

RT&S

RAILWAY TRACK AND STRUCTURES



2026 **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 more than 120 years.

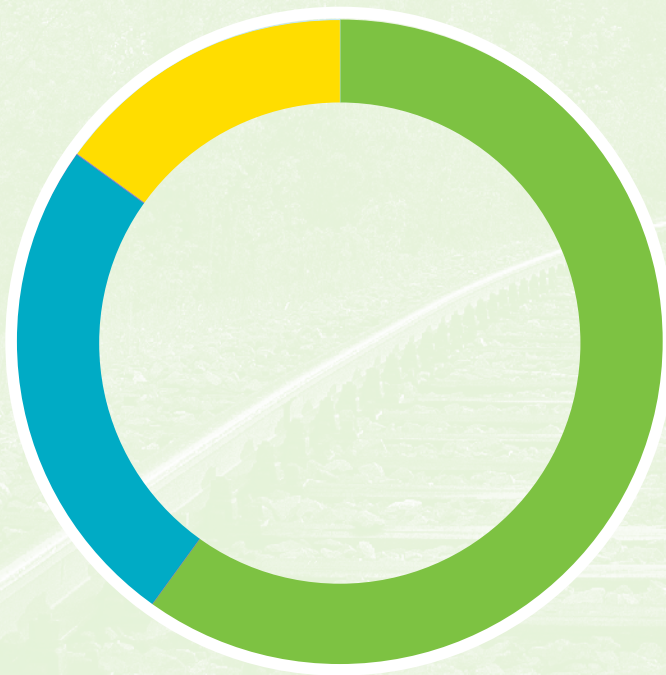
NORTH AMERICA'S RAILWAY INDUSTRY: A \$300 BILLION MARKET

World-class Transportation: Safe, Sustainable, Technologically Advanced

North America's railways will soon mark their 200th year as an essential industry providing vital transportation services for a growing, evolving global economy. Since 1827, when the first "iron horses" began moving freight and passengers, 21st century railways have provided the safest, most sustainable mode of transportation. To remain essential and strong, our privately owned and financed freight railroads reinvest an average of 20% of their revenues into plant and equipment—far more than many other industries—sustaining a market worth \$200 billion annually. Since partial deregulation in 1980, they 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. This investment ensures they are competitive, safe and productive, and enables capacity grow as service demand increases. Passenger railways—commuter/

regional, intercity, rapid transit, light rail and high-performance—leverage a combination of public and private funds for investments in state-of-good repair, new equipment and expansion. This market, with government support, was \$100 billion in 2025. Combined, North American freight and passenger railway markets now represent a \$300 billion opportunity for suppliers, contractors and consultants.

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 more than 120 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

- **Vendor Spotlight:** Rail-Flaw Detection
- **Vendor Spotlight:** Tie Handling, Placement, Plugging, and Removal Equipment
- WRI—Wheel-Rail Interface Conference Presentation (WRI): Noise Outcomes from Grinding and Milling
- NRC Chairman’s Column
- TTC Operated by ENSCO
- Use of LiDAR Among Class Is and Short Lines

FEBRUARY

- **Vendor Spotlight:** Rail Grinding and Milling
- **Vendor Spotlight:** Vegetation Management
- WRI: Measuring the Impact of Grinding on Wheel Wear
- RT&S Primer: Switch Point Inspection & Wheel Climb Derailment Prevention
- MxV Rail Research & Development
- Digital Twin Technology: How Does It Work?

MARCH

- Engineering Perspectives: Interview with leading CEOs of engineering companies
- **Vendor Spotlight:** Ballast Maintenance
- WRI: Engineering Solutions to Mitigate Track Buckling on Viamobilidad, Sao Paulo's High-Density Commuter Rail Line
- NRC Chairman’s Column
- TTC Operated by ENSCO
- **Bonus Distribution:** ASLRRA Annual Conference & Exhibition, April 12-14, Minneapolis, Minn.

APRIL

- RT&S Young Engineers Under 40 (Recognizing Top Young Engineers in the Industry)
- **Vendor Spotlight:** Material Handling Systems
- **Vendor Spotlight:** Cybersecurity and Rail Infrastructure
- WRI: Mitigating Derailment Risk at Switch Points and Guard Rails
- MxV Rail Research & Development

MAY

- **Vendor Spotlight:** Track Geometry/Track Inspections
- **Vendor Spotlight:** Fastening Systems
- WRI: Analytical Assessment of the Effects of Locomotive Wheel Flange Lubricators
- NRC Chairman’s Column
- TTC Operated by ENSCO
- Rise of AI: Implementing Artificial Intelligence in MoW
- **Bonus Distribution:** Railway Interchange, June 2-4, Omaha, Neb.; WRI Heavy Haul Conference, TBD

JUNE

- RT&S Top Projects (Recognizing rail infrastructure projects across North America)
- **Vendor Spotlight:** Grade Crossing Surfaces and CNS Systems
- WRI: Extending Rail Life in Heavy Haul Railroads: The Role of Elastic Components in Track Performance
- MxV Rail Research & Development
- RT&S Primer

MONTHLY FEATURES

VENDOR PRODUCT SPOTLIGHTS
feature supplier solutions to work site challenges.

CLOSING DATES

January: 12/12/25
February: 1/13/26
March: 2/13/26
April: 3/13/26
May: 4/14/26
June: 5/12/26
July: 6/14/26
August: 7/14/26
September: 8/14/26
October: 9/15/26
November: 10/15/26
December: 11/13/26

AD MATERIAL DATES

January: 12/19/25
February: 1/21/26
March: 2/20/26
April: 3/20/26
May: 4/21/26
June: 5/19/26
July: 6/22/26
August: 7/21/26
September: 8/21/26
October: 9/22/26
November: 10/21/26
December: 11/20/26

EDITORIAL CALENDAR

JULY

- RT&S Women in Railroad Engineering (Recognizing Top Engineering Women in the Industry)
- **Vendor Spotlight:** Wayside Train Health Monitoring Devices
- WRI: Wheel Rail Interaction: 30 Years of Tears and Cheer
- NRC Chairman's Column
- TTC Operated by ENSCO

AUGUST

- Construction Perspectives: Interviews with leading CEOs of construction companies
- **Vendor Spotlight:** Ballast Maintenance
- **Vendor Spotlight:** Rail Welding
- WRI: Integrating Autonomous Wayside and Vehicle-Bound Measurements into Automated Vehicle-Track Dynamics Digital Twin Simulators For Risk Reduction And Maintenance Planning
- MxV Rail Research & Development

SEPTEMBER

- RT&S Engineer of the Year
- **Vendor Spotlight:** Winter Maintenance
- WRI: L/V Ratios: What Do They Mean?
- NRC Chairman's Column
- TTC Operated by ENSCO
- **Bonus Distribution:** AREMA Annual Conference and Expo

OCTOBER

- **Vendor Spotlight:** Ditching and Drainage
- **Vendor Spotlight:** Railroad Ties
- WRI: Monitoring the Influence of Wheel/Rail-Generated Vibration on Sensitive Lines on Sound Transit
- RT&S Primer
- MxV Rail Research & Development
- Maintaining Infrastructure During Severe Weather
- **Bonus Distribution:** 108th Annual Railway Tie Association Conference, October 19-21, Fort Lauderdale, Fla.

NOVEMBER

- **Vendor Spotlight:** Track Geometry/Track Inspections
- **Vendor Spotlight:** Trucks/Hi-Rail Equipment
- CEO Focus: Interviews with leading CEOs of rail and track suppliers
- WRI: "TEA Nexus" C1: C6 of Train Control, Energy, and Automation
- NRC Chairman's Column
- TTC Operated by ENSCO

DECEMBER

- MoW Year-End Report & 2027 Outlook
- **Vendor Spotlight:** Friction Management
- **Vendor Spotlight:** Safety Equipment
- WRI: Implementation of Guard Rail and Point Asset Inspection Technology to Reduce Risk
- RT&S Primer
- MxV Rail Research & Development
- Electrification of Rail
- **Bonus Distribution:** NRC Conference, TBD

MONTHLY FEATURES

VENDOR SPOTLIGHTS

feature supplier solutions to work site challenges.

2026 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

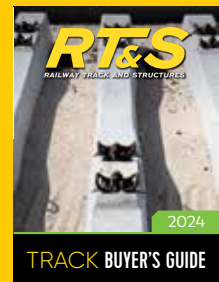
at relevant conferences and exhibitions.

Space Reservations:

12/5/25

Material Deadline:

12/12/25



INDUSTRY AWARDS AND RECOGNITION

Young Engineers Under 40

RT&S will recognize the brightest and most hardworking young professionals in the railroad MoW industry. Our Young Engineers 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 young executives selected will be featured in the **April 2026 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 2026 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 2026 issue of RT&S.**



Engineer of the Year

Railway Track & Structures will bestow one industry leader with the fifth 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 2026 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 120+ year history of reporting the tools, technology and trends in the engineering and Maintenance-of-Way fields.

35,000 Readers Per Issue

According to an RT&S readership study, Railway Track & Structures averages 3.5 readers per copy. With a totaled qualified circulation of 10,745, RT&S reaches a total monthly audience of more than 35,000 railroad engineering professionals.



86% ACT ON ADS OR EDITORIAL IN RT&S



3.5 READERS PER ISSUE OF RT&S



62% ARE ACTIVELY INVOLVED IN PURCHASING DECISIONS



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



93% CONSIDER RT&S IMPORTANT COMPARED TO OTHER INDUSTRY PUBLICATIONS



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



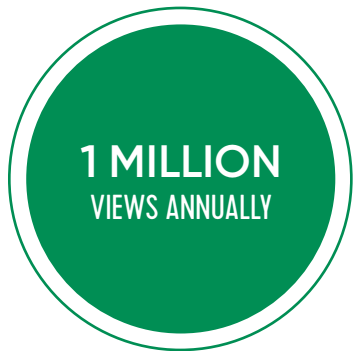
74% OF SUBSCRIBERS READ 4 OUT OF 4 ISSUES

1. 2024 Verified™ Audit Circulation
2. 2023 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.



www.rtands.com

1. 2023 Railway Track & Structures Readership Survey
2. Google Analytics, Updated June 2025

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
\$3,945	\$3,560	\$3,170	\$2,790	\$2,410

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$3,465	\$3,085	\$2,695	\$2,310	\$1,990

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

Rate: \$6,190 per month

CHANNELS

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

NEWSLETTERS

RT&S Engineering News

RT&S Engineering News is a weekly newsletter that 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 19,500 railway engineering professionals.



468x60 Full Banner
\$2,545 per month

160x600 Skyscraper
\$4,655 per month
(only one unit available)

728x90 Leaderboard
\$7,940 per month
(only one unit available)

Rail Group News

RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ to 32,000 email subscribers. This email newsletter offers North American and global news and analysis of the freight and passenger markets. Your advertising message appears approximately 10 business days per month, on an odd/even day execution.



468x60 Full Banner
\$4,110 per month

160x600 Skyscraper
\$5,290 per month
(only one unit available)

728x90 Leaderboard
\$7,780 per month
(only one unit available)

Innovations+

This informative email is sent to 15,000 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:

\$1,060 per month

WEBINARS

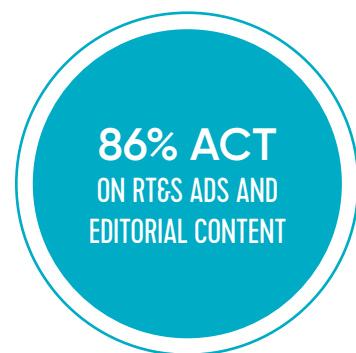
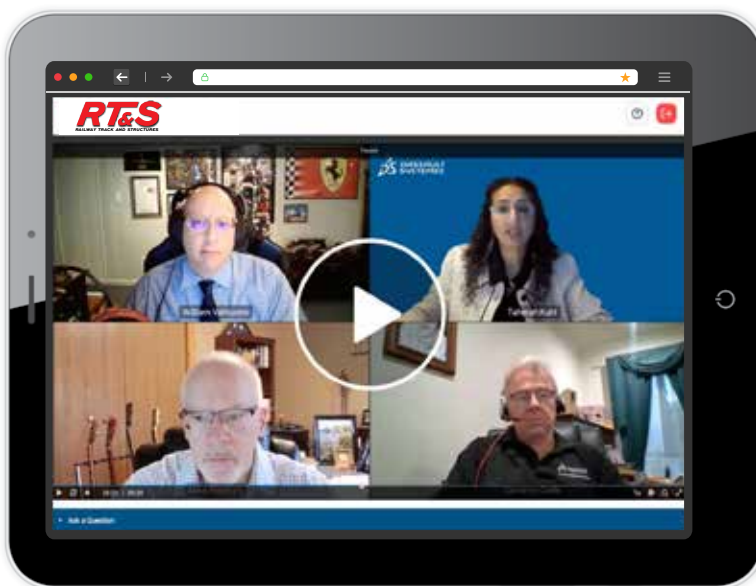
Generate Qualified Leads and Demonstrate Thought Leadership

Demonstrate expertise and thought leadership to the Railway Track & Structures audience with an informative, co-branded webinar. Tailored to your marketing objectives, our professional quality 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:

- Educational webinar on topic of sponsor’s choosing
- Features PowerPoint and high quality streaming video
- Promoted to Railway Track & Structures audience
- Co-branded materials including email invites, registration page, webinar platform, and email confirmations
- Live polling with real-time results
- Interactive Q&A to increase audience engagement
- Railway Age editor serves as moderator
- Expert, turnkey coordination and management of event
- Events resources section offers sponsor opportunity to allow trackable assets for download
- Customizable exit survey
- Hosting of on-demand event for 6 months with lead capture
- Comprehensive event reporting including attendee contact info and engagement metrics



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 or a channel will promote the content.

Promotion Includes:

- Article posted on homepage or channel
- Four run-of-site banners; 728x90 (2) and 300x250 (2)
- Article summary in Rail Group News newsletter with link to landing page one time
- Social media posts
- Lead generation option can be embedded in article

Article Text: Up to 1,500 words; includes links, images

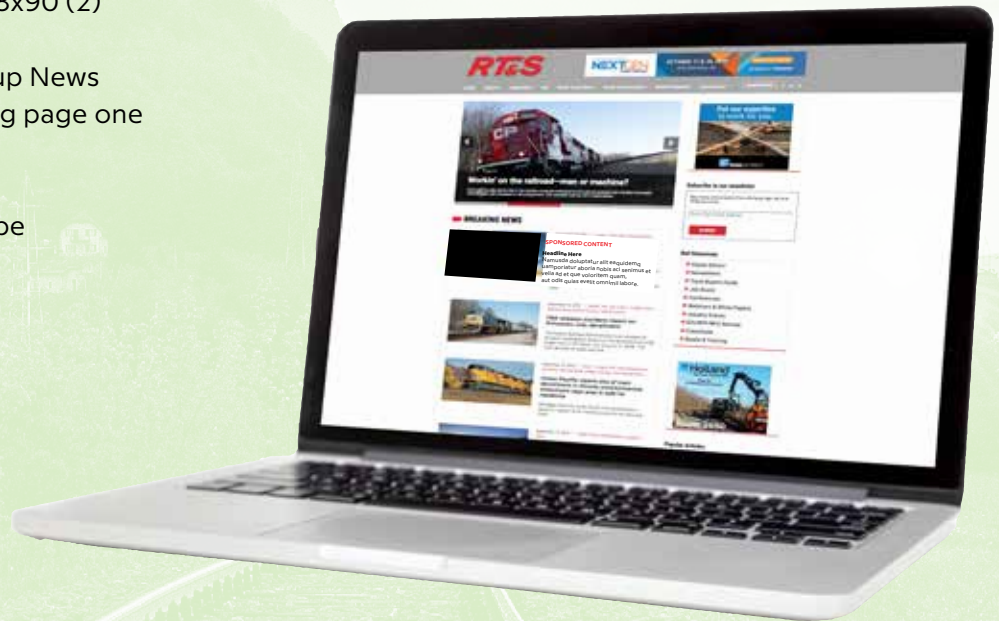
All sponsored content items carry the superscription "Sponsored Content."

Rate: \$7,955 per month

Newsletter Sponsored Content

Sponsored content article of sponsor's choosing runs in RT&S Engineering News, our signature newsletter, four times in a month. A sponsor-supplied title and description of approximately 250 characters links to an article hosted on the advertiser's site.

Rate: \$4,325 per month



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 PAPERS

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: \$6,190/month; two months minimum recommended



MISSION-CRITICAL COMMUNICATIONS NETWORKS FOR RAILWAY OPERATORS

NETWORK TRANSFORMATION WITH IP/MPLS
APPLICATION NOTE

PODCASTS & VIDEOS

Editorial Podcasts: Rail Group on Air

Railway Track & Structures' editorial podcasts—part of the Rail Group On Air podcasts with Railway Age—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 nearly 100,000 plays. The podcast is promoted on the RT&S and Railway Age websites, as well as through direct email.

Rate: \$5,550

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: \$6,945

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	\$13,565	\$13,120	\$12,630	\$12,220	\$11,850	\$11,580	\$11,300
2 Color	\$10,630	\$10,175	\$9,695	\$9,280	\$8,910	\$8,635	\$8,355
B&W	\$9,340	\$8,890	\$8,405	\$7,985	\$7,615	\$7,340	\$7,065
2/3 Page							
4 Color	\$11,550	\$11,120	\$10,655	\$10,255	\$9,905	\$9,700	\$9,535
2 Color	\$8,610	\$8,175	\$7,710	\$7,310	\$6,970	\$6,750	\$6,590
B&W	\$7,320	\$6,885	\$6,415	\$6,025	\$5,675	\$6,480	\$5,300
1/2 Island							
4 Color	\$10,820	\$10,455	\$10,130	\$9,825	\$9,585	\$9,420	\$9,240
2 Color	\$7,880	\$7,550	\$7,180	\$6,880	\$6,640	\$6,480	\$6,300
B&W	\$6,595	\$6,260	\$5,895	\$5,590	\$5,350	\$5,185	\$5,015
1/2 Page							
4 Color	\$9,840	\$9,595	\$9,205	\$8,930	\$8,795	\$8,640	\$8,430
2 Color	\$6,895	\$6,650	\$6,260	\$5,985	\$5,850	\$5,700	\$5,490
B&W	\$5,605	\$5,360	\$4,970	\$4,700	\$4,565	\$4,415	\$4,195
1/3 Page							
4 Color	\$8,730	\$8,415	\$8,100	\$7,850	\$7,685	\$7,580	\$7,510
2 Color	\$5,780	\$5,470	\$5,160	\$4,910	\$4,740	\$4,640	\$4,565
B&W	\$4,495	\$4,185	\$3,870	\$3,625	\$3,450	\$3,355	\$3,270
1/4 Page							
4 Color	\$7,710	\$7,495	\$7,265	\$7,045	\$6,905	\$6,855	\$6,775
2 Color	\$4,765	\$4,555	\$4,315	\$4,105	\$3,955	\$3,910	\$3,830
B&W	\$3,480	\$3,265	\$3,025	\$2,820	\$2,675	\$2,620	\$2,545

COVERS (4-COLOR INCLUDED)

	1X	3X	6X	9X	12X	18X	24X
2 nd	\$13,855	\$13,435	\$12,830	\$12,570	\$12,330	\$11,980	\$11,605
3 rd	\$13,410	\$13,015	\$12,435	\$12,200	\$11,980	\$11,595	\$11,580
4 th	\$14,240	\$13,875	\$13,550	\$13,120	\$12,720	\$12,360	\$11,945

TIP-IN CHARGES

Tip-in: \$1,535 Special hand tipping: consult publisher

CLASSIFIED ADS AND PROFESSIONAL CARDS

Per unit (3.5-in. wide x 1-in. deep) \$205. 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
\$3,945	\$3,560	\$3,170	\$2,790	\$2,410

Below the Fold, 728x90 or 300x250

1 month	3 months	6 months	9 months	12 months
\$3,465	\$3,085	\$2,695	\$2,310	\$1,990

WEBSITE CHANNEL SPONSORSHIP

(2) 728x90 and (2) 300x250

1 month
\$6,190

ENGINEERING NEWS RAIL GROUP NEWS

468x60 Full Banner	468x60 Full Banner
\$2,545	\$4,110

160x600 Skyscraper	160x600 Skyscraper
\$4,655	\$5,290

728x90 Leaderboard	728x90 Leaderboard
\$7,940	\$7,780

INNOVATIONS

\$1,060

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@sbpub.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@sbpub.com) a minimum of five business days prior to start of schedule.

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