

**RAILWAY** 2019  
**INTERCHANGE**™

September 22-25, 2019  
Minneapolis

Official Digital Media Partner

**RAILWAY AGE**

**RT&S** | **IRJ**  
RAILWAY TRACK AND STRUCTURES



**RAILWAY AGE** | **RT&S** | **IRJ**  
RAILWAY TRACK AND STRUCTURES

## Reach Customers Before, During and After Railway Interchange

Railway Interchange has teamed up with Railway Age, Railway Track & Structures (RT&S) and International Railway Journal (IRJ) to offer digital marketing opportunities to reach your core audience. Railway Interchange is the largest railway exhibition and technical conference in North America. Attended by nearly 9,000 rail industry professionals from around the globe, this truly massive event showcases the latest technology, services, and research by members of the Railway Supply Institute (RSI), the Railway Engineering-Maintenance Suppliers Association (REMSA), and Railway Systems Suppliers, Inc. (RSSI). Railway Interchange also features technical presentations and discussions by the American Railway Engineering and Maintenance-of-Way Association (AREMA) and the Coordinated Mechanical Associations (CMA).

As the official digital media partner of Railway Interchange 2019, Railway Age, RT&S and IRJ are offering exclusive opportunities to put your company at the forefront for Railway Interchange attendees before, during and after the conference. As part of this partnership, Railway Age, RT&S and IRJ will also offer exclusive coverage of Railway Interchange not found anywhere else. Leverage the strength of the world's largest, most complete source of railway information and North America's largest railway exhibition and technical conference to reach your customers and prospects.

## Railway Interchange Channel Sponsorship

Reach railroad professionals who turn to Railway Age daily for the latest industry news, including extensive coverage of Railway Interchange 2019 not found anywhere else. Railway Age, RT&S, and IRJ will cover Railway Interchange 2019 pre-show, live from the show floor, and post-show. This coverage will be featured on a special channel on Railway Age dedicated solely to Railway Interchange 2019.

This exclusive channel sponsorship offers high-visibility banner positions integrated into the Railway Age website design and aligned with relevant editorial coverage of Railway Interchange 2019. Banners also rotate on the home page and run-of-site article pages. To extend your reach, an additional banner is featured in the Railway Interchange Update newsletter. In the past, there were nearly 50,000 visits to the Railway Interchange Channel and the site overall has more than 2.5 million visits per year.



*The destination  
for Railway  
Interchange  
coverage*

### Banners:

(2) 728 x 90 and (2) 300 x 250 on website;  
Plus 468 x 60 in Railway Interchange Update newsletter

### Exclusive Channel Sponsorship

\$20,000

### RailwayAge.com Banner Specs

- Banners may be in the following formats: JPEG, GIF, THIRD PARTY TAGS or FLASH.
- JPEG and GIF files must be below 45K.
- FLASH: SWF file must be below 150K. All Flash banners must have the clickthrough link "clickTAG" (case sensitive) embedded on the topmost layer. Include the source .FLA file, any unusual fonts and a backup animated GIF (for browsers that are not Flash-enabled).
- Banners are served by Google DoubleClick for Publishers.
- We accept third party coding. The tags must be in a zipped Text or Excel to ensure no coding is stripped while being transferred. Please include detailed instructions on where to put click macros and cachebusting macros within your tags.
- Advertiser must include the clickthrough URL that the banner should link to.
- Ad materials should be submitted to the salesperson and/or to Kevin Fuhrman at [kfuhrman@sbspub.com](mailto:kfuhrman@sbspub.com).

# Railway Interchange Update

Five editors from *Railway Age*, *RT&S*, and *IRJ* will cover Railway Interchange 2019 pre-show, live from the show floor, and post-show. A newsletter dedicated to this extensive coverage of Railway Age Interchange Update will be sent weekly eight weeks prior to the show and daily from the show floor. The newsletter reaches 30,000 rail professionals.

728 x 90 Leaderboard: \$4,500 per month

160 x 600 Sky Scraper: \$3,100 per month

468x 60 Full Banner: \$2,100 per month

### Specs for Newsletter Banners

- Banners must be in the following formats: JPEG, GIF.
- All files must be under 45 KB.
- Advertiser must also include the URL the banner should link to.
- Ad materials should be submitted to the salesperson and/or to Kevin Fuhrman at [kfuhrman@sbpub.com](mailto:kfuhrman@sbpub.com)

Reach more  
than 30,000  
rail professionals



## Dedicated Email

Leverage the strength of Railway Age, RT&S and IRJ brands as trusted sources for up-to-date railway information. Promote your products and services and drive traffic to your booth through a dedicated email.

### Dedicated Email 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

### Deliverables:

- Subject line - 50 characters max recommended
- Headline and 300-400 words of copy
- Logo - EPS and JPG/GIF/PNG
- 200 x 300 pixel (vertical) or 300x200 pixel (horizontal) image

### Materials Due:

Deliverables are due in full 7 days prior to deployment date.  
Please email to Kevin Fuhrman at [kfuhrman@sbpub.com](mailto:kfuhrman@sbpub.com)

### Custom Email

\$3,000 per email

*The official Railway  
Interchange 2019  
email provider*



## Branded Video Content

Branded video content offers an opportunity for your company to not only extend your reach at Railway Interchange 2019, but also to truly engage with your target audience. Railway Age, IRJ and RT&S will produce professionally filmed one-on-one interviews with our experienced editors at the conference. This is the ideal platform to discuss your company's products, services and vision. Drive traffic to your booth by getting your message out to attendees and letting anyone who missed the show know your brand's story.

Branded video content will be featured both in a channel dedicated to Railway Interchange on the highly visited Railway Age site and a special Railway Interchange newsletter covering highlights from the show floor.



*Engage your audience with professionally produced video content*

### Branded Video Content includes:

- Professionally produced video content featuring interview with an editor from Railway Age, RT&S or IRJ
- Up to five minutes of coverage on topic of your choice
- Feature on Railway Age's site in the Interchange channel
- Promotion in Railway Age's Railway Interchange 2019 newsletter
- Logo overlay on video
- Copy of video for company's use

### Branded Video Content

\$4,000

## Co-branded Webinar

Railway Interchange will be hosting a webinar in conjunction with Railway Age, RT&S and IRJ that will provide a sneak peak at the conference and explore the conference's theme, "Innovation in Rail Technology and Education." The webinar will also feature one Supplier Company and their major new initiatives being launched at the show. A speaker from a key industry association that organizes Railway Interchange will delve into recent technological developments and some of the topics that will be covered at Railway Interchange 2019. The webinar sponsor and a company executive will participate on the webcast will have an opportunity to showcase how their company's product innovation benefits for the rail industry.

The webinar will be promoted to an audience of more than 30,000 railway professionals. All webinar materials are co-branded to align your brand with Railway Age, RT&S, IRJ and Railway Interchange. In addition to a speaking opportunity that serves to demonstrate expertise and thought leadership, this is a great lead generation opportunity. The sponsor receives the full registration details of all webinar registrants.

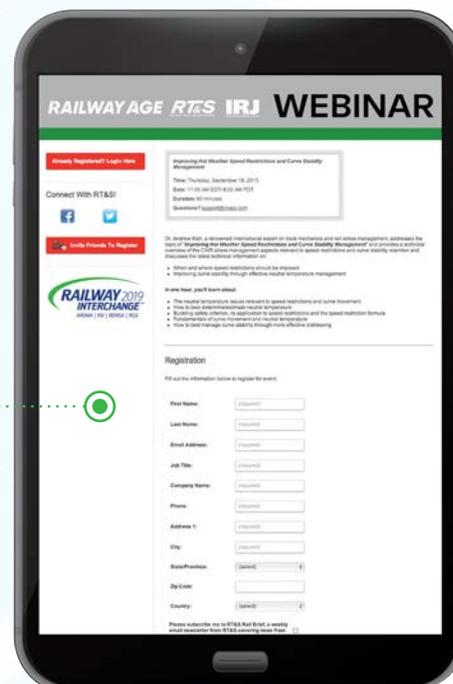
### Deliverables:

- Co-branded email invites, promotion, registration page, webinar interface, and email confirmations
- Synchronized slide presentation with audio
- Railway Age editor to act as moderator
- Live Q&A
- Ability to post assets and links in platform
- Speaker photos and bios
- Live polling with real time results
- Technical support via chat and telephone
- Comprehensive reporting with access to data portal
- Event archive of 6 months with registration page

### Co-branded Webinar

\$12,000

Generate leads  
with a co-branded  
Railway Interchange  
webinar



# Sponsored Content



*Tell your brand story through content marketing*

Tell a powerful story for your brand through content marketing on Railway Age’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 Age’s content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage and the news channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through promotion in a special Railway Interchange newsletter covering highlights from the show floor.

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

**Sponsored Content**  
\$4,500 per month

## Digital Specs

### Website Submission Requirements

Materials should be submitted to the salesperson, Kevin Fuhrman at [kfuhrman@sbsub.com](mailto:kfuhrman@sbsub.com), and Mary Conyers at [mconyers@sbsub.com](mailto:mconyers@sbsub.com) a minimum of five business days prior to start of schedule.

#### **JPEG/GIF:**

- JPEG and GIF files must be below 45K.
- Advertiser must include the clickthrough URL that the banner should link to.

#### **Third Party Tags:**

- We accept third party coding.
- Tags must be submitted 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 clickthrough macros and cachebusting macros within your tags. We use Google's DoubleClick for Publishers 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 DoubleClick for Publisher's Support Center.

#### **Flash:**

- All Flash banners must be submitted as .SWF files smaller than 150K.
- Shockwave (.SWF) files cannot contain spaces in the names. Please use underscores (\_).
- Flash banners must meet Google's DoubleClick for Publishers SWF file requirements. Requirements available at [https://support.google.com/dfp\\_premium/?hl=en](https://support.google.com/dfp_premium/?hl=en)
- Flash Player set to a version 6 or higher but not above 9.
- Submissions must include a getURL action embedded on the topmost layer with the URL set to \_level0.clickTAG (case sensitive).
- The source .FLA file must be included along with any unusual fonts so we can fix the clickTAG if necessary.
- A backup animated GIF or static JPEG must also be provided for browsers that are not Flash-enabled.
- Rich Media Polite Downloads: Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad. Please follow the IAB recommendations found at <http://www.iab.net>.
- Audio must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads that include sound must be clearly labeled with "play" and "stop" controls.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

### Email Newsletter Banner Submission Requirements

- Ads may be in the following formats: JPEG, GIF. NOTE: Certain email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the URL the ad should link to.
- Submit ad materials to your sales representative a minimum of five business days prior to start of schedule.

## Sales Contacts

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