$250	\$225	n/a
<b>Individual Event Home Pages</b> AeroTech, Congress, Commercial Vehicle, DoD and more!		Seasonal	Contact your Sales Rep for quote.			
SAE Career Center Home Page	23,000	\$850	\$850	n/a	n/a	n/a

\* Multiple page buy for one price.

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. Site accommodates select IAB standard sizes.



The SAE website is the perfect place to build your brand and create immediate connections with an active and influential audience.

Ad Position 1  
Ad Position 2

468 x 60      728 x 90

120 x 240

120 x 240

Ad Position 3  
Ad Position 4