



A L U M N I
A s s o c i a t i o n

SAE MAGAZINE – Media Kit 2010

The Magazine of SAE Institute and SAE ALUMNI Association

www.sae-magazin.de | www.sae-magazine.com

2010

SAE Magazine – Publication Details

SAE Magazine is the joint publication of SAE Institute and SAE ALUMNI Association. Since 2004, it has been catering to members of the SAE ALUMNI Association, SAE students, prospective clients, staff members, media company executives and industry partners. SAE Magazine offers an inside perspective of the SAE Group, exclusive interviews with media industry professionals, technical articles on soft- and hardware, and covers trends and developments in the media industry. More than just a simple source of information, SAE Magazine is a high-quality publication, committed to delivering an entertainment experience, custom-tailored to its target group.

Concept:

SAE Magazine offers an inside perspective of the SAE Group, true to the SAE ALUMNI Association's networking model and the concept of knowledge transfer - the core of SAE's educational strategy.

Highlighting career paths after graduation from SAE, the magazine showcases successful business ventures, featuring interviews with SAE lecturers, graduates, and their managers.

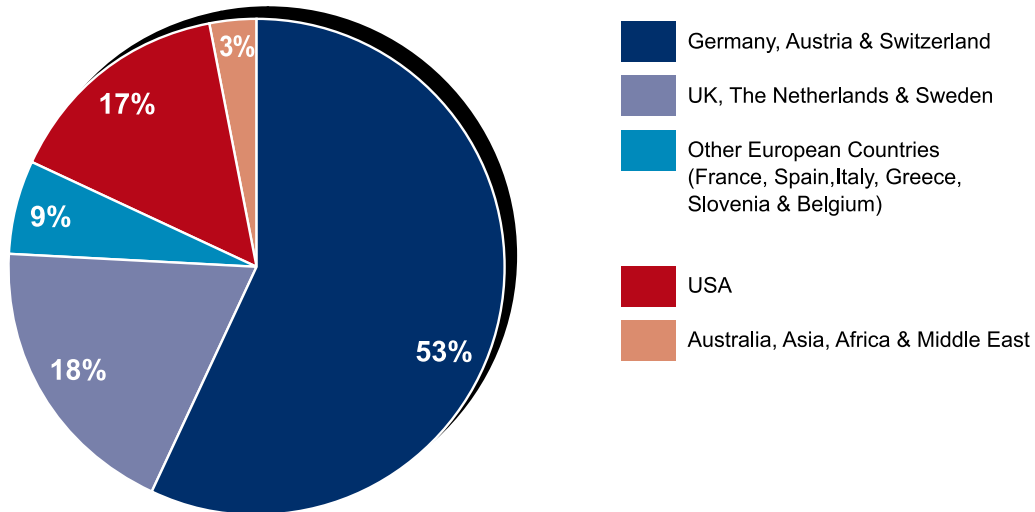
- Bilingual format: English/German
- SAE Institute and SAE ALUMNI chapter news
- Coverage of SAE ALUMNI CONVENTIONS, SAE ALUMNI Awards and other media industry events
- Location spotlight: SAE Institutes around the world
- Technical articles on Audio Technology, Web Design and Development, Digital Film and Games Technology
- SAE's International Studies Program
- Interviews with media industry professionals
- Company profiles
- Workshops, tutorials, tips and tricks
- mySAE Online Community

Target Group: „ From interested parties to decision makers“

- Graduates, current and future students of SAE Institute
 - Prospective clients of SAE, media companies and industry partners
 - Decision makers in education, media technology and the media services industry
 - International magazine available in Countries of the SAE network
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Trim size:	210 mm wide x 297 mm high		
Type area:	186 mm wide x 273.5 mm high		
Bleed:	3 mm on all trimmed sides		
Number of pages:	approx. 108		
Circulation:	50,000 – 60,000 copies		
Frequency:	2 issues / year		
Binding:	adhesive binding		
Release date:	March 10, 2010		
Printing process:	four-colour Euro scale (CMYK), offset		
Sales price:	free of charge		
Distribution:	mailings and handouts to SAE students, alumni, prospective clients of SAE Institute, media companies and industry partners		
Circulation area:	Germany, Austria, Switzerland, Belgium, the Netherlands, the United Kingdom, Sweden, Slovenia, Spain, France, Italy, Greece, USA, Australia, India, South Africa, ...		
Publisher:	SAE Technology Group B.V., Johan van Hasseltweg 31, 1021KN Amsterdam, Netherlands		
K.v.K. nr.:	33 214 914	Ust-ID:	NL0078.99.610.B.01
Managing Director:	Rüdiger Grieme		
Chief editors:	Chris Müller (c.mueller@sae.edu), Götz Hannemann (g.hannemann@sae.edu)		
Editor:	Clemens Nagl (c.nagl@sae-magazine.com)		

Circulation area



Advertisement Pricing

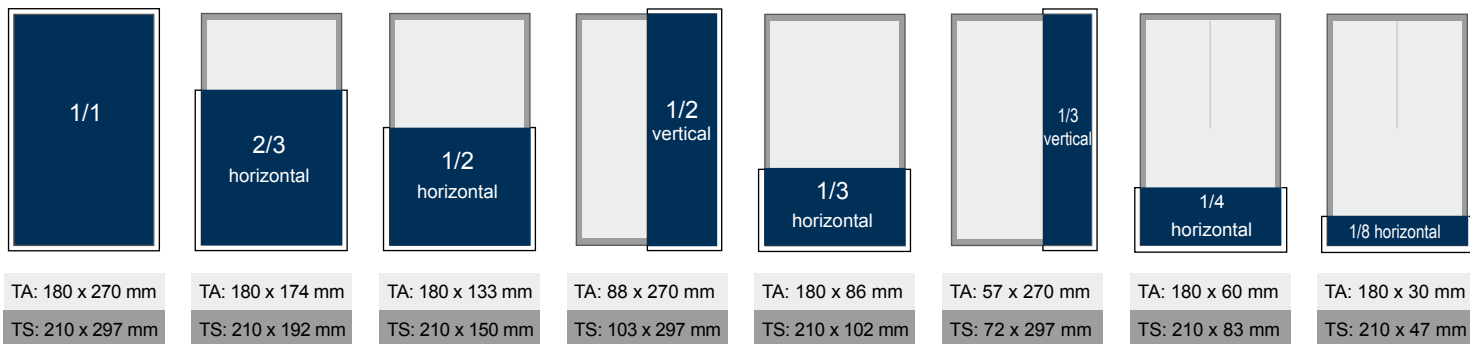
Format	Size	Standard Rate	Discounts	
			for partner companies of SAE ALUMNI Association	
Double page spread	420 x 297 mm	5.385 €	3.590 €	(-1.795 €)
Full page C4*	210 x 297 mm	5.670 €	3.780 €	(-1.890 €)
Full page C2, C3**	210 x 297 mm	4.410 €	2.940 €	(-1.470 €)
Full page	210 x 297 mm	3.150 €	2.100 €	(-1.050 €)
2/3 page horizontal	210 x 192 mm	2.235 €	1.490 €	(-745 €)
1/2 page horizontal	210 x 150 mm	1.890 €	1.260 €	(-630 €)
1/2 page vertical	103 x 297 mm	1.890 €	1.260 €	(-630 €)
1/3 page horizontal	210 x 102 mm	1.260 €	840 €	(-420 €)
1/3 page vertical	72 x 297 mm	1.260 €	840 €	(-420 €)
1/4 page horizontal	210 x 83 mm	1.080 €	720 €	(-360 €)
1/8 page horizontal	210 x 47 mm	630 €	420 €	(-210 €)



All prices are quoted in Euros and are subject to sales taxes. No further discounts apply.


For more information on our partner company program, please see page 10.

* C4 = outside back cover ** C2 = inside front cover / C3 = inside back cover

Ad Layout



 3 mm of bleed on all trimmed sides
 Trim Size
 (for bleed allow 3 mm on all trimmed sides)

TA = Type Area
 Type Area

TS = Trim Size

Contact

Advertising Sales

Contact: SAE Institute GmbH
Tomi Kaußen
Ph.: +49.(0)89.1890838-29
Fax: +49.(0)89.1890838-20
t.kaussen@sae.edu

File Submission

Closing Date: February 12, 2010
Mail: SAE Institute GmbH
att. to Oliver Artl
Bayerwaldstraße 46
D-81737 München
Germany
E-mail: o.artl@sae.edu (Mr. Oliver Artl)

Technical Information

We accept only digital advertising material, preferably print-ready PDF files. Files must be submitted on a CD / DVD or by e-mail.

Accepted file types: PDF, TIFF or EPS (fonts and images must be included in file) unless otherwise agreed upon.

Technical specifications:

- Allow 3 mm of bleed on all trimmed sides.

- Live matter intended to print should be positioned slightly away from trimming edge.
- Resolution 304 dpi or better.
- Files exported from DTP applications must include fonts.
- Responsibility for typeface errors due to non-adherence to technical specifications lies with the client.
- Total area density should not exceed SWOP 300% TAC.

Colour mode: CMYK / four-colour print (no spot colours)

Technical helpdesk: +49. (0) 89. 1 89 08 38-17 (Mr. Oliver Artl)

o.artl@sae.edu

Standard Terms and Conditions

valid from 2009-07-01, SAE Institute GmbH, Bayerwaldstr. 46, D-81737 München, Germany

1. "Advertising Order" within the meaning of the following Standard Terms and Conditions of Business is a contract for publication of one or more of an advertiser's advertisements, in a printed publication, for the purpose of dissemination.
2. Once an advertising order has been issued, the customer shall be bound by said order for three (3) weeks. SAE Institute GmbH accepts the order through written acknowledgement of order or by carrying out the order.
3. Acceptance of advertising for publication in specific places in the publication is only part of the subject matter of the contract if expressly agreed upon in writing beforehand.
4. Advertisements which, due to their editorial nature, are not recognizable as ads, shall be identified as such with the word "advertisement" by SAE Institute GmbH.
5. SAE Institute GmbH reserves the right to refuse advertising orders on grounds of content, origin, or technical form. Even advertising and orders for supplements for which legally binding acknowledgement has been given can be rejected on these grounds, after reviewing the copy, provided that said grounds first became apparent after acknowledgment of order. The customer shall be notified of rejection of an order immediately. SAE Institute GmbH, however, is not obligated to review the advertisement or instruct the customer. The advertising customer bears sole responsibility for ensuring that customer's ads satisfy all pertinent statutory requirements, namely, regulations having to do with protection of young people, regulation of competition, the law of trademarks / signs, and the Guidelines of the Deutscher Werberat, e.V. ("German Advertising Council"). If SAE Institute GmbH is held liable by third parties because the advertisements do not satisfy these stipulations on grounds of design or content, or on other grounds, the customer shall compensate SAE Institute GmbH for all disadvantages incurred. In particular, customer's obligation to compensate includes, but is not limited to, the costs of legal counsel and defense, recall of publications, labeling, destruction, or modification of products of the publishing house, non-delivery, late delivery, or partial delivery, including loss of advertising revenue.
6. The customer is responsible for timely delivery of flawless masters or supplements. If additional typesetting or lithography costs are incurred because of a master, customer shall be invoiced for the said additional costs. If possible flaws in the master are not immediately apparent, but rather only become apparent during printing, then the advertiser has no claims in the event of insufficient printing. When masters are submitted after the deadline specified in the schedule, the customer owes the agreed upon remuneration even if the advertisement is not printed at all or only with flaws, unless customer can show that the publishing house was also at fault. SAE Institute GmbH shall immediately request replacements for unsuitable or damaged masters. SAE Institute GmbH guarantees the printing quality customary for the publication in question as permitted by the masters.
7. In the event of illegible, incorrect, or incomplete printing of the advertisement, the customer

Disclaimer

This is a translation of the German document "Mediadaten SAE Magazine 2009". In the event of discrepancies, inaccuracies or omissions in this translation, the German original retains sole validity

shall be entitled to either a reduction in payment or a flawless substitute advertisement, at the option SAE Institute GmbH, to the extent that the objective of the advertisement was impaired. This shall not affect the provisions of Clause 6 above. If SAE Institute GmbH refuses to print a substitute advertisement or allows an appropriate deadline, which has been set for it in this connection, to pass without result, then the customer may cancel the contract. Damage claims arising from impossibility of performance, delay, breach of contract, culpa in contrahendo, and tortious acts are excluded, unless they are based on the wrongful intent or gross negligence of SAE Institute GmbH or a member of SAE Institute GmbH's managerial staff. All further liabilities on the part of SAE Institute GmbH are excluded. Complaints must be lodged within four (4) weeks after the planned first day of publication printed in the media kit. Under no circumstances shall SAE Institute GmbH be liable for mistakes of any kind arising from transmission by telephone.

8. Rough proofs are provided only at the express request of the customer and in consideration for separate remuneration. The customer bears responsibility for the correctness of the rough proofs returned. SAE Institute GmbH shall take into account all error corrections of which it is notified by the deadline stated when the rough draft was sent.

9. Payments shall be made within the period stated in the price list, unless a different payment period or prepayment has been agreed upon in an individual case. Discounts for advance payments shall be granted only according to the price list.

10. Costs incurred for the production of masters ordered and designs requested by the customer or modifications to existing designs for which the customer is responsible shall be borne by the customer.

11. Place of jurisdiction is Cologne, provided the customer is a merchant or a legal entity under public law, or legal entity that is part of a special fund under public law. The place of jurisdiction is Cologne, even if the customer has no general place of jurisdiction in Germany or removes its domicile or habitual place of residence to a place outside of Germany, or customer's domicile is unknown at the time legal action is instituted against customer.

12. Advertising brokers and agencies are obligated to observe SAE Institute GmbH's prices in their contracts, offers, and settlements with the advertiser. The commission granted by the publishing house shall not be refunded to the customer either in whole or in part.

13. Masters shall be returned only at the express request of the customer at customer's cost and risk. The publishing house's obligation to keep the masters in safekeeping ends three months after the last publication.

SAE ALUMNI Association - Company Membership

Support the SAE ALUMNI Association as Corporate Partner and enjoy the following advantages and even more:

- Discount rates for booths and demo suites at the annual SAE ALUMNI CONVENTION (standard booth for free)
 - Discount rates (33%) for print advertisements in SAE MAGAZINE (print run: 55.000 copies)
 - Company profile and link to company website including logo on SAE ALUMNI Association webpages (www.sae-alumni.org, www.mysae.org)
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SAE ALUMNI ASSOCIATION - COMPANY MEMBERSHIP REGISTRATION

Company: _____
Address: _____

URL: _____

Contact person
Last name, First name: _____
Phone: _____
Fax: _____
E-mail: _____

The abovementioned company hereby declares its intention to support SAE ALUMNI Association as a partner company. The minimal annual contribution is 400.00 EUR. The sponsorship commences upon receipt of this registration form with a minimum duration of 12 months. If it is not terminated in writing 6 weeks before the end of the minimum period, sponsorship is renewed automatically for a period of 12 months. Please sign and date this registration and send it to the following fax number: +49 (0)89 - 189 08 38 20.

Signed on _____, 20__ at _____



SAE



A L U M N I
A s s o c i a t i o n

SAE Technology Group B.V. SAE Institute GmbH

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1021KN Amsterdam
Niederlande

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Germany

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