

RT&S

RAILWAY TRACK AND STRUCTURES



2019 **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
maintenance and construction
information source for 115
years***



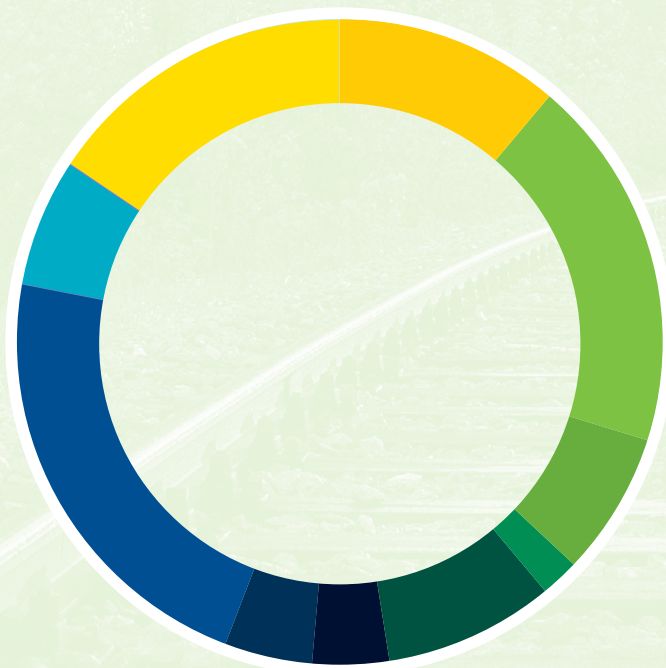
RAILROADS AND SUPPLIERS, A VIRTUOUS CIRCLE

Railroads Invest; The Supply Industry Reaps The Rewards

North America's freight railroads reinvest about 20% of their revenues into plant and equipment, a far higher percentage than most other industries. For suppliers, this translates into an annual market worth more than \$30 billion. In fact, since partial deregulation in 1980 under the Staggers Rail Act, the railroads have poured more than \$600 billion in private capital into roadway and structures, cars and locomotives and the shops to maintain them, signaling and communications, and information technology—all of it for the purpose of being competitive, safe and productive, and to expand. Add to that figure even more billions for regular maintenance and repairs. Then there are the passenger railroads—commuter/regional, intercity, rapid transit light rail. They depend

upon a continuous flow of public funds for investments in new systems, new equipment and expansion. Demand for passenger rail is growing, and the public is willing to invest the billions required to sustain it. All this adds up to a market for suppliers worth more than \$50 billion annually.

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 115 years, reporting on the advancements and methods that push the industry toward greater efficiencies.



HOW RAILROADS INVEST

- **4.0%** Grading
- **4.5%** Bridges, Trestles & Culverts
- **22.2%** Locomotives
- **6.4%** Freight Cars
- **15.3%** All Other Road & Equipment
- **11.3%** Ties
- **18.5%** Rail & Other Track Material
- **7.4%** Ballast
- **1.7%** Communications Systems
- **8.7%** Signals & Interlockers

BRAND COMMUNITY

The Voice of the Rail Engineering and M/W 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



EVENTS

- Conferences
- Webinars



SERVICES

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



SOCIAL MEDIA

- LinkedIn
- Twitter
- Facebook

EDITORIAL CALENDAR

January

- Rail-Flaw Detection
- Vegetation Management
- M/W Challenges
- TTCI R&D: Facility for Accelerated Service Testing Program Update

February

- 2019 Engineering Capital Forecast
- Rail Grinding
- Winter Challenges
- TTCI R&D: Composite Tie Testing Program Update

March

- Ballast Maintenance
- Shortline M/W
- NRC Conference Report
- TTCI R&D: Revenue Service Tests of Special Trackwork
- **Bonus Distribution:** Railroad Day on Capitol Hill; March 2019; ASLRRA 2019 Connections; April 6-9; Orlando, Fla.

April

- Material Handling Systems
- Bridge Maintenance
- M/W Challenges: Light Rail
- TTCI R&D: Neural Network Analysis for Rail-Flaw Prediction
- **Bonus Distribution:** Railway Age/RT&S Light Rail; TBD

May

- State of the NRC
- NRC Awards: Large Project of the Year
- NRC Awards: Small Project of the Year
- TTCI R&D: Fatigue Crack Growth in Rail: Simulation and Full-Scale Laboratory Tests
- **Special Issue:** NRC Directory and Transit Buyer's Guide

June

- Grade-Crossing Surfaces
- Transit M/W
- Derailment Services
- TTCI R&D: Fitness for Service Assessments for Railway Bridges
- **Bonus Distribution:** Railway Age Rail Insights; June 2019

2020 TRACK BUYER'S GUIDE

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

BONUS DISTRIBUTION

at relevant conferences and exhibitions.

Space Reservations:
12/2/19

Material Deadline:
12/10/19



EDITORIAL CALENDAR

July

- Fastening Systems
- Special Trackwork
- M/W Challenges
- TTCI R&D: Automated Gauge-Face Lubrication

August

- Equipment Trends
- Ballast Maintenance
- Rail Welding
- TTCI R&D: Big Data Predictive Analytics for Railway Infrastructure Assessments
- **Special Issue:** Railway Interchange Product Preview

September

- Interview with AREMA President
- Bridge Maintenance
- Safety
- TTCI R&D: Steel Railway Bridge Tests at TTCI
- **Bonus Distribution:** Railway Interchange; Sept. 22-25; Minneapolis, Minn.

October

- Crossties
- Ditching and Drainage
- M/W Challenges
- TTCI R&D: Effects of Moisture on Degraded Ballast
- **Bonus Distribution:** 101st Annual Railway Tie Association Symposium and Technical Conference; Oct. 15-18; Tucson, Ariz.

November

- Track Inspection
- Yards and Terminals
- Smarter Construction
- TTCI R&D: Technology-Driven Train Inspection
- **Special Issue:** Technology Issue

December

- Hand-Held Tools
- Friction Management
- Switch Stands/Machines
- TTCI R&D: Revenue Service Testing Program Update
- **Bonus Distribution:** NRC Conference & NRC-REMSA Exhibition; Jan. 5-8, 2020; San Diego, Calif.

CLOSING DATES

January: 12/14/18
February: 1/14/19
March: 2/15/19
April: 3/15/19
May: 4/15/19
June: 5/13/19
July: 6/14/19
August: 7/15/19
September: 8/15/19
October: 9/16/19
November: 10/15/19
December: 11/15/19

AD MATERIAL DATES

January: 12/26/18
February: 1/22/19
March: 2/22/19
April: 3/22/19
May: 4/22/19
June: 5/20/19
July: 6/21/19
August: 7/22/19
September: 8/22/19
October: 9/23/19
November: 10/21/19
December: 11/22/19

EXPANSIVE REACH TO RAIL ENGINEERING AND M/W 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 115-year history of reporting the tools, technology and trends in the engineering and maintenance-of-way fields.

35,000 Readers Per Issue

According to a readership study, Railway Track & Structures averages 3.5 readers per copy. With a totaled qualified circulation of 9,862, RT&S reaches a total monthly audience of 35,000 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. Verified™ Audit Circulation, June 2017
2. 2018 Railway Track & Structures Readership Survey
3. Google Analytics, Updated April 2018

RT&S WEBSITE

The Rail Engineering and M/W 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.

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

210,000
SESSIONS PER YEAR

320,000
PAGE VIEWS ANNUALLY

125,000
USERS



www.rtands.com

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

RUN-OF-SITE BANNERS

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



RUN-OF-SITE ROTATING BANNERS

Above the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$2,695	\$2,432	\$2,169	\$1,906	\$1,643

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$2,231	\$1,984	\$1,736	\$1,488	\$1,240

81% SAY RT&S
KEEPS THEM INFORMED
OF NEW INDUSTRY TRENDS

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), 728 x 90 and (2) 300 x 250

1 month	3 months	6 months	9 months	12 months
\$4,994	\$4,731	\$4,468	\$4,205	\$3,942

CHANNELS

News • Freight • Passenger • C&S • Track Structure • Track Maintenance •
Safety/Training • Regulatory

NEWSLETTERS

RT&S Rail Brief

RT&S Rail Brief 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 Rail Brief reaches 20,000 railway engineering professionals.



468x60 Full Banner
\$1,577

160x600 Skyscraper
\$2,891

728x90 Leaderboard
\$4,928

Rail Group News

RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ to 25,000 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.



468 x 60
\$2,300 per month

160 x 600
\$3,285 per month
(only one unit available)

728 x 90
\$4,928 per month
(only one unit available)

Passenger Rail News

Passenger Rail News covers the latest developments in passenger transit services and infrastructure. With news coverage from Railway Age, IRJ and RT&S every Wednesday, this new newsletter delivers business-critical information and market analysis on light rail, rapid transit, commuter, and intercity passenger transportation to 22,000 rail professionals.



468 x 60
\$2,108 per month

160 x 600
\$3,012 per month
(only one unit available)

728 x 90
\$4,518 per month
(only one unit available)

Innovations+

This informative email is sent to 18,000 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:
\$657 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 more than 33,000 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 6 months with registration page
- Option to add streaming video of speakers (additional cost)

75% SAY RT&S
KEEPS THEM UP TO DATE ON
ENGINEERING NEWS AND
DEVELOPMENTS

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 33,000 railway professionals.

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

43%
PLAN TO INCREASE
THEIR BUDGETS IN 2019



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 7 days prior to deployment date.
Please email to Kevin Fuhrmann at: kfuhrmann@sbpub.com.

90%
OF SUBSCRIBERS
HAVE PURCHASING
POWER

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 and 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 and banners in our daily newsletter, Rail Group News. 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.



MISSION-CRITICAL COMMUNICATIONS NETWORKS FOR RAILWAY OPERATORS

NETWORK TRANSFORMATION WITH IP/MPLS
APPLICATION NOTE

PRINT RATES

1 Page	1X	3X	6X	9X	12X	18X	24X
4 Color	\$10,031	\$9,698	\$9,341	\$9,034	\$8,758	\$8,558	\$8,351
2 Color	\$7,855	\$7,523	\$7,166	\$6,859	\$6,583	\$6,383	\$6,176
B&W	\$6,903	\$6,571	\$6,213	\$5,905	\$5,630	\$5,429	\$5,223
2/3 Page							
4 Color	\$8,538	\$8,219	\$7,874	\$7,580	\$7,323	\$7,166	\$7,047
2 Color	\$6,363	\$6,043	\$5,699	\$5,403	\$5,147	\$4,990	\$4,871
B&W	\$5,411	\$5,091	\$4,745	\$4,452	\$4,194	\$4,790	\$3,919
1/2 Island							
4 Color	\$7,999	\$7,755	\$7,486	\$7,261	\$7,084	\$6,965	\$6,834
2 Color	\$5,825	\$5,580	\$5,310	\$5,085	\$4,909	\$4,790	\$4,659
B&W	\$4,871	\$4,627	\$4,357	\$4,132	\$3,955	\$3,836	\$3,705
1/2 Page							
4 Color	\$7,272	\$7,090	\$6,802	\$6,602	\$6,501	\$6,389	\$6,232
2 Color	\$5,098	\$4,915	\$4,627	\$4,426	\$4,326	\$4,213	\$4,056
B&W	\$4,144	\$3,962	\$3,673	\$3,473	\$3,373	\$3,260	\$3,103
1/3 Page							
4 Color	\$6,452	\$6,219	\$5,987	\$5,805	\$5,679	\$5,604	\$5,548
2 Color	\$4,275	\$4,044	\$3,812	\$3,630	\$3,505	\$3,428	\$3,373
B&W	\$3,323	\$3,091	\$2,858	\$2,677	\$2,551	\$2,477	\$2,419
1/4 Page							
4 Color	\$5,699	\$5,542	\$5,367	\$5,210	\$5,104	\$5,066	\$5,010
2 Color	\$3,523	\$3,366	\$3,191	\$3,035	\$2,927	\$2,890	\$2,834
B&W	\$2,570	\$2,414	\$2,238	\$2,081	\$1,975	\$1,937	\$1,881

COVERS (4-COLOR INCLUDED)

	1X	3X	6X	9X	12X	18X	24X
2 nd	\$10,242	\$9,934	\$9,482	\$9,289	\$9,115	\$8,855	\$8,578
3 rd	\$9,917	\$9,621	\$9,193	\$9,018	\$8,855	\$8,572	\$8,560
4 th	\$10,525	\$10,254	\$10,019	\$9,699	\$9,404	\$9,138	\$8,832

TIP-IN CHARGES

Tip-in: \$1,206

Special hand tipping: consult publisher

CLASSIFIED ADS

Per unit (3 3/8-in. wide x 1-in. deep) \$230 12 consecutive insertions in one year, \$2,539. 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
\$2,695	\$2,432	\$2,169	\$1,906	\$1,643

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$2,231	\$1,984	\$1,736	\$1,488	\$1,240

WEBSITE CHANNEL SPONSORSHIP

(2), 728x90 and (2) 300x250

1 month	3 months	6 months	9 months	12 months
\$4,994	\$4,731	\$4,468	\$4,205	\$3,942

RT&S RAIL BRIEF

468x60 Full Banner
\$1,577

160x600 Skyscraper
\$2,891

728x90 Leaderboard
\$4,928

RAIL GROUP NEWS

468x60 Full Banner
\$2,300

160x600 Skyscraper
\$3,285

728x90 Leaderboard
\$4,928

PASSENGER RAIL NEWS

468 x 60
\$2,047 per month

160 x 600
\$2,924 per month
(only one unit available)

728 x 90
\$4,386 per month
(only one unit available)

INNOVATIONS

\$657

Mechanical Requirements

TRIM SIZE

Railway Track & Structures is printed offset trimmed to 8 inches x 10 7/8 inches (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 Requirements

Materials should be submitted to the salesperson, Kevin Fuhrmann at kfuhrmann@sbpub.com, and Mary Conyers at mconyers@sbpub.com a minimum of five business days prior to start of schedule.

JPEG/GIF:

- JPEG and GIF files must be below 45K.
- Advertiser must include the clickthrough URL that the banner should link to.

Third Party Tags:

- We accept third party coding.
- Tags must be submitted 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 clickthrough macros and cachebusting macros within your tags. We use Google's DoubleClick for Publishers 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 DoubleClick for Publisher's Support Center.

Flash:

- All Flash banners must be submitted as .SWF files smaller than 150K.
- Shockwave (.SWF) files cannot contain spaces in the names. Please use underscores (_).
- Flash banners must meet Google's DoubleClick for Publishers SWF file requirements. Requirements available at https://support.google.com/dfp_premium/?hl=en
- Submissions must include a getURL action embedded on the topmost layer with the URL set to _level0.clickTAG (case sensitive).
- Flash Player set to a version 6 or higher but not above 9.
- The source .FLA file must be included along with any unusual fonts so we can fix the clickTAG if necessary.
- A backup animated GIF or static JPEG must also be provided for browsers that are not Flash-enabled.
- Rich Media Polite Downloads: Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad. Please follow the IAB recommendations found at <http://www.iab.net>.
- Audio must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads that include sound must be clearly labeled with "play" and "stop" controls.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

Email Newsletter Banner Submission Requirements

- Ads may be in the following formats: JPEG, GIF. NOTE: Certain email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must also include the URL the ad should link to.
- Submit ad materials to your sales representative a minimum of five business days prior to start of schedule.

AL, KY, TN**Jonathan Chalon**

Publisher

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New York, NY 10004
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Fax: (212) 633-1863
jchalon@sbpub.com

**CT, DE, DC, FL, GA, ME, MD, MA,
NH, NJ, NY, NC, OH, PA, RI, SC,
VT, VA, WV, CANADA – QUEBEC
AND EAST, ONTARIO****Jerome Marullo**

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**AR, AK, AZ, CA, CO, IA, ID, IL, IN,
KS, LA, MI, MN, MO, MS, MT, NE,
NM, ND, NV, OK, OR, SD, TX, UT,
WA, WI, WY, CANADA – AB, BC,
MB, SK****Heather Disabato**

Chicago, IL
Tel: (312) 683-5026
Cel: (847) 274-8303
hdisabato@sbpub.com

**FOR ALL AREAS EXCEPT
GERMANY, AUSTRIA, GERMAN-
SPEAKING SWITZERLAND,
EASTERN EUROPE, ITALY,
ITALIAN-SPEAKING
SWITZERLAND, JAPAN AND
NORTH AMERICA****Louise Cooper**

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