

# Lead-Gen Opportunities with Engineering E-Source

New sales leads are a click away when you advertise in SAE Media Group's Engineering E-Source — delivering your latest product announcements to OEM design engineers and managers with purchasing power.

With the combined power of Tech Briefs and SAE International, we are able to extend our reach to more engineers and related technical experts and tap into the aerospace, automotive, and commercial vehicle industries.

You provide a headline, a message, an image, and a Web link — we handle the layout.

Each e-mail is limited to 12 product listings (three per row). Positions are available on a first-come, first-served basis. Reserve early... these will sell out.

E-Sources generate fully contactable leads. See deployment dates, focuses, and circulation on the reverse side.



## 2023 Rates (gross)

Top Row .....	\$2,950
Second Row .....	\$2,650
Third Row .....	\$2,350
Fourth Row.....	\$2,050

### Headline:

50 characters with spaces, no punctuation

### Message:

40 words or 310 characters max (with spaces)

### URL:

One (no URLs included in body copy)

### Image specs:

JPEG or PNG with a resolution up to 150 dpi, 250 x 250 pixels (<100 kb)

### Material deadline:

Two weeks prior to transmission date

## Increase Efficiency with Panduit WrapID™ PLA-100



Panduit's WrapID labeling system applies labels to wires and cable, up to 3X faster than traditional manual installation, maximizing productivity and increasing efficiency. It produces 20 labels per minute at a fraction of the cost of the leading label applicator in the market.

[More Information](#)

Send orders to:  
[production@saemediagroup.com](mailto:production@saemediagroup.com)

Send materials to:  
[digital@saemediagroup.com](mailto:digital@saemediagroup.com)

To reserve your place in the SAE Media Engineering E-Source, contact your regional representative listed at [www.saemediagroup.com](http://www.saemediagroup.com) or Joe Pramberger, Publisher, at [joe.pramberger@saemediagroup.com](mailto:joe.pramberger@saemediagroup.com).

## 2023 Editions

TOPIC	SCHEDULE	AUDIENCE
<b>Main (Tech Briefs)</b>	2x/Month (1x in Jan, July, and Dec)	100,000 OEM design engineers & managers
<b>Main (SAE)</b>	9x/Year	100,000 engineers & managers in the aerospace, automotive, and commercial vehicle markets
<b>Medical</b> <small>(Layout and pricing differ for the Medical E-Source)</small>	Monthly	40,000 engineers who design/develop products for the medical market
<b>Aerospace</b>	6x/Year	40,000 engineers & managers in the aerospace market
<b>Mil/Aero</b>	11x/Year	50,000 engineers who design/develop products for aerospace and defense applications
<b>Sensors/ Test &amp; Measurement*</b>	6x/Year	60,000 specifiers of sensors, transducers, detectors, data acquisition, and test instruments
<b>Automotive*</b>	6x/Year	50,000 engineers & managers in the automotive market
<b>Motion Control/ Automation*</b>	6x/Year	45,000 engineers & managers who specify motors, drives, motion control, and positioning equipment
<b>Battery &amp; Electrification*</b>	2x/Year	50,000 engineers and managers who specify batteries and power management products

*\*Take advantage of reaching a combination of the Tech Briefs and SAE International communities of engineers and technical experts in our market-focused issues.*