



# RAILWAY AGE

# RT&S

RAILWAY TRACK AND STRUCTURES

## Have products that are revolutionizing the rail industry?

At this unprecedented time, it has never been more important to get your marketing message out to railway executives. With most major 2021 trade shows and industry meetings cancelled or held virtually, Railway Age and Railway Track & Structures (RT&S) want to give you the opportunity to showcase your products, services and innovations.

In September, Railway Age and RT&S are bridging the gap in live events by putting your products and services front and center for your core audience. Our Supplier Innovations Showcase allows you to engage railway professionals through our magazine, podcast series, virtual event series, newsletter, and a website channel dedicated to new products and services on the Railway Age website.

Leverage the strength of the world's largest, most complete source of railway information to reach your customers and prospects.

## 2021 RAILWAY INNOVATIONS SHOWCASE

### 2021 Railway Innovations Showcase

The September issues of Railway Age and RT&S will each contain a special section—the 2021 Railway Innovations Showcase—devoted to new products and innovations. Feature your offerings by providing a high-resolution photo and a description of your latest innovation or development. You may include a real-life example of how your product or service was put into action in an industry project. The content will appear in our print magazine and in a special channel on our highly visited website, railwayage.com.

Reinforce your message with an advertisement aligned closely with this special feature that rail industries will turn to for the latest industry innovations.

### Railway Age September Issues

Railway Age's 2021 Railway Innovations Showcase features new products and innovations from across the rail industry. According to a recent survey, 92% of Railway Age readers indicated they act on ads or editorial in Railway Age. Make sure your message is seen by this targeted audience that acts on the content it sees in Railway Age.

### RT&S September Issues

The September issue of RT&S will have a special section—2021 Railway Innovations Showcase—dedicated to new products and innovations from the railway engineering sector. Additionally, the issue features the 2021 Engineer of the Year, an industry leader nominated by RT&S readers for his or her noteworthy contributions to railway engineering.

According to a recent survey, 96% of RT&S readers indicated they act on ads or editorial in RT&S. Reach this targeted audience of railway engineering professionals.

**Rate:** Established print advertisement rate

**Deadline:** August 17, 2021

## SHOWCASE YOUR NEWEST PRODUCTS, SERVICES AND INNOVATIONS



**2020 PRODUCT & INNOVATIONS SHOWCASE**

**INVENT ERICO**  
CADWELD PLUS IMPULSE EXOTHERMIC WELDING IGNITION SYSTEM

When it comes to exothermic signal heads, Invent ERICO Cadweld has been the standard for over 50 years. The new Cadweld Plus Impulse Exothermic Welding Ignition System (EIS) is a new design, better looking and performing, and a perfect complement to the Cadweld Plus product line. The new unit will come with a choice of cable head options that allow the user to stand back at a distance of either 10 or 15 feet from the weld machine, a significant advantage over the first generation of the traditional silver ERICO Cadweld system that requires the user to stand in close proximity. In addition, automatic gas and vapor guard acts to prevent against accidental discharge, increasing personnel safety. In addition, the optional discharge warning when the weight of the trigger has to be removed that is indicated by LED cones that provide additional warning that a weld is being prepared.

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**PLASSER AMERICAN**  
CONTRACTING SERVICES

Plasser American serves all sizes Class I railroads and major freight and passenger line railroads within North America. Our Contracting Services team is positioned to provide an array of contracting services that include quality ballast cleaning, high-speed tamping, dynamic ballasting, CPB track inspection, track, signal, power, lighting, structure and maintenance packages and technical services for specialty machines. Being the OEM, Plasser American's experience and direct access to the ability to service all aspects of the railroad industry at any scale. Many of our services are characterized by their flexibility, quality and reliability. Our strong relationships and wide range of support services provide for most efficient response to most customer needs. We have more than 30 years of experience providing high-quality ballast cleaning operations with our B3000 and B3000 ballast cleaning train. In addition, Plasser American's B3000 Ballast Cleaning is the only system in the industry that allows for pre-heating of ballast ahead of application in ballast cleaning. This combination for the most "clean" ballast gives our track tamping an edge of working directly behind the ballast after ballast making for a better track. Plasser American's high-speed tamping machines, when combined with our package with our ballast cleaning machines, provide the only ONE-STOP ballast cleaning operation in the railroad industry. [www.plasserusa.com](http://www.plasserusa.com)

## SUPPLIER INNOVATIONS VIRTUAL EVENTS

Have products that are revolutionizing the rail industry? Coming to the market with a new, innovative product? How will you reach your core audience in a meaningful way, particularly with the limited large industry events?

Railway Age and RT&S have an interactive content solution that elevates your offering and communicates how your products and services benefit the industry. Every Wednesday for the month of September (starting September 8), Railway Age and RT&S editors will host a series of virtual events featuring your products and services. Our editors will conduct interviews that enable you to showcase your products and services.

The rail industry turns to our brands to help them learn about new industry innovations and guide purchasing decisions. 92% of Railway Age readers are involved in purchasing decisions and 90% of RT&S readers wield purchasing power.

Each week has a theme and we will feature up to four products or services. Each offering will receive a 20 minute slot which will include a 15 minute interview with one of our editors, and 5 minutes Q&A with the audience.

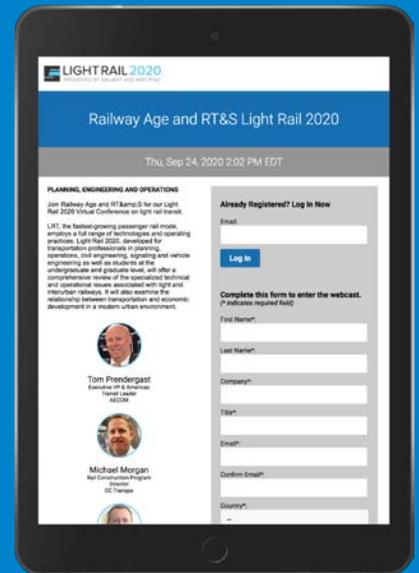
### WEEKLY THEMES

- **Rail Technology Showcase, Part 1**  
with Railway Age Editor-in-Chief William Vantuono
- **Maintenance of Way Showcase**  
with RT&S Editor-in-Chief Bill Wilson
- **Mechanical Technology Showcase**  
with Railway Age Editor-in-Chief William Vantuono
- **Rail Technology Showcase, Part 2**  
with Railway Age Editor-in-Chief William Vantuono

You may provide one piece of collateral for viewers of the video to download within the viewing platform, offering an additional opportunity to present your products and services in another format. The events will be promoted in a dedicated channel on Railway Age's site, a special newsletter and direct email. Events will also be available on demand for six months.

**Rate:** \$6,000

**Reserve by August 9, 2021**



## 2021 SUPPLIER INNOVATIONS PODCASTS

Let your voice reach the Railway Age and RT&S audience through an Innovations Supplier Podcast. Our experienced editors will interview you on a product or service of your choosing so you can introduce the railroad industry to the offering and its benefits. Podcasts can be up to 10 minutes in duration.

The podcast will be promoted in a dedicated Innovations channel on the Railway Age site, as well as featured in our Podcasts channel on both the Railway Age and RT&S websites. It will also be promoted in a special Innovations newsletter and through direct email.

Each week, hundreds of rail professionals tune into our weekly podcast. The podcasts are hosted on the Railway Age and RT&S. Make sure they hear your message!

**Rate:** \$4,000

**Reserve by August 9, 2021**



## SUPPLIER INNOVATIONS CHANNEL

Reach railroad professionals who turn to Railway Age daily for the latest industry news, including recommendations for products and services. Railway Age and RT&S will offer expansive coverage of new industry innovations in September. This coverage will be featured on a special channel on Railway Age dedicated solely to new rail innovations.

This exclusive channel sponsorship offers high-visibility banner positions integrated into Railway Age's website design and aligned with relevant editorial coverage. Only one sponsorship is available and all banner positions in the Innovations channel will belong to a single sponsor, and the sponsor's logo is featured prominently next to Railway Age's logo in the Innovations channel. Banners also rotate on the homepage and run-of-site article pages.

To extend your reach, an additional banner is featured in the Suppliers Innovations newsletter deploying weekly in September. In the past, special channels have generated over 50,000 visits on Railway Age alone, and the site overall has more than 2.75 million pageviews per year.

### Banners:

(2) 728 x 90 and (2) 300 x 250 on website;  
Plus 468 x 60 in Suppliers Innovations newsletter

**Rate:** \$5,000

## SUPPLIER INNOVATIONS NEWSLETTER

Editors from *Railway Age* and *RT&S* will cover new products, services and innovations from across the rail industry, with a special newsletter running weekly in the month of September. A special channel on the Railway Age website will feature expanded content about the items included in the newsletter. Banner advertising in the newsletter allows your company to make a visual impact on readers and draw extra attention to your products and services. The newsletter reaches 20,000 rail professionals.

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

**160 x 600 Skyscraper:** \$3,100 per month

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



### Supplier Innovations

RAILWAY AGE & RT&S

**728 X 90**

**Harsco Rail group lands international orders**

Stam, Pa. Based Harsco Corp. Wednesday said it has secured three new international orders within its Harsco Rail group totaling more than \$80 million in projected revenue and further adding to the group's multi-year production backlog. [Full Article](#)

**468 X 60**

**L.B. Foster rebrands subsidiaries**

L.B. Foster Co. announced Wednesday it is "changing the names of several of its subsidiary companies acquired from Procter Rail Products, Inc. to L.B. Foster Rail Technologies to more accurately brand the innovative unit and better represent its rail product development capabilities." [Full Article](#)

**468 X 60**

**Union Pacific acquires Oklahoma line**

Union Pacific Railroad has acquired complete ownership of a rail line in Oklahoma three months after state officials voted what continues to be a line of commerce through the Sooner State. [Full Article](#)

**468 X 60**

**Hitachi launches European rail research center**

Hitachi announced Wednesday that it has established a European rail research center to support the expansion of its rail systems business in Europe. [Full Article](#)

**468 X 60**

**Amtrak (again) sets ridership record**

Union Pacific Railroad said it has secured three new international orders within its Harsco Rail group totaling more than \$80 million in projected revenue and further adding to the group's multi-year production backlog. [Full Article](#)

160

X

600

**INDUSTRY EVENTS**

**Railway Economics Conference**  
October 18-19, 2012  
University of Florida at Gainesville  
Gainesville, Fla.

**Railway 2012 Association Meeting**  
October 23-25, 2012  
Sarasota Manatee Convention and Events Center  
Sarasota, Fla.

**Railway & Mining Strategy**



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**OH, PA, RI, SC, VT, VA, WV, and**

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