


# RailwayAge

## 2009 Editorial Planner & Rate Card



# Railway Age 2009

**January** Space closes: 12/8/2008  
Ad material due by: 12/12/2008



- **Railway Age's Railroader of the Year**
- 2009 Passenger Rail Outlook
- Engineering the Northeast Corridor

**BONUS DISTRIBUTION:**

- Railway Age's 2009 Railway Security Forum & Expo, in cooperation with AAR, ASLRRA, RSI and APTA, Arlington, Va., Jan. 27-28

**February** Space reservations: 1/5/2009  
Material deadline: 1/12/2009



- **CREATING CAPACITY through public/private partnerships**
- Managing in-train forces
- Engineering BNSF's Transcon
- New priorities for a new Federal Transit Administration

**May** Space reservations: 4/6/2009  
Material deadline: 4/13/2009




- **CREATING CAPACITY through C&S**
- New York MTA capital plan report
- Engineering New York's subway system
- Managing truck and wheel performance

**BONUS DISTRIBUTION:**

- RSSI 2009 C&S Exposition, Nashville, May 19-20

**June** Space reservations: 5/4/2009  
Material deadline: 5/11/2009



- **Guide to Equipment Leasing**
- Engineering the PRB Joint Line
- Optimizing locomotive tractive effort and rail adhesion
- Passenger power: Locomotives or multiple-units?

**BONUS DISTRIBUTION:**

- APTA Rail Conference, Chicago, June 14-18

**September** Space reservations: 8/10/2009  
Material deadline: 8/17/2009

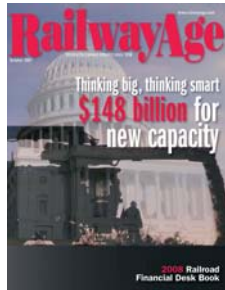


- **CREATING CAPACITY through freight cars and locomotives**
- Engineering Chicago's shared infrastructure
- Transit funding: Thinking outside the Beltway

**BONUS DISTRIBUTION:**

- RSI 2009 Expo, Chicago, Sept. 15-18
- AREMA 2009 Annual Conference & Expo, Chicago, Sept. 20-22
- APTA Annual Meeting, Orlando, Oct. 4-7

**October** Space reservations: 9/7/2009  
Material deadline: 9/14/2009



- **2010 Railroad Financial Desk Book**
- Optimizing train braking performance
- Engineering the intermodal terminal
- Shared-use developments

**BONUS DISTRIBUTION:**

- Railway Age's 16th Annual Passenger Trains on Freight Railroads Conference, Washington D.C., Oct. 19-20
- AAR Treasury/Finance Division Annual Meeting, Rancho Mirage, Calif., Nov. 8-10
- IANA Intermodal Expo and NITL Annual Meeting & Transcomp, Anaheim, Nov. 13-18

## 2009 Advertising Rates

### Black and White

	1x	3x	6x	9x	12x	18x	24x
Page	\$6,370	\$6,105	\$5,860	\$5,640	\$5,270	\$5,025	\$4,790
2/3	4,545	4,420	4,285	4,080	3,875	3,750	3,630
1/2 Isl.	4,205	4,070	3,880	3,740	3,565	3,435	3,375
1/2	3,490	3,355	3,225	3,095	2,950	2,870	2,795
1/3	2,660	2,575	2,475	2,375	2,295	2,200	2,130
1/4	1,970	1,935	1,875	1,795	1,725	1,665	1,630
1/6	1,685	1,660	1,615	1,520	1,460	1,440	1,410

### Color

Standard AAAA (red, orange, blue, yellow, green)  
Per page, extra ..... \$800  
2-page spread, extra ..... \$1,210

### Matched Colors

Per page, extra ..... \$1,660  
2-page spread, extra ..... \$2,510

### 4-Color Process

Per page, extra ..... \$2,575  
2-page spread, extra ..... \$4,255

### Metallic color

Per page, extra ..... \$1,680  
2-page spread, extra ..... \$2,520

### Bleed No charge.

### Covers (4-color included)

	1x	3x	6x	9x	12x	18x	24x
2nd	\$9,645	\$9,290	\$8,790	\$8,335	\$8,175	\$7,955	\$7,760
3rd	9,425	9,110	8,695	8,180	7,995	7,815	7,665
4th	10,010	9,705	9,230	8,680	8,335	8,235	8,105

# Editorial Planner

**March**

Space reservations: 2/9/2009  
Material deadline: 2/16/2009



- **CREATING CAPACITY through coordinated operations**
- **2009 Passenger Rail Planner's Guide**
- **Engineering the classification yard**
- **Railroad and transit security**
- BONUS DISTRIBUTION:**
  - Railway Age/RT&S Creating Capacity Conference, Chicago, March 18-19

**April**

Space reservations: 3/9/2009  
Material deadline: 3/16/2009



- **Short Line and Regional Railroads of the Year**
- **Small-road engineering on a budget**
- **Transit train control: The next generation**
- **What? Bus Rapid Transit?**
- BONUS DISTRIBUTION:**
  - ASLRRA Annual Meeting, Las Vegas, April 28-29
  - APTA International Light Rail Transit Conference, Los Angeles, April 19-22
  - Railway Age/Parsons International Conference on CBTC, Washington D.C., May 4-5

**July**

Space reservations: 6/8/2009  
Material deadline: 6/15/2009



- **38th Annual Car & Locomotive Repair Directory**
- **Midyear Report**
- **Engineering the Meridian Speedway**
- **Amtrak's equipment needs**

**August**

Space reservations: 7/6/2009  
Material deadline: 7/13/2009



- **CREATING CAPACITY through improved track**
- **Managing diesel engine emissions**
- **Innovative transit marketing**
- **Engineering Union Pacific's Sunset Corridor**

**November**

Space reservations: 10/5/2009  
Material deadline: 10/12/2009



- **CREATING CAPACITY through fault detection and health monitoring**
- **Locomotive and car maintenance: Insource or outsource?**
- **Engineering high-speed, high-performance turnouts**
- **Commuter railcars: The next generation**

**December**

Space reservations: 11/9/2009  
Material deadline: 11/16/2009



- **2010 Freight Railroad Outlook**
- **Tank cars, the next generation**
- **Track machines: The next generation**
- **New directions for VIA Rail Canada**
- BONUS DISTRIBUTION:**
  - NRC/REMSA Conference & Trade Show, Palm Desert, Calif., Jan. 6-9, 2010

**C&S Buyers Guide**

Space reservations: 10/12/2009  
Material deadline: 10/19/2009



- **2010 Communications & Signaling Buyer's Guide**
- **Railway Age's annual for the C&S industry, featuring a supplier directory with product and service descriptions.**
- BONUS DISTRIBUTION at all relevant conferences and exhibitions**

## Special Positions

Earned space rate plus 10%.

## Classified Ads and Professional Cards

Per unit (3 3/8-in. wide x 1-in. deep) \$265; 12 consecutive insertions in one year, \$2,380. 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.....\$905  
2 Pages.....\$1,155

## Tip-in charges

Tip-in.....\$1,140  
Special hand tipping.....consult publisher

# 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 advertiser.

## Advertising Space Sizes

Space Unit	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**  
**Simmons-Boardman Publishing**  
**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; email bdigirolamo@sbpub.com.

## 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 space closing date.

### Forwarding Instructions

Send all copy and insertion orders to:

**Production Department**  
**Barbara DiGirolamo**  
**Railway Age**  
**Simmons-Boardman Publishing**  
**345 Hudson Street, 12th Floor**  
**New York, NY 10014**  
**(212) 620-7249; Fax (212) 633-1863**  
**bdigirolamo@sbpub.com**

# Advertising Sales Offices

## MAIN OFFICE

**Robert P. DeMarco**  
Publisher (212) 620-7244  
345 Hudson St., 12th Floor Fax: (212) 633-1863  
New York, NY 10014 [bdemarco@sbpub.com](mailto:rdemarco@sbpub.com)

## AL, AR, IN, KY, LA, MI, MS, OH, OK, PA (WEST), TN, TX

**George S. Sokulski**  
Associate Publisher (312) 683-5025  
20 South Clark Street Fax: (312) 683-0131  
Suite 2450 [gsokulski@sbpub.com](mailto:gsokulski@sbpub.com)  
Chicago, IL 60603

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

**Mark Connolly** (212) 620-7260  
345 Hudson St., 12th Floor Fax: (212) 633-1863  
New York, NY 10014 [mconnolly@sbpub.com](mailto:mconnolly@sbpub.com)

## AK, AZ, CA, CO, IA, ID, IL, KS, MN, MO, MT, NE, NM, ND, NV, OR, SD, UT, WA, WI, WY, CANADA – AB, BC, MB, SK

**Heather Disabato** (312) 683-5026  
20 South Clark Street Fax: (312) 683-0131  
Suite 2450 [hdisabato@sbpub.com](mailto:hdisabato@sbpub.com)  
Chicago, IL 60603

## RESPONSIBLE FOR ADVERTISEMENT SALES IN ALL PARTS OF THE WORLD, EXCEPT ITALY, ITALIAN-SPEAKING SWITZERLAND, JAPAN, AND NORTH AMERICA. SEE THE CONTACTS BELOW FOR THESE AREAS.

**Donna Edwards**  
Advertisement Manager  
Suite K5 & K6  
The Priory, Syresham Gardens Tel: +44 1444 416368  
Haywards Heath, RH16 3LB Fax: +44 1444 458185  
United Kingdom [de@railjournal.co.uk](mailto:de@railjournal.co.uk)

## AUSTRALIA, CZECH REPUBLIC, HONG KONG, INDIA, KOREA, MIDDLE EAST, NETHERLANDS, NEW ZEALAND, RUSSIA, SCANDINAVIA, SOUTH AFRICA, SOUTH AMERICA, SPAIN, WORLDWIDE RECRUITMENT

**Benn Wood**  
International Area Sales Manager  
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Haywards Heath, RH16 3LB Fax: +44 (0) 1444-458185  
United Kingdom [bw@railjournal.co.uk](mailto:bw@railjournal.co.uk)

## ITALY & ITALIAN-SPEAKING SWITZERLAND

**Dr. Fabio Potesta**  
Media Point & Communications SRL  
Corte Lambruschini  
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V Piano, Int 9 +39-10-553-0088 (Fax) 16129  
Genoa, Italy [info@mediapointsrl.it](mailto:info@mediapointsrl.it)

## JAPAN

**Katsuhiro Ishii**  
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12-6 4-Chome, Nishiiko, Adachi-Ku +81-3-5691-3335  
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Japan [amkatsu@dream.com](mailto:amkatsu@dream.com)

## CLASSIFIED, PROFESSIONAL & EMPLOYMENT

**Diane Okon** (312) 683-5022  
20 South Clark Street Fax: (312) 683-0131  
Suite 2450  
Chicago, IL 60603 [dokon@sbpub-chicago.com](mailto:dokon@sbpub-chicago.com)

## WEBSITE DIRECTORY

**Jeff Sutley** (212) 620-7233  
345 Hudson St., 12th Floor Fax: (212) 633-1863  
New York, NY 10014 [jsutley@sbpub.com](mailto:jsutley@sbpub.com)