RAILWAY AGE

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 MULTI-BILLION-DOLLAR PARTNERSHIP

SUPPLIERS DRIVE THE TECH REVOLUTION
For nearly 200 years, North America’s railroads, freight and passenger, have been an essential industry, providing vital transportation services and helping sustain the economy. They continue to prove their worth by keeping the goods essential to our way of life moving, without interruption, and by offering an environmentally sound, safe alternative to private automobiles and air travel. To remain essential and strong, freight railroads reinvest an average of 20% of their revenues into plant and equipment—a far higher percentage than most other industries, and an annual market worth more than $30 billion. During the past four decades, our freight carriers have poured more than half a trillion dollars in private capital into roadway and structures, rolling stock and locomotives and the shops to maintain them, signaling and communications, and information technology—all of it to remain competitive, safe and productive, and to grow capacity as demand for service increases. Passenger railroads—commuter/regional, intercity, rapid transit, light rail and high-performance—leverage a growing flow of public funds for investments in state-of-good repair, new equipment and expansion—an expanding market worth more than $25 billion. Combined, the freight and passenger rail markets represent an annual opportunity for suppliers worth nearly $60 billion. And as the industry knows, a healthy, sustainable rail industry requires equally healthy, sustainable suppliers.

“Freight railroads have poured more than half a trillion dollars in capital into infrastructure and equipment since 1980.”
MILLIONS OF TOUCHPOINTS

**Magazine:** Buyers Guide, Special Advertising Sections, Industry Guides

**Digital:** Website, Newsletters, Podcasts, Digital Edition

**Events:** Conferences, Webinars, Railroader of the Year

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

**Social Media:** LinkedIn, Twitter, Facebook

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20 MILLION ANNUAL POINTS OF CONTACT

25,682 MAGAZINE CIRCULATION

34 MILLION WEBSITE PAGE VIEWS ANNUALLY

85,000 READERS PER ISSUE

50,000 EMAIL SUBSCRIBERS
The total qualified circulation of Railway Age is 25,730 of which 17,756 (69%) 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 23% unduplicated readership, this exclusive audience can only be reached through Railway Age.

85,000 READERS PER ISSUE

According to a recent study, 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 25,730 of which 17,756 (69%) 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 23% unduplicated readership, this exclusive audience can only be reached through Railway Age.

Subscribers by Industry

1. Verified™ Audit Circulation, June 2021
2. 2020 Railway Age Readership Survey
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## 2023 EDITORIAL PLANNER

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<td>• 52nd Annual Car &amp; Locomotive Repair Directory</td>
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<td>• Midyear Report on the State of the Industry</td>
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<td>• Technology Focus – M/W: Friction Management</td>
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<td>• Tech Talk with Gary Fry – Railway Bridges: The Science of Spanning</td>
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<td>• MxV Rail R&amp;D: Wheel/Rail Friction – Rolling Contact Fatigue Simulation</td>
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<td>• Technology Focus – M/W and Mechanical: Winter Preparedness</td>
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<td>• Technology Focus: Cybersecurity, Part 1 – Passenger Rail</td>
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<td>• Passenger Rail Focus: Washington D.C.</td>
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<td>• Tech Talk with Gary Fry – Derailment Safety in the U.S.: 2022 Year in Review</td>
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<td>• RAILWAY AGE INNOVATIONS SHOWCASE</td>
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<td>• Technology Focus – C&amp;S: Traffic Control and Yard Management</td>
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<td>• Tech Talk with Gary Fry – The Response of Steel to Loads: We Can’t Measure Stress—It’s a Very Elaborate Guess</td>
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<td>• MxV Rail R&amp;D: Draft System Performance Simulations</td>
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<td>• Bonus Distribution: Railway Interchange, Oct. 1-4, Indianapolis</td>
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<tr>
<td>• Railway Age’s 2024 Railroad Financial Desk Book</td>
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<td>• Technology Focus – M/W: Rail Fastening Systems</td>
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<td>• Passenger Rail Focus: MTA Long Island Rail Road and Metro-North</td>
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<td>• Tech Talk with Gary Fry – Capacity and Demand Management: Keeping Risk of Failure Under Control</td>
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<td>• Railway Age’s Seventh Annual Women in Rail</td>
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<td>• Technology Focus – M/W: Ballast Inspection and Maintenance</td>
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<td>• Tech Talk with Gary Fry – Ties and Ballast: A Solution that Accommodates Every Type of Soil</td>
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<td>• MxV Rail R&amp;D: Wayside Detection – EMAT Update</td>
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<th>December</th>
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<tr>
<td>• Railway Age’s 2024 Freight Rail Outlook</td>
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<td>• Technology Focus – M/W: Grade Crossing Surfaces</td>
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<tr>
<td>• Tech Talk with Gary Fry – Pathways and Barriers to Innovation: How Technology and Public Policy Cooperate and Collide</td>
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<td>• Bonus Distribution: NRC Conference and REMSA Exhibition, January 3-6, 2024, Scottsdale, Ariz.</td>
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**C&S BUYER’S GUIDE 2024 COMMUNICATIONS & SIGNALING BUYER’S GUIDE**

Railway Age’s annual guide for the C&S industry, featuring a supplier directory with product and service descriptions. Bonus Distribution at all relevant conferences and exhibitions.

- Space Reservations: Dec. 4
- Material Deadline: Dec. 8
RAILWAY AGE WEBSITE

3.3 MILLION SESSIONS PER YEAR

4.5 MILLION PAGE VIEWS ANNUALLY

2.2 MILLION USERS PER YEAR

380,000 PAGE VIEWS MONTHLY

1. Google Analytics, June 2021 - May 2022

78% 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 homepage.

Above the Fold 728 x 90 or 300 x 250

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<td>$2,174</td>
<td>$1,812</td>
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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

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75% OF RAILWAY AGE SUBSCRIBERS VISIT OUR WEBSITE EACH MONTH

CHANNELS:
- News
- Freight
- Passenger
- Mechanical
- M/W
- C&S/IT
- Finance
- Regulatory
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: $3,142 per month
160 x 600: $4,526 per month (only one unit available)
728 x 90: $6,656 per month (only one unit available)

INNOVATIONS+

Showcases products, services and technologies

This informative email is sent to 19,000 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.

$906 per month

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

**INTERACTIVE WEBINARS**

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)

82% rely on Railway Age for industry trends, products & services
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 Leia Sills at lsills@sbpub.com.
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 a relevant channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through dedicated email promotion to our audience of railway professionals.

All sponsored content items carry the superscription “Sponsored Content.”

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

ESTABLISH YOUR COMPANY AS AN INDUSTRY THOUGHT LEADER

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.

Rate: $6,582 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. 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: $4,827/month; 2 months minimum recommended

85% TURN TO RAILWAY AGE FOR THE MOST OBJECTIVE EDITORIAL CONTENT

generate leads
PODCASTS

EDITORIAL PODCASTS: RAIL GROUP ON AIR

Railway Age’s editorial podcasts—part of the Rail Group On Air podcasts with Railway Track & Structures magazine—cover the most timely issues facing the rail industry. Railway Age’s experienced editors create the content for the podcast, which is up to 30 minutes in length. Listeners tune in to get a feel for the biggest challenges, latest technology and issues facing the industry. The sponsor receives a 30-second pre-roll ad at the start of the podcast, aligning their messaging with highly valued editorial content produced by Railway Age and RT&S. Since its launch in 2020, Rail Group On Air podcasts have received over 50,000 plays. The podcast is promoted on the Railway Age and RT&S websites, as well as through direct email.

Rate: $4,750

CUSTOM PODCASTS

Let your voice reach Railway Age’s audience through a custom podcast. The content is created by the sponsor that can craft the messaging to meet its marketing goals. Custom podcasts can be up to 10 minutes in duration. In addition to the content messaging itself, 30-second pre-roll ads at the start and end of the podcast offer additional opportunities to present your products and services to our targeted audience. The podcast is promoted on the Railway Age website and through direct email.

Rate: $5,950
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 60th Railroader of the Year in an exclusive video hosted on Railway Age’s website.

Video Sponsorship: $9,858
88% RAILWAY AGE
MOST TIMELY SOURCE OF INDUSTRY NEWS

84% RAILWAY AGE
MOST USEFUL FOR KEEPING INFORMED OF INDUSTRY TRENDS

85% RAILWAY AGE
DELIVERS THE MOST OBJECTIVE EDITORIAL CONTENT

86% RAILWAY AGE
BEST JOB COVERING THE MOST IMPORTANT RAIL ISSUES

83% 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
- 86% Railway Age
- 14% Progressive Railroading

WEBSITE
- 79% Railway Age
- 21% Progressive Railroading

EMAIL NEWSLETTERS
- 77% Railway Age
- 23% Progressive Railroading

SOCIAL MEDIA PAGES
- 77% Railway Age
- 23% Progressive Railroading

Source: 2020 Railway Age Readership Survey
## PRINT RATES

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<td>2 color</td>
<td>$5,556</td>
<td>$5,414</td>
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<td>$5,242</td>
<td>$4,962</td>
<td>$4,809</td>
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<tr>
<td>B&amp;W</td>
<td>$4,301</td>
<td>$4,159</td>
<td>$3,994</td>
<td>$3,987</td>
<td>$3,706</td>
<td>$3,554</td>
<td>$3,435</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>4 color</td>
<td>$7,220</td>
<td>$7,162</td>
<td>$7,071</td>
<td>$6,937</td>
<td>$6,826</td>
<td>$6,728</td>
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<tr>
<td>2 color</td>
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<td>$4,375</td>
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<td>$4,152</td>
<td>$4,039</td>
<td>$3,943</td>
<td>$3,883</td>
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<tr>
<td>B&amp;W</td>
<td>$3,180</td>
<td>$3,122</td>
<td>$3,031</td>
<td>$2,899</td>
<td>$2,786</td>
<td>$2,688</td>
<td>$2,628</td>
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</table>

**Covers (4-color included)**

<table>
<thead>
<tr>
<th></th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
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</thead>
<tbody>
<tr>
<td>4 color</td>
<td>$15,576</td>
<td>$15,001</td>
<td>$14,196</td>
</tr>
<tr>
<td>2 color</td>
<td>$13,455</td>
<td>$13,203</td>
<td>$12,850</td>
</tr>
<tr>
<td>B&amp;W</td>
<td>$12,538</td>
<td>$12,538</td>
<td>$12,538</td>
</tr>
</tbody>
</table>

**TIP-IN CHARGES**
Tip-in: $1,716

### Classified Ads and Professional Cards
Per unit (3.5-in. wide x 1-in. deep) $195. Payment must accompany order. Classified advertisements exceeding dimensions of 1/4 page are charged at the nearest display rate. Color $50 per insertion extra.
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.

Contact Production Department for shipping instructions on furnished inserts. (212) 620-7250; Fax (212) 633-1863; email mconyers@sbpub.com.
WEBSITE SUBMISSION INSTRUCTIONS
Materials should be submitted to the salesperson and Leia Sills (lsills@sbpub.com) a minimum of five business days prior to start of scheduled run.

File Specifications
We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1 MB.
- Advertiser must include the click-through URL that the banner should link to.

Third Party Tags
- We accept third-party coding.
- Tags must be sent to us 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 click-through macros and cachebusting macros within your tags. We use Google’s Ad Manager 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 Google Ad Manager’s Support Center.

HTML5 Requirements for Google Ad Manager
- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90.
- Please follow all of the guidelines as specified by Google Ad Manager at the following link:
  https://support.google.com/admanager/answer/7046799?hl=en
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible “fluid” sizes are acceptable.

- You must add clickable exits in the coding and add click-throughs that use the “clickTag” variable.
- We don’t recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: `<a href="javascript:void(window.open(clickTag))">`
- Please inform us of the click-through URL to be used by the creative.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

Limitations of HTML5 creatives in Google Ad Manager:
- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Ad Manager macros are not currently supported within HTML files or destination URLs.

EMAIL NEWSLETTER BANNERS

Dimensions
- Leaderboard: 728x90 pixels
- Skyscraper: 160x600 pixels
- Full Banner: 468x60 pixels

Submission Requirements
- All ad files must be under 45 KB.
- Accepted formats: JPEG, GIF, PNG.
- Animated GIFs: If you are providing an animated GIF, please provide a static version of the banner for email clients that do not support animated GIFs. The first frame of all animated GIFs should contain all pertinent branding and info.
- Submit the URL the ad should link to.
- Submit ad materials to your sales representative and Leia Sills (lsills@sbpub.com) a minimum of five business days prior to start of schedule.
SALES CONTACTS

AL, KY, China
Jonathan Chalon
Publisher
New York, NY
Tel: (212) 620-7224
Fax: (212) 633-1863
jchalon@sbpub.com

AMERICAS, MIDDLE EAST, ASIA, AUSTRALIA
ASIA except Japan and China.
Jerome Marullo
New York, NY
Tel: (212) 620-7260
Fax: (212) 633-1863
jmarullo@sbpub.com

AR, AK, AZ, CA, CO, IA, ID, IL, IN, KS, LA, MI, MN, MO, MS, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY, Canada – AB, BC, MB, SK
Heather Disabato
Chicago, IL
Tel: (312) 683-5026
Cell: (847) 274-8303
hdisabato@sbpub.com

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Dorfstrasse 70,
6393 St Ulrich, Austria
mboyle@railjournal.com

Germany, Austria, German-speaking Switzerland, and Eastern Europe
Simon & Simone Fahr
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sfahr@railjournal.com
simon.fahr@verlagsbuero-fahr.de

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Media Point & Communications SRL
Corte Lambruschini
Corso Buenos Aires 8
V Piano, Genoa, w
Italy 16129
Tel: +39-010-570-4948
Fax: +39-10-553-0088
info@mediapointsrl.it

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Ace Media Service, Inc.
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Nishiiko, Adachi-Ku
Tokyo 121-0824
Japan
Tel: +81-3-5691-3335
Fax: +81-3-5691-3336
amskatsu@dream.com

Classified, Professional & Employment
Jerome Marullo
New York, NY
Tel: (212) 620-7260
jmarullo@sbpub.com

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