

2008 ADVERTISING RATES



Black and White

	1x	3x	6x	9x	12x	18x	24x
Page	\$4,920	\$4,680	\$4,425	\$4,210	\$4,010	\$3,870	\$3,720
2/3	3,855	3,625	3,380	3,170	2,990	2,875	2,790
1/2 Isl.	3,470	3,300	3,105	2,940	2,820	2,735	2,640
1/2	2,950	2,795	2,620	2,475	2,400	2,325	2,215
1/3	2,365	2,205	2,040	1,910	1,815	1,770	1,725
1/4	1,830	1,720	1,595	1,485	1,405	1,380	1,340
1/6	1,545	1,475	1,390	1,355	1,315	1,250	1,225

Color

Standard AAAA (red, orange, blue, yellow, green)	
Per page, extra.....	\$700
2-page spread, extra	\$1,070

Matched Colors

Per page, extra.....	\$1,055
2-page spread, extra.....	\$1,565

4-Color Process

Per page, extra.....	\$2,295
2-page spread, extra.....	\$3,665

Metallic color

Per page, extra.....	\$1,220
2-page spread, extra.....	\$2,260

Bleed

No charge.

Covers (4-color included)

	1x	3x	6x	9x	12x	18x	24x
2ND	\$7,590	\$7,365	\$7,025	\$6,885	\$6,755	\$6,560	\$6,360
3RD	7,350	7,130	6,815	6,685	6,560	6,350	6,340
4TH	7,800	7,600	7,425	7,190	6,970	6,775	6,540

Special Positions

Earned space rate plus 10%.

Classified Ads and Professional Cards

Per unit (3 3/8-in. wide x 1-in. deep) \$180; 12 consecutive insertions in one year, \$1,745. Payment must accompany order. Classified advertisements exceeding dimensions of 1/4 page are charged at the nearest display rate.

Inserts

Consult publisher for rates and quantity.

Back-up charges:

1 Page.....	\$780
2 Pages.....	\$950

Tip-in charges:

Tip-in.....	\$925
Special hand tipping.....	consult publisher

General Information

Industry Marketing Rates and Discounts

1. Combination Discount:

Advertisers using both *Railway Track & Structures* and *Railway Age* will be entitled to the *Railway Track & Structures* black and white space rate for advertising placed in *Railway Age*. Advertising must relate to the same product line and must run concurrently or consecutively in issues of both *Railway Track & Structures* and *Railway Age*. This rate applies only to space rates and does not apply to other charges, such as color, premium position, etc.

2. 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.

3. 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 each 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 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 charges are 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 closing date for space.

Forwarding Instructions

Send all copy and insertion orders to:

Production Department,
 Railway Track & Structures,
 345 Hudson Street, 12th Floor
 New York, NY 10014.
 (212) 620-7249 Fax (212) 633-1863.