

RAILWAY AGE



MEDIA KIT
2019

RAILWAY AGE

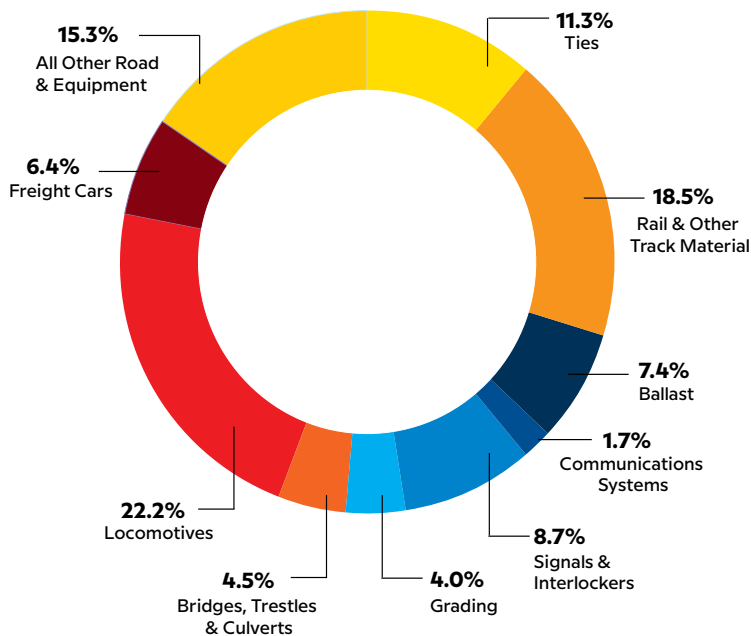
THE RAILWAY AGE BRAND

Railway Age is the resource of choice for nearly 30,000 professionals at the management levels of North American freight and passenger railroads. Our coverage of the fast-moving North American freight railroading and rail transit industry spans the entire industry with an emphasis on technology, operations, strategic planning, marketing, labor and management developments and regulatory challenges. Railway Age seeks to engage, inspire, and provide a voice to the rail industry. Since its inception in 1856, Railway Age has transformed from a magazine into a brand community bringing the rail industry together.



RAILROADS AND SUPPLIERS, A VIRTUOUS CIRCLE

How Railroads Invest



RAILROADS INVEST;

THE SUPPLY INDUSTRY REAPS THE REWARDS

North America's freight railroads reinvest about 20% of their revenues into plant and equipment, a far higher percentage than most other industries. For suppliers, this translates into an annual market worth more than \$30 billion. In fact, since partial deregulation in 1980 under the Staggers Rail Act, the railroads have poured more than \$600 billion in private capital into roadway and structures, cars and locomotives and the shops to maintain them, signaling and communications, and information technology—all of it for the purpose of being competitive, safe and productive, and to expand. Add to that figure even more billions for regular maintenance and repairs. Then there are the passenger railroads—commuter/regional, intercity, rapid transit light rail. They depend upon a continuous flow of public funds for investments in new systems, new equipment and expansion. Demand for passenger rail is growing, and the public is willing to invest the billions required to sustain it. All this adds up to a market for suppliers worth more than \$50 billion annually.

“

Freight railroads have poured more than \$600B in capital dollars into infrastructure and equipment since 1980

”



RAILWAY AGE

MILLIONS OF TOUCHPOINTS



20 MILLION
ANNUAL POINTS
OF CONTACT

28,722
MAGAZINE CIRCULATION

1.85 MILLION
WEBSITE PAGE VIEWS ANNUALLY

90,000
READERS PER COPY

50,000
EMAIL SUBSCRIBERS



Magazine: Buyers Guide, Special Advertising Sections, Industry Guides



Digital: Website, Newsletters, Digital Edition



Events: Conferences, Webinars, Railroader of the Year



Services: Global Rail Tenders, IRJ Pro, Training from Railway Educational Bureau, Books



Social Media: LinkedIn, Twitter, Facebook

READER PROFILE

91% OF READERS

ACT ON ADS OR EDITORIAL IN RAILWAY AGE

75%

ARE ACTIVELY INVOLVED IN PURCHASING DECISIONS

43%

OF SUBSCRIBERS ONLY SUBSCRIBE TO RAILWAY AGE

99%

CONSIDER RAILWAY AGE IMPORTANT COMPARED TO OTHER INDUSTRY PUBLICATIONS

75%

OF SUBSCRIBERS READ EVERY ISSUE

3.1

READERS PER ISSUE OF RAILWAY AGE

89%

LOOK AT THEIR RAILWAY AGE ISSUE MORE THAN ONCE EACH MONTH

50 MINUTES

THE AVERAGE TIME SUBSCRIBERS SPEND READING EACH ISSUE OF RAILWAY AGE

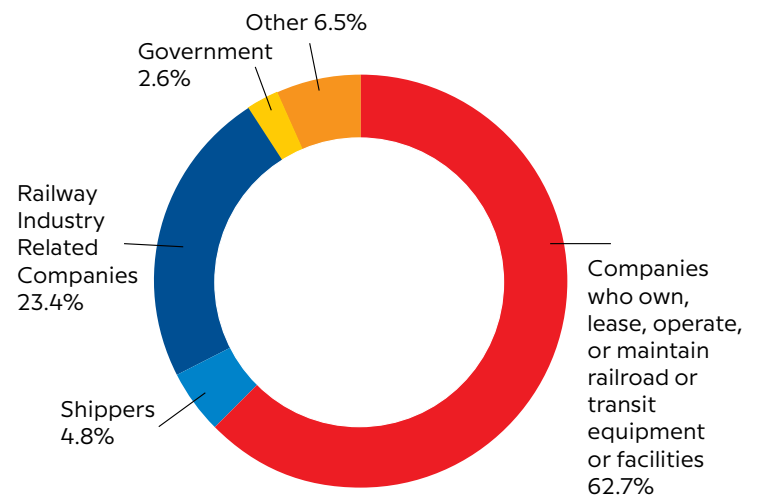
90,000 READERS PER ISSUE

According to a recent study², Railway Age averages 3.1 readers per copy for a total monthly audience of more than 85,000 readers.

EXPANSIVE REACH TO YOUR MARKET

The total qualified circulation of Railway Age is 28,722 of which 18,039 (62.7%) are employed by companies that “own, lease, operate or maintain railroad or transit equipment or facilities,” — a distinct advantage over the other monthly rail publication. This core audience is your primary market for products, services and technology, both freight and passenger rail. With 43% unduplicated readership, this exclusive audience can only be reached through Railway Age.

Subscribers by Industry



1. Verified™ Audit Circulation, June 2016

2. 2017 Railway Age Readership Survey

3. Google Analytics, Updated July 2017

2019 EDITORIAL PLANNER



	Space Reservations	Material Deadline
January <ul style="list-style-type: none"> • Railway Age's 2019 Railroader of the Year • 2019 Passenger Rail Outlook and Car Market At-A-Glance 	Dec. 14	Dec. 26
February <ul style="list-style-type: none"> • Railway Age's Fast Trackers: 10 Rising Industry Stars Under 40 • Technology Focus – Analytics & Big Data: Artificial Intelligence 	Jan. 14	Jan. 22
March <ul style="list-style-type: none"> • Railway Age's Short Line & Regional Railroads of the Year • Technology Focus – M/W: Crossties • Transit-Oriented Development: New York/New Jersey Metropolitan Area Bonus Distribution: ASLRRA Connections Convention, April 6-9, Orlando	Feb. 15	Feb. 22
April <ul style="list-style-type: none"> • Technology Focus –Mechanical: Safety Appliances • Technology Focus – Analytics & Big Data: Safety Improvement Through Predictive Modeling • Transit-Oriented Development: California • Special Legislative Report on the 116th Congress Bonus Distribution: Railroad Day on the Hill, May 8, Washington D.C. Bonus Distribution: Railway Age Light Rail Conference	Mar. 15	Mar. 22
May <ul style="list-style-type: none"> • Commemorative 150th Anniversary Report – May 10, 1869: Union Pacific Drives the Golden Spike • Technology Focus – M/W: Rail Flaw Detection • Technology Focus – C&S: Classification Yard Management • Special Report: Doing Business Internationally 	Apr. 15	Apr. 22
June <ul style="list-style-type: none"> • Railway Age's Guide to Equipment Leasing • Technology Focus – M/W: Track Geometry Measurement • Technology Focus – Analytics & Big Data: Remote Health Monitoring • Transit-Oriented Development: Ontario, Canada Bonus Distribution: APTA Rail Conference, June 23-26, Toronto	May 13	May 20

2019 EDITORIAL PLANNER

	Space Reservations	Material Deadline
July	June 14	June 21
<ul style="list-style-type: none"> • 48th Annual Car & Locomotive Repair Directory • Midyear Report On the State Of The Industry • Technology Focus – M/W: Friction Management 		
August	Jul. 15	Jul. 22
<ul style="list-style-type: none"> • Technology Focus – M/W: Winter Preparedness • Technology Focus – Mechanical: The Locomotive Market 		
September	Aug. 15	Aug. 22
<ul style="list-style-type: none"> • Technology Focus – Mechanical: State-of-the-Art Braking Technologies • Technology Focus – C&S: PTC Progress Report • Technology Focus – Analytics & Big Data: Rolling Stock Asset Management • Technology Focus – Analytics & Big Data: Engineering Asset Management • Transit-Oriented Development: Chicago 		
Bonus Distribution: Railway Interchange, September 25-28, Minneapolis		
October	Sep. 16	Sep. 23
<ul style="list-style-type: none"> • Railway Age's 2020 Railroad Financial Desk Book • Technology Focus – M/W: Ballast Maintenance • Transit-Oriented Development: Philadelphia • Special Report: Inside the Proposal Process 		
Bonus Distribution: Railway Age/Parsons International Conference on Next-Generation Train Control		
November	Oct. 15	Oct. 21
<ul style="list-style-type: none"> • Railway Age's Women in Rail • Technology Focus – C&S: Grade Crossing Warning Devices • Special Report: Recruiting From the Military • Transit-Oriented Development: Montreal, Canada 		
DECEMBER	Nov. 15	Nov. 22
<ul style="list-style-type: none"> • Railway Age's 2020 Freight Rail Outlook • Technology Focus – M/W: Rail Fastening Systems • Technology Focus – Analytics & Big Data: Configuration Management 		
Bonus Distribution: NRC Conference and REMSA Exhibition, January 5-8, 2020, San Diego		



C&S BUYER'S GUIDE 2020 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.

RAILWAY AGE

WEBSITE

1,100,000
SESSIONS PER YEAR

1.85 MILLION
PAGE VIEWS
ANNUALLY

575,000
USERS

155,000
PAGE VIEWS
MONTHLY

80%

SAY RAILWAY AGE IS A
TIMELY SOURCE OF
INDUSTRY NEWS



THE NEWS
DESTINATION FOR
THE RAIL
INDUSTRY

RAILWAY AGE WEBSITE

Reach railroad professionals who turn to Railway Age's site daily for breaking rail news. With high-visibility banner positions integrated into the site design and editorial content, advertisers receive a high level of exposure.

WEBSITE ADVERTISING

RUN-OF-SITE BANNERS

Choose from one of four high-impact advertising units. These units rotate throughout the Railway Age website, including the home page.

Above the Fold, 728 x 90 or 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$3,220	\$2,628	\$2,234	\$1,906	\$1,643

Below the Fold, 728 x 90 or 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$2,628	\$2,169	\$1,840	\$1,577	\$1,314

CHANNEL SPONSORSHIP

Become the exclusive sponsor of one of our channels, dedicated to key topics in the rail industry. Channels allow advertisers to align their messaging with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages. Minimum: 3 months sponsorship

(2), 728 x 90 and (2) 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$7,359	\$6,045	\$5,519	\$4,599	\$3,942



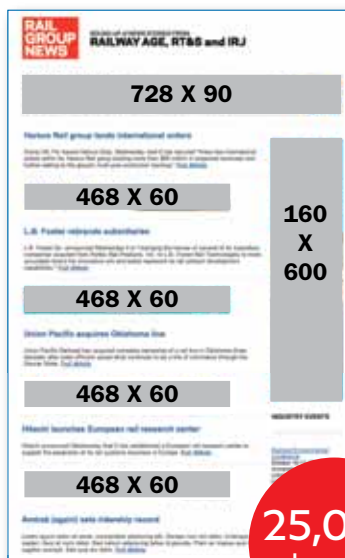
CHANNELS:

- News
- Freight
- Intermodal
- Passenger
- Mechanical
- M/W
- C&S
- Safety
- Finance
- Regulatory

NEWSLETTERS

RAIL GROUP NEWS

News from Railway Age, RT&S and IRJ



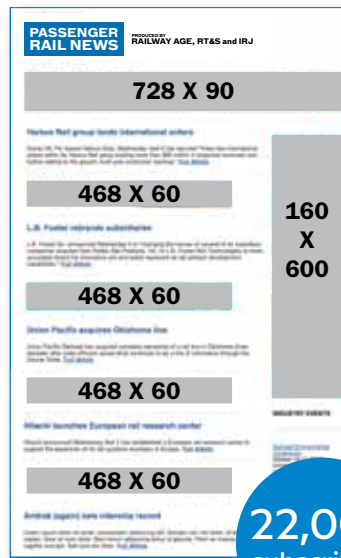
RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ. This email newsletter offers North American and global news and analysis of the freight and passenger markets.

Your advertising message will appear approximately 10 business days per month, on an odd/even day execution.

468 x 60: \$2,300 per month
160 x 600: \$3,285 per month (only one unit available)
728 x 90: \$4,928 per month (only one unit available)

PASSENGER RAIL NEWS

Passenger transit services and infrastructure news



Passenger Rail News covers the latest developments in passenger transit services and infrastructure. With news coverage from Railway Age, IRJ and RT&S every Wednesday, this new newsletter delivers business-critical information and market analysis on light rail, rapid transit, commuter, and regional passenger transportation to 22,000 rail professionals.

468 x 60: \$2,108 per month
160 x 600: \$3,012 per month (only one unit available)
728 x 90: \$4,518 per month (only one unit available)

INNOVATIONS+

Showcases products, services and technologies



This informative email is sent to 18,000 subscribers each month. Innovations+ highlights innovative products, services and technologies. It can be linked to your company's website to build brand awareness and generate new leads.

\$657 per month

Deliverables:

- Image: 220x220 JPEG, GIF, PNG
- Headline: 100-word description of product or service
- Landing page URL

WEBINARS

80%

RELY ON RAILWAY AGE FOR
INDUSTRY TRENDS,
PRODUCTS & SERVICES

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
- Social media chat option
- Technical support via chat and telephone
- Auto redirect to URL of your choice at conclusion of webinar
- Customizable exit survey
- Comprehensive reporting with access to data portal
- Event archive of 6 months with registration page
- Option to add streaming video of speakers (additional cost)



INTERACTIVE WEBINARS

Demonstrate expertise and thought leadership to the Railway Age audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing while generating qualified business leads. Your webinar will be promoted to our audience of more than 33,000 railway professionals.

The Railway Age editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with Railway Age.

CUSTOM EMAIL CAMPAIGNS

SEND YOUR BRANDING MESSAGE TO OUR AUDIENCE

Leverage the strength of Railway Age, RT&S and IRJ brands as trusted sources for up-to-date railway information. Promote your products, services, events and more through a custom email campaign.

Email Campaign 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

Specifications:

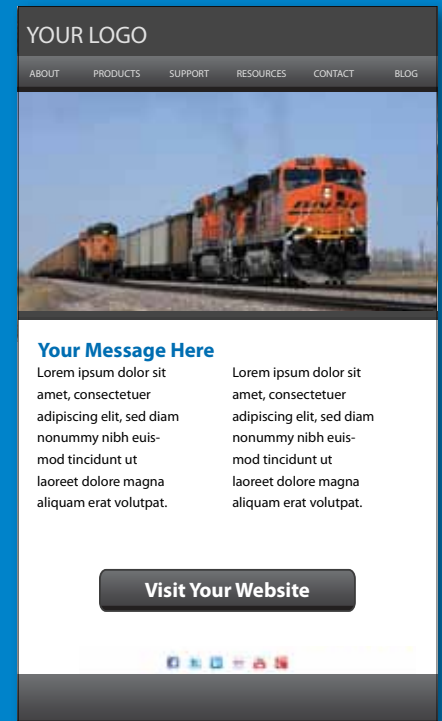
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to server.
- Recommended width of 500 - 700 pixels.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third party tags, words in all caps, unusual punctuation, and excessive use of special characters.
- Use proper HTML codes for special characters.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Subject Line for the Message:

50 characters max suggested

Materials Due:

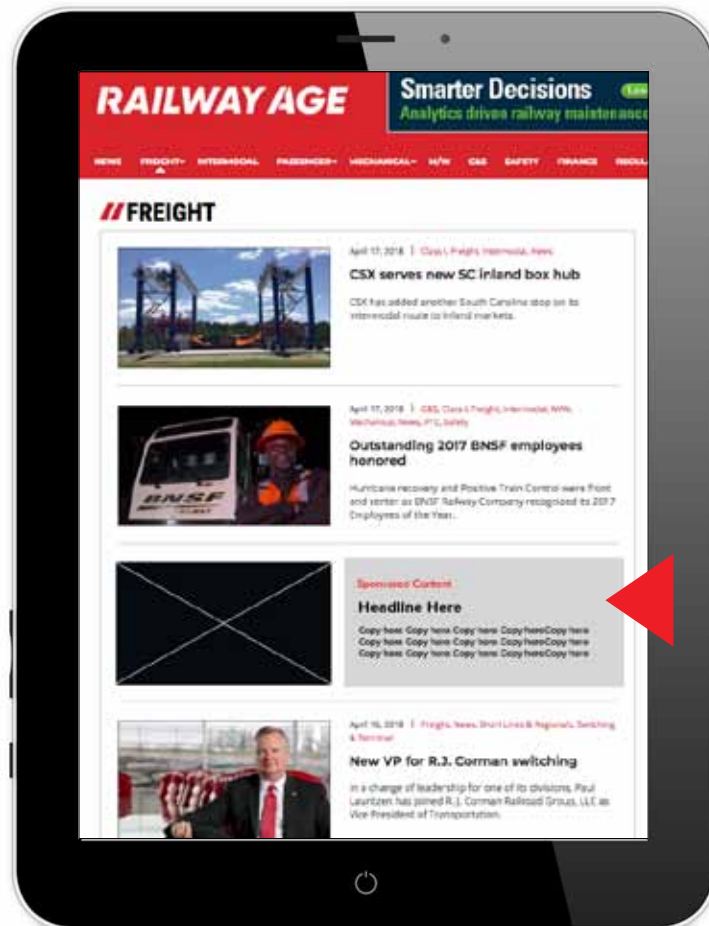
Deliverables are due in full 7 days prior to deployment date.
Please email to Kevin Fuhrmann at: kfuhrmann@sbpub.com.



75%
OF SUBSCRIBERS
HAVE PURCHASING
POWER

RELY ON RAILWAY AGE TO COVER THE MOST IMPORTANT ISSUES

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



Rate: \$6,180 month

WHITE PAPERS

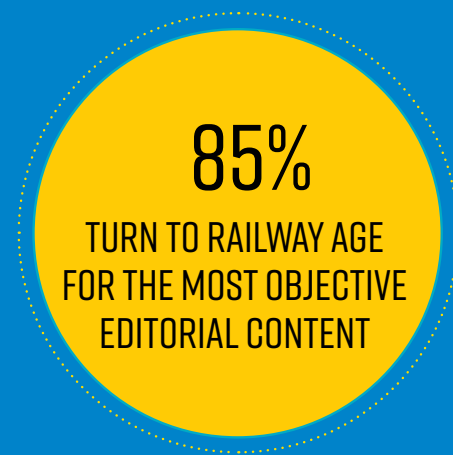
BUILD BRAND AWARENESS & GENERATE LEADS

Generate leads while building brand awareness with a white paper or eBook hosted on RailwayAge.com. Railway Age's website offers a dedicated space for our active digital audience to explore white papers and on-demand webinars. A white paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The white paper is actively promoted to the Railway Age audience through direct emails and banners in our daily newsletter, Rail Group News. The white paper landing page and all promotional materials are branded with the sponsor's logo.

In addition to the inclusion of digital promotion, the white paper includes lead capture. A gated registration form generates qualified leads for the sponsor. Specify up to three questions to help further qualify leads.

Rate: \$4,120/month; 2 months minimum recommended



**MISSION-CRITICAL
COMMUNICATIONS
NETWORKS FOR
RAILWAY OPERATORS**
NETWORK TRANSFORMATION WITH IP/MPLS
APPLICATION NOTE

Generate
Leads

.....Alcatel-Lucent
AT THE SPEED OF IDEAS™

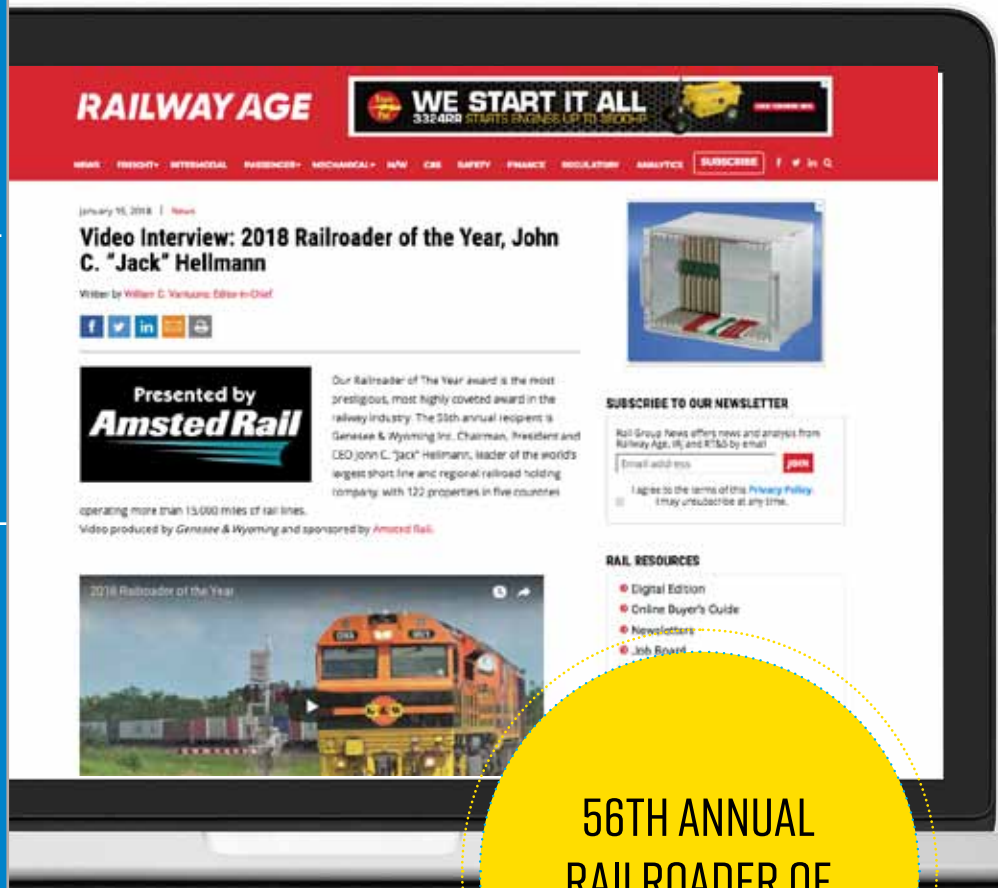
RAILWAY AGE

RAILROADER OF THE YEAR

728X90 AND 300X250
BANNERS ON VIDEO
LANDING PAGE

15-SECOND VIDEO
COMMERCIAL
PROCEEDING
EDITORIAL VIDEO

DIRECT EMAIL PROMOTING
RAILROADER OF THE YEAR
FEATURES SPONSOR'S
300X250 BANNER



56TH ANNUAL
RAILROADER OF
THE YEAR

RAILROADER OF THE YEAR VIDEO

Every year since 1964, Railway Age has bestowed one industry leader with the prestigious Railroader of the Year award. Railway Age's Editor-in-Chief, William C. Vantuono, will interview the 56th Railroader of the Year in an exclusive video hosted on Railway Age's website.

Video Sponsorship: \$8,147

RAILWAY AGE VS. PROGRESSIVE RAILROADING

85% RAILWAY AGE

MOST TIMELY SOURCE OF INDUSTRY NEWS

87% RAILWAY AGE

MOST USEFUL FOR KEEPING INFORMED OF INDUSTRY TRENDS

85% RAILWAY AGE

DELIVERS THE MOST OBJECTIVE EDITORIAL CONTENT

84% RAILWAY AGE

BEST JOB COVERING THE MOST IMPORTANT RAIL ISSUES

81% RAILWAY AGE

MOST USEFUL IN HELPING SELECT CONTRACTING SERVICES
(MAINTENANCE OF WAY, CAR REPAIR, ETC)

82% RAILWAY AGE

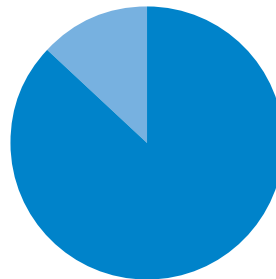
ALERTS INDUSTRY TO NEW PRODUCTS AND SERVICES

87% RAILWAY AGE

MOST USEFUL OVERALL IN JOB

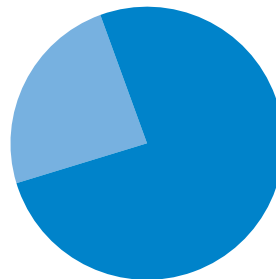
WHICH OF THESE BRAND'S
PRODUCTS DO YOU VISIT
MORE FREQUENTLY?

MAGAZINE



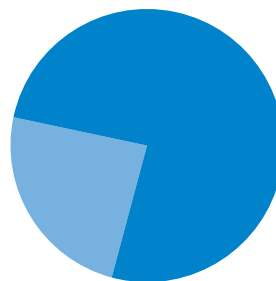
87% Railway Age
13% Progressive Railroading

WEBSITE



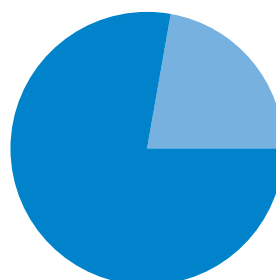
76% Railway Age
24% Progressive Railroading

EMAIL NEWSLETTERS



76% Railway Age
24% Progressive Railroading

SOCIAL MEDIA PAGES



78% Railway Age
22% Progressive Railroading

PRINT RATES

	1x	3x	6x	9x	12x	18x	24x
1 Page							
4 color	\$12,031	\$11,667	\$11,341	\$11,035	\$10,538	\$10,207	\$9,886
2 color	\$9,692	\$9,329	\$9,003	\$8,695	\$8,201	\$7,868	\$7,549
B&W	\$8,639	\$8,276	\$7,950	\$7,642	\$7,147	\$6,815	\$6,495

2/3 Page							
4 color	\$9,555	\$9,385	\$9,204	\$8,928	\$8,646	\$8,483	\$8,313
2 color	\$7,216	\$7,047	\$6,865	\$6,589	\$6,307	\$6,144	\$5,976
B&W	\$6,163	\$5,993	\$5,812	\$5,537	\$5,255	\$5,091	\$4,921

1/2 Island							
4 color	\$9,090	\$8,909	\$8,651	\$8,457	\$8,225	\$8,050	\$7,968
2 color	\$6,752	\$6,571	\$6,313	\$6,118	\$5,887	\$5,711	\$5,630
B&W	\$5,699	\$5,517	\$5,260	\$5,066	\$4,833	\$4,659	\$4,577

1/2 Page							
4 color	\$8,125	\$7,943	\$7,762	\$7,586	\$7,398	\$7,284	\$7,179
2 color	\$5,787	\$5,604	\$5,423	\$5,247	\$5,059	\$4,947	\$4,839
B&W	\$4,734	\$4,551	\$4,370	\$4,194	\$4,007	\$3,893	\$3,787

1/3 Page							
4 color	\$7,002	\$6,884	\$6,746	\$6,740	\$6,503	\$6,376	\$6,275
2 color	\$4,665	\$4,545	\$4,408	\$4,401	\$4,166	\$4,037	\$3,938
B&W	\$3,611	\$3,492	\$3,354	\$3,348	\$3,111	\$2,984	\$2,884

1/4 Page							
4 color	\$6,062	\$6,013	\$5,937	\$5,825	\$5,731	\$5,649	\$5,599
2 color	\$3,725	\$3,673	\$3,599	\$3,486	\$3,391	\$3,310	\$3,260
B&W	\$2,670	\$2,621	\$2,545	\$2,434	\$2,339	\$2,257	\$2,206

Covers (4-color included)

2nd	\$13,077	\$12,595	\$11,918	\$11,297	\$11,085	\$10,789	\$10,527
3rd	\$12,777	\$12,350	\$11,792	\$11,097	\$10,525	\$10,596	\$10,395
4th	\$13,548	\$13,159	\$12,513	\$11,767	\$10,968	\$11,166	\$10,990



TIP-IN CHARGES

Tip-in: \$1,441

PRINT SPECS

MECHANICAL REQUIREMENTS

Trim Sizes

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		Height	
	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)

Print Specifications

Preferred file format: CMYK PDF at 300 dpi; Ifile should be at the exact ad size
Alternative file formats accepted: TIFF, EPS or JPEG at 300 dpi to size; CMYK only
Submit print ads to Mary Conyers
at mconyers@sbpub.com.

Contact Production Department for shipping instructions on furnished inserts. (212) 620-7250; Fax (212) 633-1863; email mconyers@sbpub.com

Industry Marketing Rates and Discounts

1. 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.

2. 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.

5. Typographical Errors: Advertisers are responsible for the approval of all materials, whether the advertisement is created by the advertiser, a third party, or Simmons-Boardman Publishing. No refunds will be issued for incorrect spelling, grammar, or other typographical errors.

DIGITAL SPECS

WEBSITE SUBMISSION REQUIREMENTS

Materials should be submitted to the salesperson, Kevin Fuhrman at kfuhrman@sbpub.com, and Mary Conyers at mconyers@sbpub.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
- 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.

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