



2008
Advertising
Planning
Guide

RailwayAge
www.railwayage.com

2008 Advertising Rates

RATE CARD NO. 108, effective January 1, 2008

BLACK & WHITE

	1x	3x	6x	9x	12x	18x	24x
Page	\$6,155	\$5,900	\$5,660	\$5,450	\$5,090	\$4,855	\$4,625
2/3	4,390	4,270	4,140	3,940	3,745	3,625	3,505
1/2 Island	4,065	3,935	3,750	3,615	3,445	3,320	3,260
1/2	3,370	3,240	3,115	2,990	2,850	2,770	2,700
1/3	2,570	2,490	2,390	2,295	2,215	2,125	2,060
1/4	1,905	1,870	1,810	1,735	1,665	1,610	1,575
1/6	1,630	1,605	1,560	1,470	1,410	1,390	1,360

COLOR

Color Rates Standard AAA (red, orange, blue, yellow, green)

Per page, extra	\$770
2-page spread, extra	\$1,170
1 Matched or PMS color and black	
Per page, extra	\$1,605
2-page spread, extra	\$2,425
4-Color process	
Per page, extra	\$2,490
2-page spread, extra	\$4,110
Metallic color	
Per page, extra	\$1,622
2-page spread, extra	\$2,435

BLEED

No charge

COVERS (4-color included)

	1X	3X	6X	9X	12X	18X	24X
2nd	\$9,320	\$8,975	\$8,490	\$8,055	\$7,900	\$7,685	\$7,500
3rd	9,105	8,800	8,400	7,905	7,725	7,550	7,405
4th	9,670	9,375	8,920	8,385	8,055	7,955	7,830

SPECIAL POSITIONS

Earned space rate plus 10%

CLASSIFIED ADS AND PROFESSIONAL CARDS

Per unit (3 3/8" wide x 1" deep) \$255; 12 consecutive insertions in one year, \$2,300. 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	\$875
2 pages	\$1,115

Tip-in charges:

Tip-in	\$1,100
Special hand tipping	Consult publisher

More companies place more advertising with Simmons-Boardman rail magazines

GENERAL INFORMATION

Industry Marketing Rates and Discounts

1. Combination Discount:

Advertisers using both *Railway Age* and *Railway Track & Structures* 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 Age* and *Railway Track & Structures*. 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 Age*, *Railway Track & Structures* and *International Railway Journal* may be combined in determining the yearly rate. For example, six insertions in *Railway Age* and six insertions in *Railway Track & Structures* 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 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 closing date.

Forwarding Instructions

Send all copy and insertion orders to:

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

2008 Advertising Planning Guide

Issue	Space Closing Date	Material Closing Date	MANAGEMENT, OPERATIONS, SERVICE QUALITY
January Bonus Distribution	12/7/07	12/14/07	Railway Age's Railroader of the Year
February	1/4/08	1/11/08	CN Report Mech C&S M/W IT
March	2/8/08	2/14/08	BNSF Report Mech C&S M/W IT <i>PLUS</i> Running a safer railroad
April Bonus Distribution	3/7/08	3/14/08	Regional and Short Line Railroads of the Year
May Bonus Distribution	4/4/08	4/11/08	CSX Report Mech C&S M/W IT <i>PLUS</i> Training today's railroaders
June	5/9/08	5/16/08	Norfolk Southern Report Mech C&S M/W IT <i>PLUS</i> Guide to Equipment Leasing
July	6/6/08	6/13/08	Midyear Report <i>PLUS</i> 37th Annual Car & Locomotive Repair Direct Mech
August	7/4/08	7/11/08	Union Pacific Report Mech C&S M/W IT <i>PLUS</i> Holding off the reregulators
September Bonus Distribution	8/8/08	8/15/08	RSI Expo Preview Mech C&S <i>PLUS</i> InnoTrans Preview M/W IT
October Bonus Distribution	9/5/08	9/12/08	NAFTA Railway Report Mech C&S M/W IT <i>PLUS</i> 2009 Railroad Financial Desk Book
Special Issue Bonus Distribution	10/10/08	10/17/08	2009 C&S Buyer's Guide Mech C&S M/W IT
November	10/3/08	10/10/08	Canadian Pacific Report Mech C&S M/W IT
December Bonus Distribution	11/7/08	11/14/08	2009 Freight Railroad Outlook Mech C&S M/W IT

Railway Age is the magazine to which the railway industry turns to learn more about events, trends, business strategies, operating practices, and new technologies.

MORE THAN 150 YEARS

2008 Advertising Planning Guide

SUPPLIERS, TECHNOLOGY, RESEARCH & DEVELOPMENT	PASSENGER RAIL	BONUS DISTRIBUTION
<p>How can security be improved? Mech C&S M/W IT</p>	<p>2008 Passenger Rail Outlook</p>	<p><i>Railway Age</i> (in cooperation with AAR, APTA, ASLRRA, & RSI) 2008 Railway Security Forum & Expo, Arlington, Va., Jan. 28-29</p>
<p>Finding faults along the wayside Mech C&S M/W IT <i>PLUS</i> Roller bearing improvements</p>	<p>Toronto</p>	
<p>Putting remote control out on the road <i>PLUS</i> C&S IT Crossies and fasteners: Joined at the rail M/W</p>	<p>2008 Passenger Rail Planner's Guide</p>	
<p>How ECP braking is changing railroading Mech C&S IT</p>	<p>Bold transit engineering</p>	<p>American Short Line & Regional Railroad Association Annual Meeting, San Antonio, Tex., May 4-6 ARM Wheel/Rail Interaction '08, Chicago, May 6-7</p>
<p>PTC: Closer than you think C&S Mech IT</p>	<p>San Francisco</p>	<p>RSSI C&S Exposition, Grapevine, Tex., May 20-22 APTA Rail Conference, San Francisco, June 8-11</p>
<p>Wheel/rail: Small interface, big implications M/W Mech</p>	<p>Commuter DMUs: The untapped option</p>	
<p>How safe are bridges? M/W</p>	<p>Chicago</p>	
<p>Remote health monitoring: How efficient? C&S IT</p>	<p>Amtrak's Northeast Corridor</p>	
<p>High performance track machines M/W How "green" is your railroad? Mech Freight car developments Mech</p>	<p>Diesel light rail: No strings attached</p>	<p>AREMA Conference & REMSA Expo, Salt Lake City, Sept. 21-24 RSI Expo with Outdoor Exhibits, Chicago, Sept. 21-24 APTA International Expo, San Diego, Oct. 4-8 InnoTrans, Berlin, Germany, Sept. 23-26</p>
<p>Reducing grade crossing collisions C&S Mech</p>	<p>Washington, D.C.</p>	<p><i>Railway Age</i> Passenger Trains on Freight Railroads Conference, Washington, D.C., Oct. 21-22 AAR Railroad Treasury/Finance Division Annual Meeting, Tucson, Ariz., Nov. 9-11 IANA Intermodal Expo and NITL Annual Meeting & TransComp, Fort Lauderdale, Fla., Nov. 8-11</p>
<p><i>Railway Age's</i> annual for the Communications & Signaling industry, featuring a directory of suppliers and a description of their products and services</p>		<p>C&S Buyer's Guide will be distributed at all relevant conferences and exhibitions</p>
<p>Integrating yards with main line control <i>PLUS</i> C&S IT Rail welding best practices M/W</p>	<p>Are standardized vehicles a good idea?</p>	
<p>Friction management smooths the right-of-way M/W Mech</p>	<p>Pacific Northwest</p>	<p>NRC/REMSA Conference and Trade Show, Fort Meyers, Fla., Jan. 7-10, 2009</p>

THE MOST EXPERIENCED JOURNALISTS IN THE RAILWAY INDUSTRY

Railway Age readers benefit from the largest, most experienced, most respected editorial staff in the industry, whose cumulative experience totals well over 200 years. Hands-on expertise keeps readers apprised of the latest developments from management, labor, suppliers, government, and Wall Street. **Railway Age** editors go out in the field to report stories where they're happening, when they're happening. Their thorough, balanced reporting and analysis has made **Railway Age** the standard for *all* the industry—freight railroading, passenger railroading, and railway supply. That's why almost 100% of **Railway Age** subscribers personally request the magazine.



WILLIAM C. VANTUONO
Editor

William C. Vantuono

Railway Age's chief editor has been with the magazine since 1992. Mr. Vantuono is well-known to readers for his ground-breaking reports on many of the technological advancements in the railway industry. He is also the author of "All About Railroading," a book for young adults on the railway industry published by Simmons-Boardman Books, Inc.



ANTHONY KRUGLINSKI
Financial Editor

Anthony D. Kruglinski

A widely recognized authority on all areas of railroad finance, Mr. Kruglinski writes our "Financial Edge" column and produces our annual Railroad Financial Desk Book and Guide to Equipment Leasing.



JULIAN WOLINSKY
Contributing Editor

Julian Wolinsky

A veteran journalist who specializes in writing about transportation, primarily rail transit, Mr. Wolinsky's byline has appeared in a number of rail and bus industry publications. Based on the West Coast, he spent many years in broadcast journalism as a television news producer for major outlets in Southern California.



DOUGLAS JOHN BOWEN
Managing Editor

DOUGLAS JOHN BOWEN

Doug Bowen brings a long, distinguished career in journalism to **Railway Age**, including assignments with The Journal of Commerce, CNN/Money, Inbound Logistics, High Speed Transport News, and Intermodal Editor of **Railway Age** (1988 to 1991). He is president of the New Jersey Association of Railroad Passengers.



GREG GORMICK
Contributing Editor

Greg Gormick

A veteran communications and policy analysis consultant to freight railroads, transit agencies, and government, Mr. Gormick is known to a wider audience through his work for The Toronto Star, The Globe & Mail, and the Canadian Broadcasting Corporation.



LARRY KAUFMAN
Contributing Editor

Larry Kaufman

Former transportation editor of Business Week and The Journal of Commerce, Mr. Kaufman has been observing and participating in the railroad industry for nearly 40 years. He has served as head of corporate communications for the AAR, Burlington Northern, and Southern Pacific. More recently, he has been a communications and public policy consultant.



LUTHER S. MILLER
Senior Editorial Consultant

Luther S. Miller

The dean of American transportation journalists, Mr. Miller has been with **Railway Age** since 1958. He served as chief editor from 1966 to 2000. He's known to a wider audience through his articles in Fortune magazine and the Encyclopedia Americana.



ROY H. BLANCHARD
Contributing Editor

Roy H. Blanchard

Mr. Blanchard, whose company provides general management, marketing, and strategic planning support for railroads, contributes feature articles on short line and regional railroads.



JASON H. SEIDL
Contributing Editor

JASON H. SEIDL

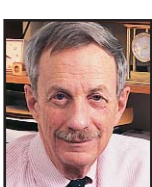
As Vice President-Equity Research at respected Wall Street firm Credit Suisse with responsibility for the Surface Transportation and Airfreight sectors, Jason Seidl lends his unique insights to **Railway Age** through his "Wall Street Watch" columns and other timely editorials. He has been recognized for stock-picking and earnings accuracy by several nationwide analyst surveys.



TOM JUDGE
Engineering Editor

Tom Judge

A veteran railroad trade journalist with experience at the Chicago & North Western (now part of Union Pacific), Mr. Judge is a well-respected authority in the industry. In addition to being engineering editor of **Railway Age**, he is editor of Railway Track & Structures.



WILLIAM D. MIDDLETON
Contributing Editor

William D. Middleton

Widely recognized as one of the world's most authoritative writers on passenger railroads, and the author of numerous books, Mr. Middleton handles regular features illuminating the fast-changing, growing passenger rail scene.



DAVID BRIGINSHAW
International Editor

David Briginshaw

From Simmons-Boardman's offices in Falmouth, England, Mr. Briginshaw keeps our readers abreast of offshore happenings that are of increasing importance in the U.S. He is editor of **Railway Age's** companion publication, *International Railway Journal*.



RON LINDSEY
Contributing Editor

Ron Lindsey

A well-known figure in the C&S field, Mr. Lindsey has spent many years in railroad management and independent consulting. He began his career with IBM in 1970. He subsequently joined the Trustee Staff of the Penn Central bankruptcy and later became Chief Engineer Communications at Conrail and Director of Advanced Train Control at CSX.

What **Railway Age** readers are saying*:

"I enjoy your magazine a great deal." —Terminal Superintendent, Class I

"This magazine helps me stay informed and on top of changes in our industry." —Manager of Track, Short Line

"I use **Railway Age** to keep abreast of changes and innovations in commuter rail." —Director of Human Resources, Passenger/Transit

"Good magazine. I always scan through it and read articles that catch my eye." —Track Supervisor, Class I

"Excellent publication; very informative. I use it and refer my staff to it." —President, Regional Railroad

* Source, April 2006 Ad•Q™ Publisher's Report, Harvey Research.

MECHANICAL REQUIREMENTS

Trim Size

Railway Age is printed offset trimmed to 8 inches x 10 7/8 inches (203mm x 276mm)

Binding

Railway Age is saddle stitched. Consult publisher in advance for binding instructions on all inserts furnished by advertisers.

Advertising Space Sizes

Space Unit	SPACE			
	Width		Depth	
	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)
1/6 page (vertical)	2 1/4	(57)	4 15/16	(126)
1/6 page (horizontal)	7	(178)	1 1/2	(38)

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)

Digital Requirements

Media

ISO9660 CD-ROM or Macintosh formatted Zip disk.
Please include publication name, issue date, name and phone number, contact person, and a printout of the directories on all media supplied.

File Format

PDF is the preferred digital file format.
Other accepted file formats are hi-res 300DPI TIFF, EPS or JPEG

Proofs

Supply a digital proof that matches supplied digital file and is 100% in size.
ALL ADS MUST BE ACCOMPANIED BY A PROOF THAT IS CORRECT FOR COLOR, CONTENT AND SIZE.

Shipping Instructions

Send all ad material for reproduction to: Production Department, Barbara DiGirolamo, *Railway Age*, 345 Hudson Street, 12th Floor, New York, NY 10014. bdigirolamo@sbpub.com.

Contact Production Department for shipping instructions on furnished inserts. (212) 620-7249. Fax (212) 633-1863.

***Railway Age*. Railway management's best information source since 1856.**

The established, experienced leader in bringing together a vital industry and the companies that supply it with nearly \$50 billion worth of equipment, materials, and services annually.

ADVERTISING SALES OFFICES

MAIN OFFICE

Robert P. DeMarco

Publisher (212) 620-7244
345 Hudson St., 12th Floor (212) 633-1863 (Fax)
New York, NY 10014 bdemarco@sbpub.com

**AK, AL, AR, AZ, CA, CO, GA, ID, IN, KY,
LA, MI, MS, MT, NM, NV, OH, OK, OR,
PA (WEST), TN, TX, UT, WA, WY,
CANADA except QUEBEC and EAST**

George S. Sokulski

Associate Publisher (312) 683-5025
20 South Clark Street (312) 683-0131 (Fax)
Suite 2450
Chicago, IL 60603 george@sbpub-chicago.com

IA, IL, KS, MN, MO, ND, NE, SD, WI

Heather Disabato

20 South Clark Street (312) 683-5026
Suite 2450 (312) 683-0131 (Fax)
Chicago, IL 60603 hdisabato@sbpub.com

Peter Sexton

Corporate Marketing Manager (312) 683-5028
20 South Clark Street (312) 683-0131 (Fax)
Suite 2450
Chicago, IL 60603 psexton@sbpub-chicago.com

**CT, DC, DE, FL, MA, MD, ME, NC, NH,
NJ, NY, PA (EAST), RI, SC, VA, VT,
WV, CANADA QUEBEC and EAST**

Mark Connolly

345 Hudson St., 12th Floor (212) 620-7260
New York, NY 10014 (212) 633-1863 (Fax)
mconnolly@sbpub.com

**AUSTRIA, BRITAIN, HUNGARY,
SCANDINAVIA, THE NETHERLANDS, SPAIN,
SLOVENIA, PORTUGAL, GERMANY,
AUSTRALASIA & FAR EAST**

Leo M. Kembery

Hillreed House, 54 Queen St. +44 (0) 1403-260644
Horsham, West Sussex
RH13 5AD +44 (0) 1403-260633 (Fax)
United Kingdom leokembery@railjournal.com

**CZECH REPUBLIC, FRANCE, BELGIUM, SLOVAKIA &
SWITZERLAND (EXCEPT ITALIAN-SPEAKING),
GERMANY**

Donna Edwards

Hillreed House, 54 Queen St. +44 (0) 1403-260644
Horsham, West Sussex
RH13 5AD +44 (0) 1403-260633 (Fax)
United Kingdom de@railjournal.com

**ITALY & ITALIAN-SPEAKING
SWITZERLAND**

Dr. Fabio Potesta

Media Point & Communications SRL
Corte Lambruschini
Corso Buenos Aires +39-010-570-4948
V Piano, Int +39-010-553-0088 (Fax)
16129 Genoa, Italy info@mediapointsrl.it

JAPAN

Katsuhiro Ishii

Ace Media Service, Inc.
12-6 4-Chome,
Nishiiko, Adachi-Ku +81-3-5691-3335
Tokyo 121-0824 +81-3-5691-3336 (Fax)
Japan amkatsu@dream.com

CLASSIFIED, PROFESSIONAL, AND EMPLOYMENT

Diane Okon

20 South Clark Street (312) 683-5022
Suite 2450 (312) 683-0131 (Fax)
Chicago, IL 60603 dokon@sbpub-chicago.com

WEBSITE DIRECTORY

Jeff Sutley

345 Hudson St., 12th Floor 212-620-7233
New York, NY 10014 212-633-1165 (Fax)
jsutley@sbpub.com

RailwayAge

www.railwayage.com



SIMMONS-BOARDMAN
PUBLISHING CORPORATION

345 Hudson Street, New York, NY 10014
Tel.: (212) 620-7200 • Fax: (212) 633-1863
Website: www.railwayage.com