

# **RAILPACE NEWSMAGAZINE**

## **ADVERTISING RATE CARD #7 - 2006**

*Effective January 1, 2006*

• **Monthly Ad Deadline is 21<sup>st</sup> of Each Month** •

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

### **Display Advertising**

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

To best serve you, our ad rates have NOT increased since 1998!

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 below)
- **FAXED** to our Advertising Dept. at **(732) 752.8839**
- **e mailed** to our Advertising Dept. at [wchaplik@verizon.net](mailto:wchaplik@verizon.net)

**NEW ACCOUNTS: Payment must accompany or precede your ad request/materials.**

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.

## RAILPACE ADVERTISING RATE CARD - 2006

MULTIPLE INSERTIONS: 10% discount for multiple insertions (two or more) of same-size ad.

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 ELECTRONIC FILES -- **PRESS READY.**

**Adobe Acrobat pdf files are preferred.**

We can also accept ads in most native formats (Quark XPress, Adobe Illustrator, WORD, etc.)

BE SURE TO INCLUDE ALL Hi-RES IMAGES AND ALL FONTS.

Media can be CDs, or 3-1/2" floppies.

You may also be able to STUFF and e-mail files to [railpace@ptd.net](mailto: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! Please contact them directly at: [dave@gritprinting.com](mailto:dave@gritprinting.com)

RAILPACE COMPANY reserves the right to refuse or cancel advertising which the Publisher deems objectionable or unsuitable, and for 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.

**RAILPACE ADVERTISING RATE CARD – 2006**

**2006 RATES**

**FULL COLOR (4-color process)**

Full Page \$575  
2/3 page (two vertical columns) \$375  
Half Page (vertical or horizontal) \$300  
Third Page (One Column) \$225  
Quarter Page \$175  
Sixth Page (one half of one column) \$125  
Eighth Page \$100  
2 Facing Full Pages \$1100

**Black & White**

Full Page \$400  
2/3 page (two vertical columns) \$295  
Half Page (vertical or horizontal) \$225  
Third Page (One Column) \$150  
Quarter Page \$120  
Sixth Page (one half of one column) \$90  
Eighth Page \$75  
2 Facing Full Pages \$750

**Mechanical Requirements**

Ads to be submitted in **electronic format** on a CD, ZIP disk, or floppy disk -- No Films, please.

**Adobe Acrobat pdf files are preferred.**

We can also accept ads in most native formats (Quark XPress, Adobe Illustrator, WORD, etc.)

**BE SURE TO INCLUDE ALL Hi-RES IMAGES AND ALL FONTS.**

Media can be CDs, or 3-1/2" floppies.

You may also be able to STUFF and e-mail files to [railpace@ptd.net](mailto:railpace@ptd.net)

**RAILPACE ADVERTISING RATE CARD - 2006**

**PLEASE BE SURE to include an inkjet print-out, Laser, or Matchprint with your electronic ad file, so we can be CERTAIN that your file is complete, and that it displays as you intended!**

**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:** 7-1/2 x 10 in.  
(No extra charge for full bleed)

**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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e.g. January 21 for March issue,

which is on sale on or about February 23.

Quick turnaround — approximately 4 weeks!

DON'T wait until the last day to submit your Ad Request, as available space may be filled !! Even if your Ad materials are not yet ready, contact us and make a no-obligation space reservation to ensure your spot!

**Kindly Direct All Advertising Inquiries,  
Reservations, Insertion Orders,  
Billing Inquiries, Payment, etc. to:**

**RAILPACE COMPANY INC.**

**Advertising Department**

**Attn: Bill Chaplik**

**P.O. Box 927, Piscataway, NJ 08854**

**e-mail: [wchaplik@verizon.net](mailto:wchaplik@verizon.net)**

**Telephone/FAX (732) 752-8839 (24/7)**

**Send all advertising materials/diskselectronic files to:**

**RAILPACE COMPANY INC.**

**Editorial Office**

**130 Beechwood Cove Road**

**P.O. Box 229**

**Greentown PA 18426**

**e-mail: [railpace@ptd.net](mailto: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: [wchaplik@verizon.net](mailto:wchaplik@verizon.net)