

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.