

RT&S

RAILWAY TRACK AND STRUCTURES



2023 **MEDIA KIT**

OUR BRAND

RAILWAY TRACK & STRUCTURES (RT&S) is the only North American rail publication dedicated to covering rail engineering and Maintenance of Way. Our coverage is designed to meet the information needs of freight and passenger operators, as well as contractors and consultants. Whether it's reporting a developing story or analyzing industry trends, RT&S keeps readers in the know with a focus on safety, equipment, maintenance practices and emerging technology. RT&S, along with its sister publications—Railway Age and International Railway Journal—is the world's largest source of railway information.

Railway Track & Structures has served North America as the only dedicated rail infrastructure, maintenance and construction information source for 119 years

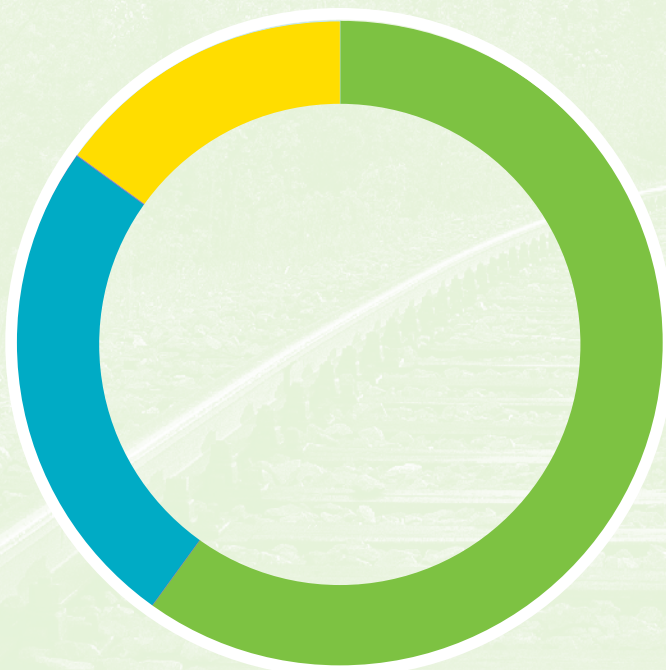
RAILROADS AND SUPPLIERS: A MULTI-BILLION-DOLLAR PARTNERSHIP

Suppliers Drive The Tech Revolution

For nearly 200 years, North America's railroads, freight and passenger, have been an essential industry, providing vital transportation services and helping sustain the economy. They continue to prove their worth by keeping the goods essential to our way of life moving, without interruption, and by offering an environmentally sound, safe alternative to private automobiles and air travel. To remain essential and strong, freight railroads reinvest an average of 20% of their revenues into plant and equipment—a far higher percentage than most other industries, and an annual market worth more than \$30 billion. During the past four decades, our freight carriers have poured more than half a trillion dollars in private capital into roadway and structures, rolling stock and locomotives and the shops to maintain them, signaling and communications, and information technology—all of it to remain competitive, safe and productive, and to grow capacity as demand for service increases. Passenger railroads—

commuter/regional, intercity, rapid transit, light rail and high performance—leverage a growing flow of public funds for investments in state-of-good repair, new equipment and expansion—an expanding market worth more than \$25 billion. Combined, the freight and passenger rail markets represent an annual opportunity for suppliers worth nearly \$60 billion. And as the industry knows, a healthy, sustainable rail industry requires equally healthy, sustainable suppliers.

The Association of American Railroads estimates freight railroads spend \$3 million every hour on safety, capacity-enhancing infrastructure, new equipment and advanced technology. RT&S has served North America as the only dedicated rail maintenance and construction information source for 119 years, reporting on the advancements and methods that push the industry toward greater efficiencies.



HOW RAILROADS INVEST

- **60%** Maintenance-of-Way & Structures
- **25%** Mechanical (Locomotives & Freight Cars)
- **15%** Communications & Signals

BRAND COMMUNITY

The Voice of the Rail Engineering and MoW Sectors

Since its inception in 1904, Railway Track & Structures has transformed from a magazine into a brand community that provides a voice to the engineering and Maintenance-of-Way sectors of the rail industry. RT&S offers a comprehensive suite of content products and services on all major platforms.



MAGAZINE

- Buyer's Guide
- Special Ad Sections
- Industry Guides
- Sister Publications: Railway Age and IRJ



DIGITAL

- Website
- Newsletters
- Digital Edition
- Videos
- Podcasts



EVENTS

- Conferences
- Webinars



SERVICES

- Global Rail Tenders
- IRJ Pro
- Training from Railway Educational Bureau
- Books



SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook

EDITORIAL CALENDAR

JANUARY

- **Job and Product Spotlight:** Rail-Flaw Detection
- **Job and Product Spotlight:** Vegetation Management (mowers, trimmers, herbicides)
- Class 1 Rail Construction Project (the project specifications, challenges and solutions of a rail project)
- MxV Rail R&D: Distributional Analysis of Track-Based Substructure Data

FEBRUARY

- Project Progress in Transit and Freight
- **Job and Product Spotlight:** Rail Grinding
- **Job and Product Spotlight:** Winter Maintenance Equipment
- MxV Rail R&D: Simulations of Rail Grinding in Turnouts

MARCH

- Short line MOW Best Practices
- **Job and Product Spotlight:** Ballast Maintenance
- Short line Construction Project (the project specifications, challenges and solutions of a rail project)
- Rail Maintenance (the project specifications, challenges and solutions of a rail project)
- MxV Rail R&D: Dynamic Stabilizer Test
- **Bonus Distribution:** ASLRRA Connections Convention, April 2-4, New Orleans

APRIL

- RT&S 10 under 40 (recognizing top young engineers in the industry)
- **Job and Product Spotlight:** Material Handling Systems
- Surveying/Mapping
- Light Rail Construction Project (the project specifications, challenges and solutions of a rail project)
- MxV Rail R&D: Thermal Effects on Track Gage of Engineered Polymer Composite Ties

MAY

- Bridge Issue (maintenance, repair, design, construction)
- Solutions Providers (Sponsored content: equipment/suppliers in action on a current jobsite)
- Cyber Security and Rail Infrastructure
- MxV Rail R&D: Lateral Resistance of Bridge Deck Materials
- **Bonus Distribution:** International Bridge Conference, June 12-14, National Harbor, Md.

JUNE

- RT&S Top Projects as chosen by RT&S editorial staff
- Rail Infrastructure for Extreme Weather Events (how railroads are dealing with infrastructure and the increase in flooding and wildfires)
- **Job and Product Spotlight:** Grade-Crossing Surfaces
- MxV Rail R&D: Shoulder Ballast Cleaning in Mud Spot Location

NEW MONTHLY FEATURES!

JOB AND PRODUCT SPOTLIGHTS

feature supplier solutions to work site challenges.

JOBSITE STORIES

highlight companies, manufacturers and equipment used in selected projects.

CLOSING DATES

January: 12/16/22
February: 1/13/23
March: 2/16/23
April: 3/16/23
May: 4/14/23
June: 5/12/23
July: 6/15/23
August: 7/14/23
September: 8/17/23
October: 9/15/23
November: 10/13/23
December: 11/16/23

AD MATERIAL DATES

January: 12/27/22
February: 1/20/23
March: 2/23/23
April: 3/22/23
May: 4/21/23
June: 5/19/23
July: 6/21/23
August: 7/21/23
September: 8/23/23
October: 9/22/23
November: 10/20/23
December: 11/22/23

EDITORIAL CALENDAR

JULY

- Women in Railroad Engineering (recognizing top women in the industry)
- **Job and Product Spotlight:** Fastening Systems
- **Job and Product Spotlight:** Special Trackwork
- MxV Rail R&D: Flange Bearing Frog Design Issues

AUGUST

- High-Speed Rail Update (design, construction and funding linked to current projects in North America)
- **Job and Product Spotlight:** Ballast Maintenance
- **Job and Product Spotlight:** Rail Welding
- MxV Rail R&D: Joint Bar Inspection Phase 1

SEPTEMBER

- RT&S Engineer of the Year
- 2023 Railway Interchange Product Showcase
- Light Rail Construction Project (the project specifications, challenges and solutions of a rail project)
- MxV Rail R&D: Laboratory Assessment of Fine Migration in Shoulder Cleaned Ballast
- **Bonus distribution:** 2023 Railway Interchange, Indianapolis, Ind.

OCTOBER

- **Job and Product Spotlight:** Crossties
- **Job and Product Spotlight:** Ditching and Drainage
- AREMA Projects of the Year
- MxV Rail R&D: Laboratory Testing of Tie Plugging Materials
- **Bonus Distribution:** 105th Annual Railway Tie Association Symposium and Technical Conference, Phoenix, Ariz.

NOVEMBER

- **Job and Product Spotlight:** Track Geometry/Track Inspections
- Solutions Providers (Sponsored content: equipment/suppliers in action on a current jobsite)
- **Job and Product Spotlight:** Trucks/Hi-Rail Equipment
- Class 1 Rail Construction Project (the project specifications, challenges and solutions of a rail project)
- MxV Rail R&D: Crossing Diamond Pad Performance

DECEMBER

- MoW Market Condition Report
- **Job and Product Spotlight:** Friction Management
- Class 1/Short Line Bridge Maintenance (the project specifications, challenges and solutions of a rail project)
- **Job and Product Spotlight:** Safety Equipment
- MxV Rail R&D: Rolling Contact Damage Assessment with EMFI Technology
- **Bonus Distribution:** NRC Conference and REMSA Exhibition, January 3-6, 2024, Scottsdale, Ariz.

NEW MONTHLY FEATURES!

JOB AND PRODUCT SPOTLIGHTS

feature supplier solutions to work site challenges.

JOBSITE STORIES

highlight companies, manufacturers and equipment used in selected projects.

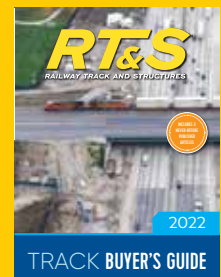
2024 TRACK BUYER'S GUIDE

Annual resource publication for MoW and signal engineering tools, equipment and services. Features supplier directory with products and service descriptions.

BONUS DISTRIBUTION
at relevant conferences and exhibitions.

Space Reservations:
12/4/23

Material Deadline:
12/8/23



INDUSTRY AWARDS AND RECOGNITION

10 Under 40

RT&S will recognize the brightest and most hardworking young professionals in the railroad MoW industry. The 10 under 40 list will be formed based on individual accomplishment, contribution to the rail industry, dedication to their company and the rail industry and overall excellence. The 10 under 40 list will be featured in the **April 2023 issue of RT&S.**

RT&S Top Projects

RT&S magazine will honor the best projects in the industry dealing with Class 1s, passenger/transit trains and short line railroad companies. Projects will be selected from the following categories: New Construction (Rail), Maintenance (Rail), New Construction (Bridges), Maintenance (Bridges), and Best Use of Technology on a Project. Winning projects will be featured in the **June 2023 issue of RT&S.**

Women in Engineering

RT&S will recognize the top women in engineering who have made an impact on their respective fields. The top 10 will be featured in the **July 2023 issue of RT&S.**



Engineer of the Year

Railway Track & Structures will bestow one industry leader with the third annual Engineer of the Year award. Candidates for Engineer of the Year are judged based on individual accomplishment, contribution to the rail industry, dedication to their company and the rail industry and overall excellence. The Engineer of the Year will be featured in the **September 2023 issue of RT&S.**

EXPANSIVE REACH TO RAIL ENGINEERING AND MoW MARKETS

Railway Track & Structures is the only railroad magazine that devotes its editorial pages entirely to rail engineering and maintenance of way. It is received by all members of the American Railway Engineering and Maintenance-of-Way Association (AREMA) and the National Railroad Construction and Maintenance Association (NRC). Railway Track & Structures was established in 1904 and has a 119-year history of reporting the tools, technology and trends in the engineering and Maintenance-of-Way fields.

30,000 Readers Per Issue

According to a readership study, Railway Track & Structures averages 3.5 readers per copy. With a totaled qualified circulation of 8,449, RT&S reaches a total monthly audience of nearly 30,000 railroad engineering professionals.



**96% ACT ON ADS
OR EDITORIAL IN RT&S**



**3.5 READERS
PER ISSUE OF RT&S**



**90% ARE ACTIVELY INVOLVED
IN PURCHASING DECISIONS**



**84% LOOK AT RT&S
MORE THAN ONCE EACH MONTH**



**98% CONSIDER RT&S
IMPORTANT COMPARED TO OTHER
INDUSTRY PUBLICATIONS**



**43 MINUTES: THE AVERAGE
TIME SUBSCRIBERS SPEND
READING EACH ISSUE OF RT&S**



**76% OF SUBSCRIBERS
READ 4 OUT OF 4 ISSUES**

1. 2021 Verified™ Audit Circulation
2. 2018 Railway Track & Structures Readership Survey

RT&S WEBSITE

The Rail Engineering and MoW News Destination

Reach railroad professionals who turn to the RT&S website daily for breaking rail engineering and Maintenance-of-Way news. With high-visibility banner positions integrated into the site design and editorial content, advertisers receive a high level of exposure.

800,000
SESSIONS PER YEAR

1.2M
PAGE VIEWS ANNUALLY

600,000
USERS

32 MINUTES
THE AVERAGE TIME READERS
SPEND EACH MONTH
ON THE RT&S WEBSITE



www.rtands.com

1. 2018 Railway Track & Structures Readership Survey
2. Google Analytics, Updated June 2022

RUN-OF-SITE BANNERS

Choose from one of four high-impact advertising units. These units rotate throughout the RT&S website, including the homepage.



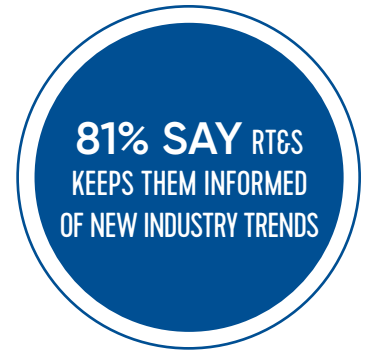
RUN-OF-SITE ROTATING BANNERS

Above the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$3,377	\$3,048	\$2,719	\$2,390	\$2,061

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$2,965	\$2,636	\$2,307	\$1,977	\$1,701



CHANNEL SPONSORSHIP

Become the exclusive sponsor of one of our channels dedicated to key rail engineering topics. Channels allow advertisers to align their messaging with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages. Minimum 3 months sponsorship.



CHANNEL SPONSORSHIP

(2) 728x90 and (2) 300x250

1 month	3 months	6 months	9 months	12 months
\$6,260	\$5,930	\$5,601	\$5,272	\$4,942

CHANNELS

News • Freight • Passenger • Track Construction • Track Maintenance • Safety, Bridges/Tunnels • Grade Crossings

NEWSLETTERS

RT&S Engineering News

RT&S Engineering News offers the inside scoop from on and off the track. Coverage focuses on breaking engineering and M/W news, advancing projects, developing technologies, and safety and regulatory updates. RT&S Engineering News reaches 15,500 railway engineering professionals.



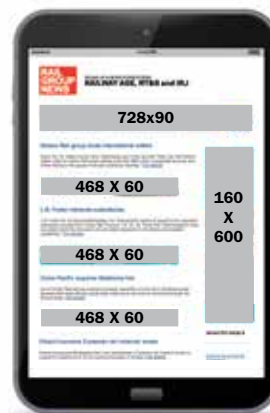
468x60 Full Banner
\$2,174

160x600 Skyscraper
\$3,986

728x90 Leaderboard
\$6,796

Rail Group News

RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ to 30,000 email subscribers. This email newsletter offers North American and global news and analysis of the freight and passenger markets. Your advertising message will appear approximately 10 business days per month, on an odd/even day execution.



468x60
\$3,142 per month

160x600
\$4,526 per month
(only one unit available)

728x90
\$6,656 per month
(only one unit available)

Innovations+

This informative email is sent to 12,000 subscribers each month. Innovations+ highlights innovative products, services and technologies. It can be linked to your company's website to build brand awareness and generate new leads.



Deliverables:

- Image: 220x220
JPEG, GIF, PNG
- Headline: 100-word
description of
product or service
- Landing page URL

Rate:
\$906 per month

INTERACTIVE WEBINARS

Generate Qualified Leads and Demonstrate Thought Leadership

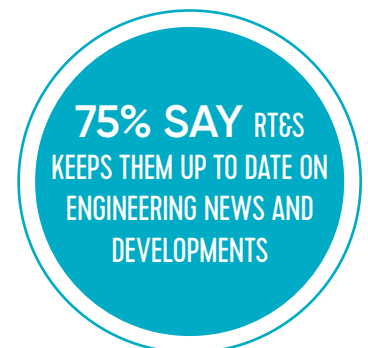
Demonstrate expertise and thought leadership to the Railway Track & Structures audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing while generating qualified business leads. Your webinar will be promoted to our audience of railway professionals.

The RT&S editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with RT&S.



Deliverables:

- Co-branded email invites, promotion, registration page, webinar interface, and email confirmations
- Synchronized slide presentation with audio
- RT&S editor to act as moderator
- Live Q&A
- Ability to post assets and links in platform
- Speaker photos and bios
- Live polling with real-time results
- Social media chat option
- Technical support via chat and telephone
- Auto redirect to URL of your choice at conclusion of webinar
- Customizable exit survey
- Comprehensive reporting with access to data portal
- Event archive of six months with registration page
- Option to add streaming video of speakers (additional cost)



SPONSORED CONTENT

Establish Your Company as an Industry Thought Leader

Tell a powerful story for your brand through content marketing on the RT&S website. Sponsored content aligned closely with our highly regarded digital content will help establish your company as a thought leader and drive traffic to your website.

The seamless integration between your messaging and Railway Track & Structures' content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage and a relevant channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through dedicated email promotion to our audience of railway professionals.

All sponsored content items carry the superscription "Sponsored Content."



CUSTOM EMAIL CAMPAIGNS

Send Your Branding Message to our Audience

Leverage the strength of RT&S, Railway Age, and IRJ brands as trusted sources for up-to-date railway information. Promote your products, services, events and more through a custom email campaign.



Email Campaign Includes:

- Tailored message to Railway Age, RT&S and IRJ subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics:
 - Deliveries
 - Open rate
 - Click-through by URL

Specifications:

- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to server.
- Recommended width of 500-700 pixels.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third-party tags, words in all caps, unusual punctuation, and excessive use of special characters.

- Use proper HTML codes for special characters.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Subject Line for the Message:

50 characters max suggested

Materials Due:

Deliverables are due in full seven days prior to deployment date.
Please email to Leia Sills at lsills@sbpub.com.



WHITE PAPER

Build Brand Awareness & Generate Leads

Generate leads while building brand awareness with a white paper or eBook hosted on RTandS.com. Railway Track & Structures' website offers a dedicated space for our active digital audience to explore white papers and on-demand webinars. A white paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The white paper is actively promoted to the RT&S audience through direct emails. The white paper landing page and all promotional materials are branded with the sponsor's logo.


In addition to the inclusion of digital promotion, the white paper includes lead capture. A gated registration form generates qualified leads for the sponsor. Specify up to three questions to help further qualify leads.

Rate: \$4,827/month; two months minimum recommended



MISSION-CRITICAL COMMUNICATIONS NETWORKS FOR RAILWAY OPERATORS

NETWORK TRANSFORMATION WITH IP/MPLS
APPLICATION NOTE

.....Alcatel-Lucent 
AT THE SPEED OF IDEAS™

PODCASTS

Editorial Podcasts: Rail Group on Air

Railway Track & Structures' editorial podcasts—part of the Rail Group On Air podcasts with Railway Age magazine—cover the most timely issues facing the rail industry. Railway Track & Structures' experienced editors create the content for the podcast, which is up to 30 minutes in length. Listeners tune in to get a feel for the biggest challenges, latest technology and issues facing the industry. The sponsor receives a 30-second pre-roll ad at the start of the podcast, aligning their messaging with highly valued editorial content produced by RT&S and Railway Age. Since its launch in 2020, Rail Group On Air podcasts have received over 50,000 plays. The podcast is promoted on the RT&S and Railway Age websites, as well as through direct email.

Rate: \$ 4,750

Custom Podcasts

Let your voice reach Railway Track & Structures' audience through a custom podcast. The content is created by the sponsor, who can craft the messaging to meet its marketing goals. Custom podcasts can be up to 10 minutes in duration. In addition to the content messaging itself, 30-second pre-roll ads at the start and end of the podcast offer additional opportunities to present your products and services to our targeted audience. The podcast is promoted on the RT&S website and through direct email.

Rate: \$ 5,950



SPONSORED VIDEOS & PODCASTS

Engineer of the Year Podcast

Railway Track & Structures will bestow one industry leader with our annual Engineer of the Year award. RT&S Editor-in-Chief, Bill Wilson, will interview the Engineer of the Year in an exclusive podcast hosted on the RT&S website.

- 728x90 and 300x250 banners on podcast landing page
- 15-second podcast commercial proceeding editorial podcast
- Direct email promoting the Engineer of the Year features sponsor's 300x250 banner

Rate: \$4,750



Bells & Whistles Video

Bells & Whistles is a weekly video produced by Editor-in-Chief Bill Wilson. It features the top news stories RT&S is following in a given week. Sponsorship includes a 30-second pre-roll commercial proceeding editorial video and email promotion.

Rate: \$2,130 per month

Sponsored Videos

RT&S will produce a number of videos in 2023. Editorial videos are videos showcasing a jobsite or individual in the rail industry. The two- to three-minute pieces will feature transit and rail projects currently taking place in North America or will consist of interviews with executives in the transit or rail industry. Sponsorship includes a 30-second pre-roll commercial proceeding editorial video and email promotion.

Promotional Videos

Promotional videos are contributed videos by advertisers that feature a product or service in action. Communicate your message through an engaging video hosted on our website and promoted via email.

PRINT RATES

1 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$11,948	\$11,551	\$11,126	\$10,760	\$10,431	\$10,193	\$9,946
2 Color	\$9,356	\$8,960	\$8,535	\$8,170	\$7,841	\$7,602	\$7,356
B&W	\$8,222	\$7,827	\$7,400	\$7,034	\$6,706	\$6,466	\$6,221

2/3 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$10,169	\$9,790	\$9,379	\$9,029	\$8,722	\$8,535	\$8,393
2 Color	\$7,579	\$7,198	\$6,788	\$6,436	\$6,130	\$5,943	\$5,801
B&W	\$6,445	\$6,063	\$5,652	\$5,302	\$4,995	\$5,705	\$4,668

1/2 Island	1X	3X	6X	9X	12X	18X	24X
4 Color	\$9,527	\$9,236	\$8,916	\$8,648	\$8,438	\$8,295	\$8,139
2 Color	\$6,938	\$6,646	\$6,324	\$6,056	\$5,847	\$5,705	\$5,549
B&W	\$5,802	\$5,511	\$5,189	\$4,921	\$4,711	\$4,569	\$4,413

1/2 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$8,661	\$8,445	\$8,102	\$7,863	\$7,743	\$7,609	\$7,423
2 Color	\$6,072	\$5,854	\$5,511	\$5,271	\$5,153	\$5,018	\$4,831
B&W	\$4,936	\$4,719	\$4,375	\$4,137	\$4,018	\$3,883	\$3,696

1/3 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$7,685	\$7,407	\$7,131	\$6,914	\$6,765	\$6,675	\$6,608
2 Color	\$5,092	\$4,817	\$4,541	\$4,323	\$4,174	\$4,084	\$4,018
B&W	\$3,958	\$3,682	\$3,405	\$3,189	\$3,038	\$2,950	\$2,882

1/4 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$6,788	\$6,601	\$6,392	\$6,206	\$6,079	\$6,034	\$5,967
2 Color	\$4,196	\$4,010	\$3,801	\$3,615	\$3,487	\$3,442	\$3,375
B&W	\$3,061	\$2,875	\$2,666	\$2,479	\$2,352	\$2,307	\$2,240

COVERS (4-COLOR INCLUDED)

	1X	3X	6X	9X	12X	18X	24X
2 nd	\$12,199	\$11,832	\$11,294	\$11,064	\$10,857	\$10,547	\$10,217
3 rd	\$11,812	\$11,459	\$10,950	\$10,741	\$10,547	\$10,210	\$10,196
4 th	\$12,537	\$12,213	\$11,933	\$11,552	\$11,201	\$10,884	\$10,519

Color	Matched Colors	4-Color Process	Metallic Color
\$1,002	\$1,508	\$3,287	\$1,752
\$1,528	\$2,240	\$5,243	\$3,235

TIP-IN CHARGES

Tip-in: \$1,436

Special hand tipping: consult publisher

CLASSIFIED ADS AND PROFESSIONAL CARDS

Per unit (3.5-in. wide x 1-in. deep) \$195. Payment must accompany order. Classified advertisements exceeding dimensions of 1/4 page are charged at the nearest display rate. Color \$50 per insertion extra.

INSERTS

Consult publisher for rates and quantity

BLEED

No charge

DIGITAL RATES

WEBSITE RUN-OF-SITE BANNERS

Above the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$3,377	\$3,048	\$2,719	\$2,390	\$2,061

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$2,965	\$2,636	\$2,307	\$1,977	\$1,701

WEBSITE CHANNEL SPONSORSHIP

(2) 728x90 and (2) 300x250

1 month	3 months	6 months	9 months	12 months
\$6,260	\$5,930	\$5,601	\$5,272	\$4,942

RT&S ENGINEERING NEWS RAIL GROUP NEWS

468x60 Full Banner
\$2,174

468x60 Full Banner
\$3,142

160x600 Skyscraper
\$3,986

160x600 Skyscraper
\$4,526

728x90 Leaderboard
\$6,796

728x90 Leaderboard
\$6,656

INNOVATIONS

\$906

Mechanical Requirements

TRIM SIZE

Railway Track & Structures is printed offset trimmed to 8 in. x 10 7/8 in. (203mm x 276mm).

BINDING

Railway Track & Structures is saddle stitched. Consult publisher in advance for binding instructions on all inserts furnished by advertiser.

ADVERTISING SPACE SIZES

Space Unit	WIDTH		HEIGHT	
	Inches	(mm)	Inches	(mm)
1 page	7	(178)	10	(254)
2/3 page (vertical)	4 1/2	(114)	10	(254)
1/2 page (island)	4 1/2	(114)	7 1/2	(190)
1/2 page (vertical)	3 7/16	(87)	10	(254)
1/2 page (horizontal)	7	(178)	4 15/16	(126)
1/3 page (vertical)	2 1/4	(57)	10	(254)
1/3 page (square)	4 1/2	(114)	4 7/8	(124)
1/3 page (horizontal)	7	(178)	3 1/4	(82)
1/4 page (vertical)	3 7/16	(87)	4 15/16	(126)
1/4 page (horizontal)	7	(178)	2 7/16	(62)

BLEED SIZES

	Inches	(mm)
Single pages	8 1/8 x 11 1/8	(206 x 283)
Spread pages	16 1/4 x 11 1/8	(413 x 283)

PRINT SPECIFICATIONS

Preferred file format: CMYK PDF at 300 dpi; file should be at the exact ad size

Alternative file formats accepted: TIFF, EPS or JPEG at 300 dpi to size; CMYK only

Submit print ads to Mary Conyers at mconyers@sbpub.com.

Contact Production Department for shipping instructions on furnished inserts. Phone: (212) 620-7250; Fax: (212) 633-1863; Email: mconyers@sbpub.com

INDUSTRY MARKETING RATES AND DISCOUNTS

1. Combined Frequency Rates: Space in Railway Track & Structures, Railway Age and International Railway Journal may be combined in determining the yearly rate. For example, six insertions in Railway Track & Structures and six insertions in Railway Age earn the 12-time rate in each.

2. Frequency Page Rates: Rates are based on the number of insertions contracted for and used within a 12-month period from date of first insertion. Each page or fractional page counts as an insertion. Thus, a spread is figured as two insertions. Six 1/2-page advertisements and six full-page advertisements all earn the 12-time rate.

GENERAL AND CONTRACT REGULATIONS

1. Publisher's Protective Clause: All advertising must be germane to the railroad field. Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit.

No conditions, printed or otherwise, appearing on space order billing or copy instruction that conflict with the publisher's policies will be binding on the publisher.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Two or more independent advertisers are not permitted to use space under the same contract. Individual members of an association cannot bulk their company space with that of an association to earn a bulk rate for themselves.

2. Agency Commissions: Agency commission is 15% to recognized agencies on space, color and position, if paid within 30 days. Insert back-up and tip-in not commissionable.

3. Short Rates and Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

4. Cancellations: No cancellations accepted after space closing date.

5. Typographical Errors: Advertisers are responsible for the approval of all materials, whether the advertisement is created by the advertiser, a third party, or Simmons-Boardman Publishing. No refunds will be issued for incorrect spelling, grammar, or other typographical errors.

Website Submission Instructions

Materials should be submitted to the salesperson and Leia Sills (lsills@sbsub.com) a minimum of five business days prior to start of scheduled run.

File Specifications

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1 MB.
- Advertiser must include the click-through URL that the banner should link to.

Third-Party Tags

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a zip file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put click-through macros and cachebusting macros within your tags. We use Google Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

HTML5 Requirements for Google Ad Manager

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90 .
- Please follow all of the guidelines as specified by Google Ad Manager at the following link: <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: ``
- Please inform us of the click-through URL to be used by the creative.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

Limitations of HTML5 creatives in Ad Manager:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

Email Newsletter Banner Submission Requirements

Dimensions

- Leaderboard: 728x90 pixels
- Skyscraper: 160x600 pixels
- Full Banner: 468x60 pixels

Submission Requirements

- All ad files must be under 45 KB.
- Accepted formats: JPEG, GIF, PNG.
- Animated GIFs: If you are providing an animated GIF, please provide a static version of the banner for email clients that do not support animated GIFs. The first frame of all animated GIFs should contain all pertinent branding and info.
- Submit the URL the ad should link to.
- Submit ad materials to your sales representative and Leia Sills (lsills@sbsub.com) a minimum of five business days prior to start of schedule.

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