

RAILPACE NEWSMAGAZINE

ADVERTISING RATE CARD #10

Effective January 1, 2012

Display Advertising

Thank you for your interest in advertising in Railpace Newsmagazine! **Since 1982**, Railpace is published monthly, 12 times a year, presenting news and feature stories on Northeastern freight and passenger railroading, rail transit systems, and historic preservation. ***We welcome your advertising business!***

A **written insertion order** is required for all advertising. This will ensure our mutual understanding and acceptance.

Your written insertion order can be:

- **mailed with your Ad materials** (see address info on page 5)
- **FAXED** to our Advertising Dept. at **(252) 249.0275**
- **emailed** to our Advertising Dept. at railpace@centurylink.net

NEW ACCOUNTS:

Payment must accompany or precede your ad request.

We accept checks, Money Orders, VISA, and MasterCard.

Make checks and Money orders payable to "Railpace Company Inc."

2% discount when paid (postmarked) within 10 days of invoice date.

- **Monthly Ad Deadline is 21st of Each Month** •

For Ad Appearing in Next Issue [approximately 4 weeks following]

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MULTIPLE INSERTIONS: 10% discount for multiple insertions (two or more) of same-size ad (ad **copy** may differ in subsequent insertions).

POSITION of advertising in magazine is at Publishers discretion, although we will attempt to accommodate advertiser requests. "ADVERTISEMENT" header may be added above advertising copy which, in the opinion of the Publisher, resembles editorial material.

AD MATERIALS are retained by Railpace Company unless you specifically request their return.

AD MATERIALS SHOULD BE COMPLETELY COMPOSED
Adobe Acrobat pdf ELECTRONIC FILES (PRESS READY)

BE SURE TO INCLUDE ALL HI-RES IMAGES AND ALL FONTS in your pdf. file

Ad files can be submitted on CDs or DVDs, or emailed to:
railpace@ptd.net

We are not an advertising agency or art service bureau.

If you need help designing/composing your ad, our pre-press service provider, GRIT COMMERCIAL PRINTING, can help, *for a fee*.

Please contact them directly at: dfry@gritprinting.com

RAILPACE COMPANY reserves the right to refuse or cancel any advertising which the Publisher deems objectionable or unsuitable, or default of payment (returned checks, delinquent accounts, etc.)

Interest on delinquent accounts (unpaid over 30 days) will be charged at 1.5% per month, which is 18% APR.

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Display Ad Rates

FULL COLOR (4-color process)

Full Page \$630

No extra charge for full bleed (actual page size 8-1/2 x 11")

Finished magazine page trim size 8-7/16 x 10-15/16 inches

2/3 page (two vertical columns, or horizontal) \$412

Half Page (vertical or horizontal) \$330

Third Page (One Column) \$250

Quarter Page \$195

Sixth Page (one half of one column) \$140

Eighth Page \$110

2 Facing Full Pages or Centerspread (pgs. 24-25) \$1210

Black & White

Full Page \$440

2/3 page (two vertical columns) \$325

Half Page (vertical or horizontal) \$250

Third Page (One Column) \$165

Quarter Page \$132

Sixth Page (one half of one column) \$99

Eighth Page \$82

2 Facing Full B&W Pages \$825

Ad File Requirements

Ads to be submitted in **electronic format** on a CD or DVD,

or by e-mail, in **Adobe Acrobat pdf format**.

Please **NO** films, negatives, paste-ups, etc; we are 100% Digital.

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Ad Size Specifications

PLEASE BE SURE that your PDF file is HI RES [“Press”] and your file includes all of your images (photos), logos, and fonts in HI RES format. When creating PDF, set “compression” for color and B&W photos, and images at 450 d.p.i.

Ad Copy Size / Dimensions

Nominal page size **8-1/2 x 11 inches**

Finished magazine page trim size 8-7/16 x 10-15/16 inches

Full Page: (with border) 7-1/2 x 10 in.

No extra charge for full bleed:

Nominal page size 8-1/2 x 11 inches

Finished magazine page trim size 8-7/16 x 10-15/16 inches

2/3 Page (*Two vertical columns*): 4-7/8 x 10 in.

Half Page vertical: 3-5/8 x 10 in.

Half Page horizontal: 7-1/2 x 5 in.

Third Page (*One vertical column*): 2-1/4 x 10 in.

Quarter Page vertical: 3-1/2 x 4-7/8 in.

Quarter Page horizontal: 7-1/2 x 2-3/8 in.

Sixth Page (*half of one vertical column*): 2-1/4 x 4-7/8 in.

Eighth Page: 3-1/2 x 3-3/8 in.

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Getting Your Ad Copy Here

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e.g. April 21 for June issue, which is on sale on about May 21.

Quick turnaround — approximately 4 weeks!

**Please DON'T wait until the last day to submit your Ad Request,
as all available space may be filled !!**

If your Ad materials are not completely ready by deadline date,
kindly contact us and make a **space reservation** to confirm your spot!

**Kindly Direct All Advertising Inquiries, Reservations,
Insertion Orders, Billing Inquiries, Payments to:**

RAILPACE COMPANY INC.

Advertising Department

Attn: Bill Chaplik

P.O. Box 737, Oriental, NC 28571-0731

e-mail: railpace@centurylink.net

Telephone / FAX (252) 249.0275 (24/7)

**Please Note Our NEW
Oriental, NC Address
And NEW
Business Office
Telephone and
Email address!**

**Send all electronic advertising COPY (disks, e-mail or
uploaded files) directly to our Editorial Office:**

RAILPACE COMPANY INC.

Editorial Office

130 Beechwood Cove Road – P.O. Box 229

Greentown PA 18426

e-mail: railpace@ptd.net

Thank you for reviewing our electronic Ad Rate Card.

If you have a suggestion about how we can improve this electronic presentation, please e-mail: railpace@centurylink.net