2012 Ad Planner

Reaching the professional market in M/W and Signal Engineering
The $12 billion spent annually by freight railroads on capital improvements is only a fraction of the total railway market available to suppliers. Add another $14 billion for passenger rail capital spending; factor in more billions for maintenance materials and services and total outlays exceed $50 billion. While safety remains the number one priority, every element of the track structure from crossties, rail, ballast, bridges and switches must work in unison to help railroads operate in a reliable and productive manner.
WHAT ARE RAILROADS BUYING?

**FREIGHT RAILROADS:** Capital expenditures can gauge capacity replenishment and expansion. Roadway and structures spending (track, signals and communications, yards and other fixed facilities) normally consume around 70% of total spending. With traffic bouncing back and the average freight train carrying 3,546 tons, capital expenditures are expected to remain at record levels.

**PASSENGER RAILROADS:** There are more than 80 commuter, heavy rail and light rail systems operating in North America. With gas prices and, more importantly, ridership continuing to increase, products and services to maintain and expand these systems, as well as build new systems will grow in demand.

Growth in spending is growth in buying what YOUR company supplies!

![Graph showing freight and passenger rail capital investments from 2001 to 2011](chart.png)

Source: AAR, APTA
Railroads have been the backbone in the North American supply chain for nearly 200 years. The maintenance and expansion of infrastructure is a must in order to remain the strongest link of the transportation system. With increased federal support and record capital expenditures, railroads are doing their part to advance the industry. Railway Track & Structures, keenly aware of its responsibility as the sole railroad engineering publication in North America, will push for industry vigor and growth.

We seek to become your marketing partner, as well as the trusted provider of railroad engineering news and information. We’re constantly shaping our editorial package to reflect the reality of the industry, while maximizing the impact and response to your advertising sales messages. We don’t just say we’re reliable and credible; we prove it. We exercise critical diligence in audience qualification. We research both factual content and commercial implications of our editorial product, expand media opportunities beyond print to digital and strive to create an editorial environment that encourages and sustains the reputation and value of advertisers’ brands.

That’s what a good partner does.
Make Railway Track & Structures your marketing partner …

your first choice to share experienced journalism and multimedia advertising opportunities … to reach the decision makers.

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**Website**

Current metrics show a steady growth in RT&S home page activity. The site averages more than 12,000 visits a month and more than 39,000 page views.

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**Rail Group News**

Rail Group News is a daily read for 12,000 subscribers. This e-newsletter features news briefs from Railway Track & Structures, Railway Age, and International Railway Journal.

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**Innovations +**

This informative e-mail is sent to 12,000 subscribers each month. Innovations + highlights innovative products, services and technologies. It can be linked to an advertiser’s web page to build brand awareness and generate new leads.

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**Digital Edition**

More than 4,000 railroad engineers subscribe to the digital edition of RT&S, which consistently generates significant response: more than 32,000 average page views per month and 6 minutes, 55 seconds average length of visit!

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**Dedicated Email**

Communicate your message to our audience and reach key decision makers in the rail industry.

---

Impact and response of this magnitude can work for you when you partner with Railway Track & Structures to reach the decision makers in railroad engineering!

You and Railway Track & Structures … working together to build your business.
JANUARY  
Space reservations: Dec. 7  
Material deadline: Dec. 14

- RAIL-FLAW DETECTION
- VEGETATION CONTROL
- NEW ENGLAND RAILROADS FLOOD RECOVERY
- TTCI: EVALUATION OF A TURNTOUT INSPECTION SYSTEM: FACILITY AND METHODS USED

FEBRUARY  
Space reservations: Jan. 6  
Material deadline: Jan. 13

- 2012 RAIL ENGINEERING CAPITAL FORECAST
- WHEEL/RAIL FRICTION MANAGEMENT
- SNOW FIGHTING
- TTCI: INVESTIGATION OF TRACK GEOMETRY DEGRADATION UNDER HEAVY-AXLE-LOADS

MARCH  
Space reservations: Feb. 7  
Material deadline: Feb. 14

- NRC CONFERENCE REPORT
- BALLAST MAINTENANCE
- BRIDGE INSPECTION
- TTCI: FATIGUE EVALUATION OF WELDED STEEL BRIDGE GIRDERS

APRIL  
Space reservations: Mar. 7  
Material deadline: Mar. 14

- MATERIAL HANDLING SYSTEMS
- SHORTLINE M/W
- M/W CHALLENGES
- TTCI: RESIDUAL STRESS MANAGEMENT OF RAIL JOINT BARS

MAY  
Space reservations: Apr.6  
Material deadline: Apr. 13

- NRC DIRECTORY ISSUE
- STATE OF THE NRC
- DITCHING & DRAINAGE
- NRC AWARDS: PROJECT OF THE YEAR
- TTCI: PRELIMINARY EVALUATION HIGH STRENGTH RAIL STEELS AT FAST

JUNE  
Space reservations: May 7  
Material deadline: May 14

- GRADE CROSSING SURFACES
- GRADE CROSSING EQUIPMENT & MATERIALS GUIDE
- ADVANCES IN GRINDING
- M/W CHALLENGES
- TTCI: PERFORMANCE EVALUATION OF IMPROVED STRENGTH CONCRETE TIES AT FAST
### JULY
- Space reservations: June 7
  - Material deadline: June 14
- **Special Trackwork, Turnouts**
- **Rail Welding**
- **Fasteners**
- **TTCI: Performance Evaluation of a Vintage Riveted Steel Deck Plate Girder Under Heavy-Axle-Loads at Fast**

### AUGUST
- Space reservations: July 6
  - Material deadline: July 13
- **M/W Wish List**
- **Ballast Maintenance, Distribution**
- **Create Update: P1 Project**
- **TTCI: Track Substructure Performance Evaluations Using Ground Penetrating Radar**

### SEPTEMBER
- Space reservations: Aug. 8
  - Material deadline: Aug. 15
- **Interview W/AREMA President**
- **Transit M/W**
- **M/W Practices from Abroad**
- **TTCI: Rail Life Extension Through Friction Control and Grinding**

### OCTOBER
- Space reservations: Sept. 7
  - Material deadline: Sept. 14
- **CrossTies**
- **Bridge Maintenance**
- **Track Inspection**
- **TTCI: Development and Evaluation of Improved Welding Methods**

### NOVEMBER
- Space reservations: Oct. 8
  - Material deadline: Oct. 15
- **Switch Stands, Switch Machines**
- **Engineering Yards and Terminals**
- **M/W Challenges**
- **TTCI: Performance Evaluation of a 2nd Generation Hybrid Composite Bridge Span at Fast**

### DECEMBER
- Space reservations: Nov. 7
  - Material deadline: Nov. 14
- **Hand-held Tools**
- **Optimizing the Wheel/Rail Interface**
- **Safety**
- **TTCI: In-Service Evaluation of Improved Insulated Rail Joints**

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**2013 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 all relevant conferences and exhibitions.

**Space reservations:** Oct. 17  
**Material deadline:** Oct. 24

**Bonus Distribution:**
- NRC Conference, Jan. 9-12, 2013, Miami, Fla.
### 2012 Advertising Rates

#### Black and White

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<td>1,375</td>
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</table>

#### Color

- **Standard AAAA** (red, orange, blue, yellow, green)
  - Per page, extra .............................................................................................................. $760
  - 2-page spread, extra ...................................................................................................... $1,160

#### Matched Colors

- Per page, extra .................................................................................................................. $1,145
  - 2-page spread, extra ...................................................................................................... $1,700

#### 4-Color Process

- Per page, extra .................................................................................................................. $2,495
  - 2-page spread, extra ...................................................................................................... $3,980

#### Metallic color

- Per page, extra .................................................................................................................. $1,330
  - 2-page spread, extra ...................................................................................................... $2,455

#### Covers (4-color included)

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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<th>24x</th>
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<td>8,045</td>
<td>7,800</td>
<td>7,580</td>
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</table>

#### Special Positions

Earned space rate plus 10%.

#### Classified Ads and Professional Cards

Per unit (3 3/8-in. wide x 1-in. deep) $185; 12 consecutive insertions in one year, $1,805. 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.

#### Bleed

No charge.
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

<table>
<thead>
<tr>
<th>Space Unit</th>
<th>Width (mm)</th>
<th>Depth (mm)</th>
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</thead>
<tbody>
<tr>
<td>1 page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>2/3 page (vertical)</td>
<td>4 1/2</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page (island)</td>
<td>4 1/2</td>
<td>7 1/2</td>
</tr>
<tr>
<td>1/3 page (vertical)</td>
<td>2 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/3 page (square)</td>
<td>4 1/2</td>
<td>4 7/8</td>
</tr>
<tr>
<td>1/3 page (horizontal)</td>
<td>7</td>
<td>3 1/4</td>
</tr>
<tr>
<td>1/4 page (vertical)</td>
<td>3 7/16</td>
<td>10</td>
</tr>
<tr>
<td>1/4 page (horizontal)</td>
<td>7</td>
<td>2 7/16</td>
</tr>
<tr>
<td>1/6 page (vertical)</td>
<td>2 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/6 page (horizontal)</td>
<td>7</td>
<td>1 1/2</td>
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BLEED SIZES

<table>
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<th>Space Unit</th>
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<th>Depth (mm)</th>
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</thead>
<tbody>
<tr>
<td>Single pages</td>
<td>8 1/8</td>
<td>11 1/8</td>
</tr>
<tr>
<td>Spread pages</td>
<td>16 1/4</td>
<td>11 1/8</td>
</tr>
</tbody>
</table>

INDUSTRY MARKETING RATES AND DISCOUNTS

1. Combination Discount: Advertisers using both Railway Track & Structures and Railway Age 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 run concurrently or consecutively in issues of both Railway Track & Structures and Railway Age. 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 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.

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.

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.

DIGITAL REQUIREMENTS

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

Shipping Instructions
Send all ad material for reproduction to:
Production Department
Mary Conyers
Railway Track & Structures
Simmons-Boardman Publishing
345 Hudson Street, 12th Floor
New York, NY 10014
mconyers@sbpub.com

Contact Production Department for shipping instructions on furnished inserts. (212) 620-7250; Fax (212) 633-1863; e-mail mconyers@sbpub.com
High-Impact Website Advertising Opportunities

Run-of-site Rotating Banners

Online display program throughout the site

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>9 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,900</td>
<td>$1,575/mo.</td>
<td>$1,250/mo.</td>
<td>$1,025/mo.</td>
<td>$800/mo.</td>
</tr>
</tbody>
</table>

This package deal gives you a high level of exposure. It includes three advertising units: Banner, Rectangle and Skyscraper. These units rotate in three positions throughout the site, including the home page.

Non Print Advertisers: $3,000 per month

Month Sponsorship of Rail Group News Landing Page on RTandS.com

Either full banner 468 X 60, or rectangle 300 X 250 banner in news area

Flat rate: sponsorship for one month.

$2,600 per month
Online Slide Show

Sponsorship Includes:
• Either full banner 468 X 60, or rectangle 300 X 250 banner on landing page
• Sponsor’s logo on slide show landing page

Sponsorship: $3,650

Video Sponsorship:

Sponsorship Includes:
• Exclusive 468 X 60 and 300 X 250 banners on video landing page
• 15 second video commercial proceeding editorial video

Flat Rate: $4,550

Webinars

Generate new leads and demonstrate thought leadership through our webinar sponsorship opportunities.

Call for pricing
## Rail Brief: RT&S Weekly Email Newsletter
Reach 8,000+ railway engineering professionals.

<table>
<thead>
<tr>
<th>Format</th>
<th>1 month</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>9 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>468 X 60</td>
<td>$3,500</td>
<td>$2,600/mo.</td>
<td>$2,000/mo.</td>
<td>$1,560/mo.</td>
<td>$1,250/mo.</td>
</tr>
</tbody>
</table>

**160 X 600 Skyscraper**
$3,750 per month

## Rail Group News (RGN) Email Newsletter
Reach a broad audience of rail professionals.

<table>
<thead>
<tr>
<th>Format</th>
<th>1 month</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>9 mo.</th>
<th>12 mo.</th>
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<tbody>
<tr>
<td>220 X 200</td>
<td>$3,500</td>
<td>$2,600/mo.</td>
<td>$2,000/mo.</td>
<td>$1,560/mo.</td>
<td>$1,250/mo.</td>
</tr>
</tbody>
</table>

**728 X 90 Leaderboard**
$3,750 per month

## Innovations+
Monthly $500

This informative e-mail is sent to more than 12,000 subscribers each month. Innovations + highlights innovative products, services and technologies. It can be linked to an advertiser's web page to build brand awareness and generate new leads.
Advertising Sales Office

MAIN OFFICE
Jon Chalon
Publisher
345 Hudson St., 12th Floor
New York, NY 10014
(917) 886-6373
jchalon@sbpub.com

Robert P. DeMarco
Publisher Emeritus
Simmons Boardman
2001 Bragg
Chapel Hill, NC 27517
(212) 620-7244
bdemarco@sbpub.com

AL, AR, IN, KY, LA, MI, MS,
OH, OK, TN, TX
George Sokulski
(312) 683-5025
Chicago, IL 60603
gsokulski@sbpub-chicago.com

CT, DE, DC, FL, GA, ME, MD, MA, NH, NJ, NY, NC, PA,
RI, SC, VT, VA, WV, CANADA – QUEBEC AND EAST,
ONTARIO
Mark Connolly
(212) 620-7260
345 Hudson St., 12th Floor
New York, NY 10014
mconnolly@sbpub.com

AK, AZ, CA, CO, ID, IL, KS, MN, MO, MT,
NE, NM, ND, NV, OR, SD, UT, WA, WI, WY,
CANADA – AB, BC, MB, SK
Heather Disabato
20 South Clark Street
Suite 2450
Chicago, IL 60603
(312) 683-5026
hdisabato@sbpub.com

RESPONSIBLE FOR ADVERTISEMENT SALES IN AL
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
Haywards Heath, RH16 3LB
Tel: +44 1444 416368
Fax: +44 1444 458185
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
Steve Barnes
International Area Sales Manager
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The Priory, Syresham Gardens
Tel: +44 1444 416375
Fax: +44 1444 416376
sales@railjournal.co.uk

ITALY & ITALIAN-SPEAKING
SWITZERLAND
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Corte Lambruschini
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+39-10-553-0088
info@mediapointsl.it

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Fax: +81-3-5691-3336
amkatsu@dream.com

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324 Hudson St, 12th Fl
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(212) 683-1165
cwilson@sbpub.com