

**automotive
engineering**
INTERNATIONAL

An SAE Publication

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03/07/24

**Automotive Engineering International
and SAE 2003 World Congress...
industry's most powerful publication —
your connection to industry's most
powerful event**

If you choose but one way to tap into the marketing power of **SAE 2003 World Congress**, do so through the status and credibility of **AUTOMOTIVE ENGINEERING INTERNATIONAL**.
With AEI's POWER Advertising, you can be confident that your messages will be in the publication that tops attendees' – and industry's – list of information sources for the year's largest, most important automotive engineering event.

- **Ranked by SAE attendees as the most useful publication for technical/engineering information**
AUTOMOTIVE ENGINEERING INTERNATIONAL – 42%; Ward's – 14%; AI – 13%;
Automotive News – 8%
- **Ranked by SAE attendees as their most frequently visited industry website**
SAE INTERNATIONAL – 71%; Ward's – 8%; AI – 2%
(Campos Market Research, May 2002 conducted across SAE 2002 World Congress attendees)
- **Ranked by automotive engineers as the best at covering new technological developments**
AUTOMOTIVE ENGINEERING INTERNATIONAL – 45%; AI – 6%; Ward's – 6%;
Automotive News – 6%
- **Ranked by automotive engineers as their most frequently visited industry website**
SAE INTERNATIONAL – 79%; Ward's – 8%; AI – 5%
(Campos Market Research, August 2002 anonymously sponsored survey conducted across AEI's circulation)

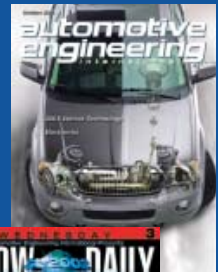
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engineering**
INTERNATIONAL

400 Commonwealth Drive
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**POWER ADVERTISING
at SAE 2003
your connection to
decision-makers with the
POWER to buy**

First-Class Mail
U.S. POSTAGE
PAID
Pittsburgh, PA
Permit No. 3617

CONNECT with the
largest global gathering
of automotive
OEM decision-makers



**AUTOMOTIVE ENGINEERING INTERNATIONAL'S
Power Marketing at SAE 2003**

Your connection to advertising
around the year's most important marketing event

**automotive
engineering**
INTERNATIONAL

The official publication of
SAE 2003 World Congress

SAE 2003



www.sae.org/congress

Power Marketing 2003

Automotive Engineering International and SAE 2003 your most powerful connection to the automotive industry

advertising

exhibit space

sponsorships

From the show's official publication, AUTOMOTIVE ENGINEERING INTERNATIONAL brings you six efficient, cost-effective avenues for reaching the POWERFUL buyers at the SAE Show and throughout the automotive marketplace. Choose from this dynamic line up, the ad avenues that best meet your marketing objectives and impact decision-makers before, during, and after the show.

AEI
Your connection to unlimited OPTIONS unbeatable VALUE unmatched REACH

SAE 2003 World Congress is the automotive industry's one-stop-shop for keeping pace with the rapid and pervasive changes effecting vehicle technology, automotive development, and the business of making cars. Acres of exhibits representing the latest automotive technology and engineering advances from 20 plus nations and 25 of the industry's largest supplying companies. The most respected technical program comprised of some 1000 technical papers authored by 20 of the largest tiers and 19 OEMs attract more than 35,000 automotive executives, engineers and other industry professionals from over 100 countries – the largest global gathering of OEM professionals. And AUTOMOTIVE ENGINEERING INTERNATIONAL's Power Marketing is your connection to this powerful audience.

SAE 2003 is the most important automotive technology event of the year, attracting key decision-makers, automotive professionals who can specify your products. And, year after year, they turn to AUTOMOTIVE ENGINEERING INTERNATIONAL, the show's official publication, before, during and after the show – online and in print – for unmatched coverage of the event where the future of automotive technology premiers.

AUTOMOTIVE ENGINEERING INTERNATIONAL uniquely offers:

- Detailed advance highlights of the event's technical program and preview of "What's New" on the exhibition floor.
- **NEW!** An insider's view of the event's Technology Theater, its senior level executive and international business panels, and OEM and supplier technology presentations.
- **Enhanced For 2003!** Exclusive coverage of the event's 1000 plus technical paper program, covering the full range of leading-edge advances in critical technologies.

AEI, the Official Publication of SAE 2003 – there is no better editorial environment for your ad!

AEI's Power Marketing at SAE 2003 offers six one-of-a-kind show-related vehicles to carry your advertising messages.

Power Marketing is built around the automotive industry's best read issues of the year, covering all the excitement and technology of this important annual event: the January Show Preview Issue and the February Show Issue of AUTOMOTIVE ENGINEERING INTERNATIONAL. Whether you're exhibiting or not, connect to the purchasing power at the event by starting your power marketing for 2003 with an ad in one or both of these issues. Add to that, any of AEI's power-packed onsite and online opportunities – drastically discounted following your January and/or February insertion.

1. January Show Preview Issue

Reach your customers and prospects while they plan their attendance at SAE 2003 World Congress. AEI is historically one of Congress attendees most frequently mentioned sources for finding out about the show.

SAVE 10% on published space costs with February insertion

Ad Closing: 12/09/02 for insertion orders

2. The February Show Issue

Use this issue, the definitive summary of industry's premier event, to reinforce your message to the global marketplace and to increase your visibility at the show with its onsite distribution. This issue is a "keeper", referenced by automotive professionals worldwide for months after the event.

SAVE 10% on published space costs with January insertion

Ad Closing: 1/10/03 for insertion orders

3. SAE 2003 World Congress Online

Penetrate the online audience with banner ads on the SAE 2003 website, where industry turns before, during, and after the event for "everything Congress" – registration, exhibitor listings, technical session schedules, special event information, speech recaps, exhibitor product reviews and more. Last year's show site logged nearly 1,000,000 visits, including staff from Ford, General Motors, Toyota, Delphi, Visteon and more.

Banner Ads (Net Rates)

Choose from the Front Page or Section Sponsorships

Skyscrapers	\$4950
Banners	\$3300
Buttons	\$1980

Act NOW – your materials will be posted within 24 hours of receipt!

Exhibitors Only

Enhance your listing in the Congress Virtual Exhibit – and your pre-show visibility. As web visitors literally "map" their own personal show floor agendas, your enhanced listing places you at the top of their search results. *Get on the map at a most economical rate!*

Enhanced Virtual Exhibit Listing Package: \$895 (net)

Includes five event showcases with graphics, web links, e-mail links, up to ten sales contacts and more!

4. The Official Exhibit Directory

It is THE reference used by attendees to locate exhibitors on the show floor. An ad in the official Exhibit Directory, an indispensable guide throughout the week-long event, is a must.

SAVE 10% on published space costs with January or February insertion

SAVE 20% on published space costs with January and February insertions

Ad Closing: 1/13/03 for insertion orders

	Space Rates	Cover Position Rates	Color Costs
Full page	\$3700	2nd cover \$5900	2 color \$900
1/2 page	\$2600	3rd cover \$4550	4 color \$1600
		4th cover \$6300	4 color spread \$2500

5. The Show Daily

Hot off the press each day from AEI's onsite headquarters, this popular tabloid captures all the action of SAE 2003, each day's up-to-the-minute show news. Distributed throughout Cobo Hall and in Detroit area hotels, let AEI deliver your ad message all week long, on every show day.

SAVE: By advertising in:

- 15%**January or February Issue
- 20%**January or February Issue + Directory
- 25%**January and February Issues
- 30%**January and February Issue + Directory

Space Rates (includes color costs and insertions in all four issues)

Full page\$8700
1/2 page\$6650
1/4 page\$3100
Tab pageAdd \$2000 to full-page rate

Ad Closing: 2/7/03 for insertion orders

6. Postcard Deck Mailing

Boost sales and interest with this inexpensive, pre-show traffic builder. Mailed in February to AEI's circulation, show pre-registrants, and past SAE Congress attendees, your 3x5-inch "billboard" will broadcast your advertising message.

Ad Closing: 1/7/03 for insertion orders

Sign up for all the POWER ad options by 12/15/01 and SAVE an additional 5%!

POWERful Purchasing Facts

AEI's circulation connects you to the largest global audience of decision-makers offered by any automotive publication.

- 94% of the magazine's 113,029 subscribers take action on what they read.
- 50% request additional information directly from a company, sales rep, or distributor noted in an advertisement or article.
- 34% use the reader service card to request more information about advertised products.
- 44% specify, purchase/approve the purchase, recommend, or evaluate an advertised product or service.

(Campus Market Research, August 2002 anonymously sponsored survey conducted across AEI's circulation)

AEI's Power Marketing at SAE 2003 connects you... 86% of last year's show attendees reviewed, specified, authorized or purchased products, from materials to test equipment/services, mechanical components, electronics, interior modules and more.

(Campus Market Research, May 2002 conducted across SAE 2002 World Congress attendees)

From leads to sales, AEI helps you make the connection!

SAE World Congress is all about changes in the technology and business of designing and developing vehicles. And it too is changing. A bold new format works to connect the technical program to the exhibition to the panel presentations. This format helps to change the way you get close to your customers, delivering in 2003 an event that dramatically increases OEM participation. SAE 2003 format will feature OEM vehicles/advanced vehicle technology displays on the exhibition floor, plus significantly increased OEM participation in business and executive panels. OEM internal staff meetings – for their engineers and management staff – will be held onsite at Cobo Center during SAE World Congress week, bringing to you a world of decision-makers.

POWER MARKETING 2003
Call the Publisher's office for "everything SAE 2003" at
1-724-772-7114.
• Advertising
• Exhibit Space
• Sponsorships