

SAE eMedia Specifications

	GIF (30K max)	JPEG (30K max)	FLASH* (30K max)	Animation allowed
SAE Website Banner Advertising				
Leaderboard (728x90 pixels)	X	X	X	Yes
Full Banner (468x60 pixels)	X	X	X	Yes
Skyscraper (120x600 pixels)	X	X	X	Yes
Vertical Banner (120x240 pixels)	X	X	X	Yes
Sponsored Links NEW!	<i>Text-only opportunity</i> Headline: 40 characters maximum Ad copy: 115 characters maximum (highlight copy to be linked) Linking URL: Provide one URL to which the ad copy will link			
eNewsletter Advertising				
Full Banner (468x60 pixels)	X	X	n/a	No
Vertical Banner (120x240 pixels)	X	X	n/a	No
Text Banner NEW!	<i>Text-only opportunity</i> Headline: 5 word maximum Ad copy: 450 characters maximum (highlight copy to be linked) Linking URL: Provide one URL to which the ad copy will link			
Sponsored Links NEW!	<i>Text-only opportunity</i> Headline: 40 characters maximum Ad copy: 175 characters maximum (highlight copy to be linked) Linking URL: Provide one URL to which the ad copy will link			
Keyword Search				
Keyword Sponsorship	<i>Text-only opportunity</i> Company Name: Submit as it should be displayed in the results Ad copy: Two short sentences describing your technical expertise as related to the key word Linking URL: Provide one URL to which the company name will link			
Digital Magazine Sponsorship				
eMail Notification (300x250 pixels)	X	X	n/a	No
Digital Magazine	6" x 8 1/4" page supplied in digital format as a press-optimized PDF (approximately 75% of full page ad magazine size)			
Submitting Materials				
	Send text in the body of an eMail with appropriate ad materials attached to: eMedia@sae.org			

*URL links must be embedded in FLASH ads.

SAE is unable to provide clicks for FLASH ads; they must be tracked by the advertiser.