

RAILWAY AGE



MEDIA KIT
2024

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.



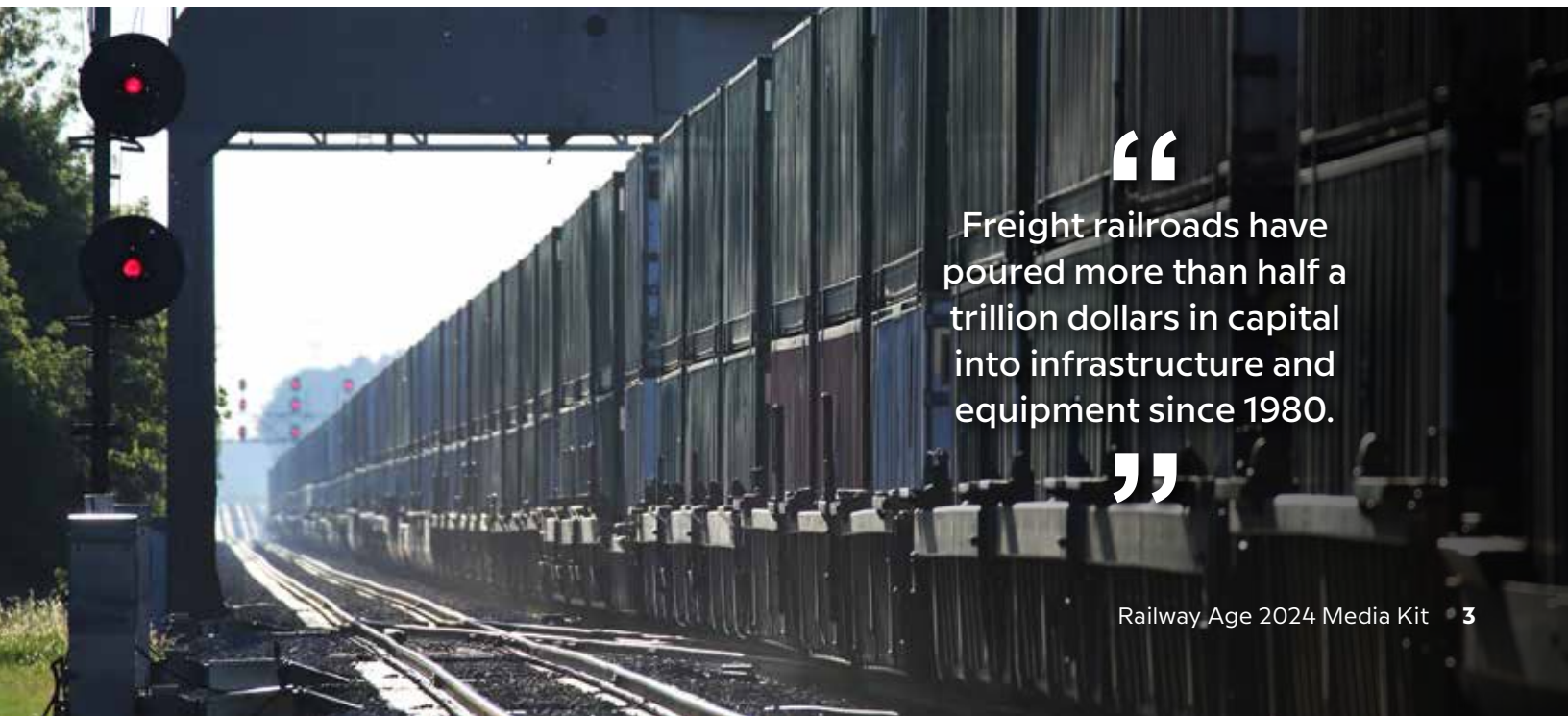
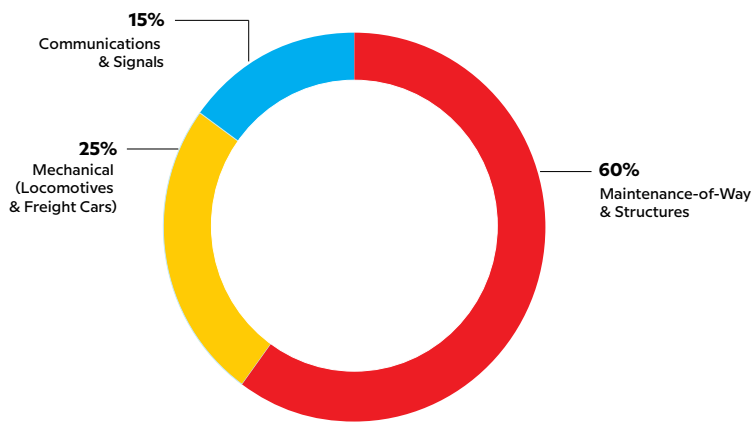
NORTH AMERICA'S RAILWAY INDUSTRY: A \$150 BILLION MARKET

SAFE, SUSTAINABLE, TECHNOLOGICALLY ADVANCED TRANSPORTATION

North America's freight and passenger railways have been an essential industry since the early 19th century, providing vital transportation services that support an economy that's constantly on the move. Nearly 200 years after the first "iron horses" began hauling goods and people, 21st century railways offer the safest, most sustainable mode of transportation. To remain essential and strong, freight carriers reinvest an average of 20% of their revenues into plant and equipment—a far higher percentage than most other industries—sustaining an annual market now worth nearly \$150 billion. Since

partial deregulation in 1980, they 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 railways—commuter/regional, intercity, rapid transit, light rail and high-performance—leverage a combination of public and private funds for investments in state-of-good repair, new equipment and expansion—a market that, with unprecedented federal support, grew to nearly \$100 billion in 2023. Combined, the freight and passenger railway markets now represent a \$150 billion opportunity for suppliers, contractors and consultants.

How Railroads Invest



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

”

MILLIONS OF TOUCHPOINTS



20 MILLION
ANNUAL POINTS
OF CONTACT

26,232
MAGAZINE CIRCULATION

5 MILLION
WEBSITE PAGE VIEWS ANNUALLY

95,000
READERS PER ISSUE

50,000
EMAIL SUBSCRIBERS



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

RAILWAY AGE

READER PROFILE

80% OF SUBSCRIBERS

ACT ON ADS OR EDITORIAL IN RAILWAY AGE

50%

ARE ACTIVELY INVOLVED IN PURCHASING DECISIONS

58%

OF SUBSCRIBERS ONLY SUBSCRIBE TO RAILWAY AGE

98%

CONSIDER RAILWAY AGE IMPORTANT COMPARED TO OTHER INDUSTRY PUBLICATIONS

80%

OF SUBSCRIBERS READ EVERY ISSUE

3.6

READERS PER ISSUE OF RAILWAY AGE

90%

LOOK AT THEIR RAILWAY AGE ISSUE MORE THAN ONCE EACH MONTH

50 MINUTES

THE AVERAGE TIME SUBSCRIBERS SPEND READING EACH ISSUE OF RAILWAY AGE

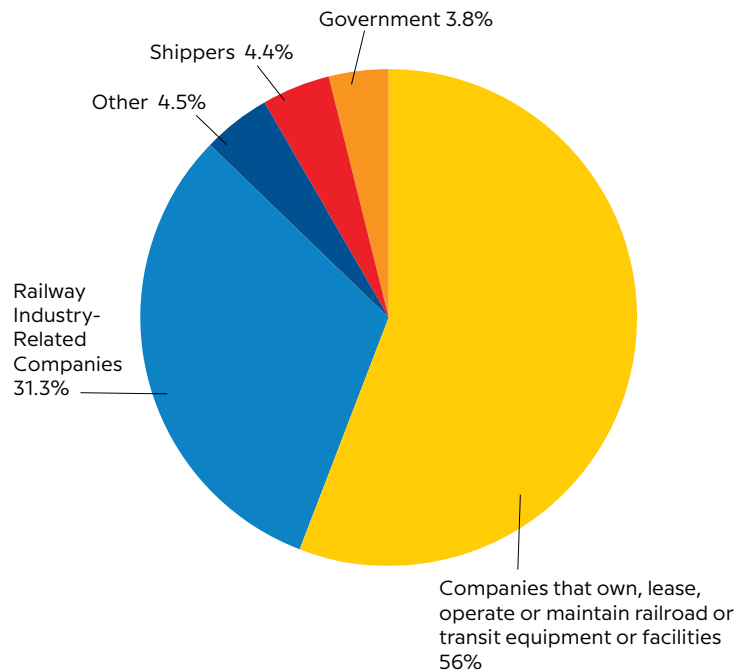
85,000 READERS PER ISSUE

According to a recent study, Railway Age averages 3.6 readers per copy for a total monthly audience of nearly 95,000 readers.

EXPANSIVE REACH TO YOUR MARKET

The total qualified circulation of Railway Age is 26,232 of which 14,690 (56%) 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 57% unduplicated readership, this exclusive audience can only be reached through Railway Age.

Subscribers by Industry



1. Verified™ Audit Circulation, June 2021

2. 2023 Railway Age Readership Survey

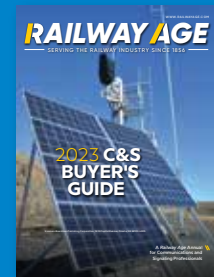
2024 EDITORIAL PLANNER



	Space Reservations	Material Deadline
January <ul style="list-style-type: none">• Railway Age's 2024 Railroader of the Year• 2024 Passenger Rail Funding Outlook• MxV Rail R&D	Dec. 15	Dec. 28
February <ul style="list-style-type: none">• Railway Age's 25 Under 40 Fast Trackers• Legislative Report on the 119th Congress• Technology Focus Mechanical – Draft Gears and Cushioning Devices• TTC Operated by ENSCO	Jan. 12	Jan. 19
March <ul style="list-style-type: none">• Railway Age's Short Line & Regional Railroads of the Year• Technology Focus – Mechanical: Next-Gen Motive Power• Special Report: Preparing for Heat, Wildfires and Floods• MxV Rail R&D• Bonus Distribution: ASLRRA Annual Conference & Exhibition, March 24-26, Kansas City	Feb. 16	Feb. 23
April <ul style="list-style-type: none">• Railway Age's Fourth Annual CEO Perspectives• Passenger Rail Focus: Post-Pandemic Progress• Technology Focus – M/W: Crossties• Technology Focus – Mechanical: Railinc Freight Car Fleet Statistics• TTC Operated by ENSCO	Mar. 15	Mar. 22
May <ul style="list-style-type: none">• Railway Age Readers' Most Influential Industry Leaders• Special Report: CPKC One-Year Anniversary• Technology Focus – Mechanical: Railinc Locomotive Fleet Statistics• Technology Focus – M/W: Grinding, Milling and Welding• MxV Rail R&D	Apr. 15	Apr. 22
June <ul style="list-style-type: none">• Railway Age's Guide to Equipment Leasing• Technology Focus – C&S and Mechanical: Telematics and the Digital Revolution• TTC Operated by ENSCO• Bonus Distribution: RSSI C&S Exhibition, July 8-10, Louisville	May 13	May 20

2024 EDITORIAL PLANNER

	Space Reservations	Material Deadline
July	June 14	June 21
<ul style="list-style-type: none"> • 53rd Annual Car & Locomotive Repair Directory • Midyear Report on the State of the Industry • Equipment Inspection: The Rise of Hand-Held Smart Devices • MxV Rail R&D 		
August	Jul. 15	Jul. 22
<ul style="list-style-type: none"> • Annual Winter Preparedness Special Report • BNSF's Real-Time Locomotive Health Monitoring Strategy • Union Pacific's Roadway Defect Detection Practices • Passenger Rail Focus: Amtrak Midwest Services • TTC Operated by ENSCO: Testing Overhead Wire Vehicles at the TTC • Bonus Distribution: AREMA Annual Conference and Expo, September 15-18, Louisville 		
September	Aug. 16	Aug. 23
<ul style="list-style-type: none"> • RAILWAY AGE INNOVATIONS SHOWCASE • Passenger Rail Focus: Northeast Corridor Capital Investment Program • Shipper/Railroad/Supplier Collaboration • CSX's PTC Experience: Best Practices and Lessons Learned • Renewable Diesel and Biodiesel Locomotive Applications • MxV Rail R&D • Bonus Distribution: RSI Expo and Technical Conference, October 9-11, Chicago 		
October	Sep. 16	Sep. 23
<ul style="list-style-type: none"> • Railway Age's 2025 Railroad Financial Desk Book • Technology Focus – M/W: Fastening Systems • Rail Transit CBTC Developments • TTC Operated by ENSCO 		
November	Oct. 15	Oct. 21
<ul style="list-style-type: none"> • Railway Age's Eighth Annual Women in Rail • Passenger Rail Focus: Honolulu Area Rapid Transit • Technology Focus – M/W: Ballast Inspection and Maintenance • MxV Rail R&D 		
December	Nov. 15	Nov. 22
<ul style="list-style-type: none"> • Railway Age's 2025 Freight Rail Outlook • Technology Focus – M/W: Grade Crossing Surfaces and Warning Systems • TTC Operated by ENSCO • Bonus Distribution: NRC Conference and REMSA Exhibition, January 5-8, 2025, Marco Island, Florida 		



C&S BUYER'S GUIDE 2025 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. 9

RAILWAY AGE

WEBSITE

4 MILLION
SESSIONS PER YEAR

5 MILLION
PAGE VIEWS
ANNUALLY

2.7 MILLION
USERS PER YEAR

435,000
PAGE VIEWS
MONTHLY

1. Google Analytics, August 2022 - July 2023

81%

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

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$4,795	\$3,915	\$3,330	\$2,840	\$2,450

Below the Fold 728 x 90 or 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$3,915	\$3,230	\$2,740	\$2,350	\$1,960

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

Net monthly rate: \$6,500



CHANNELS:

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

NEWSLETTERS

RAIL GROUP NEWS

News from Railway Age, RT&S and IRJ



32,000 subscribers

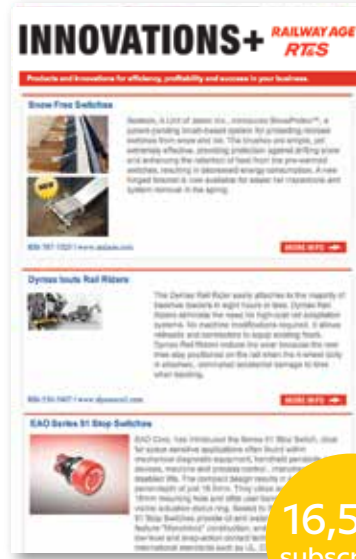
RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ. This email newsletter offers North American and global news and analysis of the freight and passenger markets.

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

- 468 x 60:** \$3,395 per month
- 160 x 600:** \$4,890 per month (only one unit available)
- 728 x 90:** \$7,190 per month (only one unit available)

INNOVATIONS+

Showcases products, services and technologies



16,500 subscribers

This informative email is sent to 16,500 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.

\$980 per month

Deliverables:

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

WEBINARS

81%

RELY ON RAILWAY AGE FOR
INDUSTRY TRENDS,
PRODUCTS & SERVICES

Deliverables:

- Educational webinar on topic of sponsor's choosing
- Features PowerPoint and high quality streaming video
- Promoted to Railway Age audience
- Co-branded materials including email invites, registration page, webinar platform, and email confirmations
- Live polling with real-time results
- Interactive Q&A to increase audience engagement
- Railway Age editor serves as moderator
- Expert, turnkey coordination and management of event
- Events resources section offers sponsor opportunity to allow trackable assets for download
- Customizable exit survey
- Hosting of on-demand event for 6 months with lead capture
- Comprehensive event reporting including attendee contact info and engagement metrics



INTERACTIVE WEBINARS

Demonstrate expertise and thought leadership to the Railway Age audience with an informative, co-branded webinar. Tailored to your marketing objectives, our professional quality 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.

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:

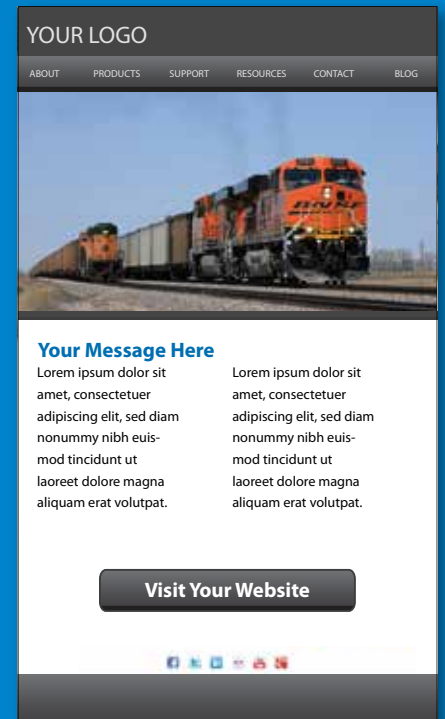
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to server.
- Recommended width of 500 - 700 pixels.
- To avoid triggering SPAM filters and to increase 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.



SPONSORED CONTENT

91%

RELY ON RAILWAY AGE TO COVER THE MOST IMPORTANT ISSUES

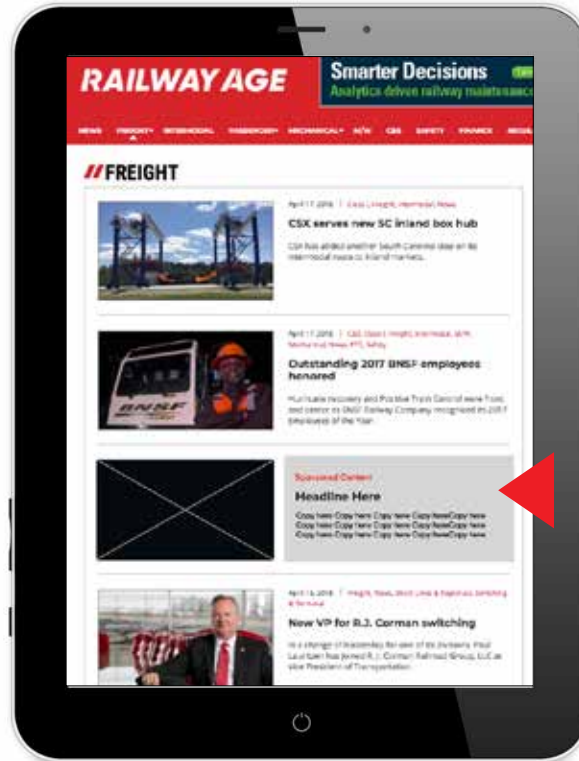
The seamless integration between your messaging and Railway Age's content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage or a channel will promote your content.

Promotion Includes:

- Article posted on homepage or channel
- Four run-of-site banners; 728x90 (2) and 300x250 (2)
- **New!** Article summary in Rail Group News newsletter with link to landing page one time
- **New!** Social media posts
- **New!** Lead generation option can be embedded in article

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

All sponsored content items carry the superscription "Sponsored Content."



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: \$7,650 month

Newsletter Sponsored Content

Sponsored content article of sponsor's choosing runs in Rail Group News, our signature newsletter, four times in a month. A sponsor-supplied title and description of approximately 250 characters links to an article hosted on the advertiser's site.

Net monthly rate: \$4,000

WHITE PAPERS

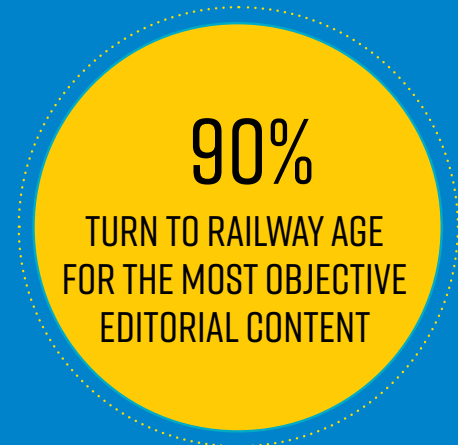
BUILD BRAND AWARENESS & GENERATE LEADS

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: \$5,250 /month; 2 months minimum recommended



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

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 nearly 100,000 plays. The podcast is promoted on the Railway Age and RT&S websites, as well as through direct email.

Rate: \$5,130

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.

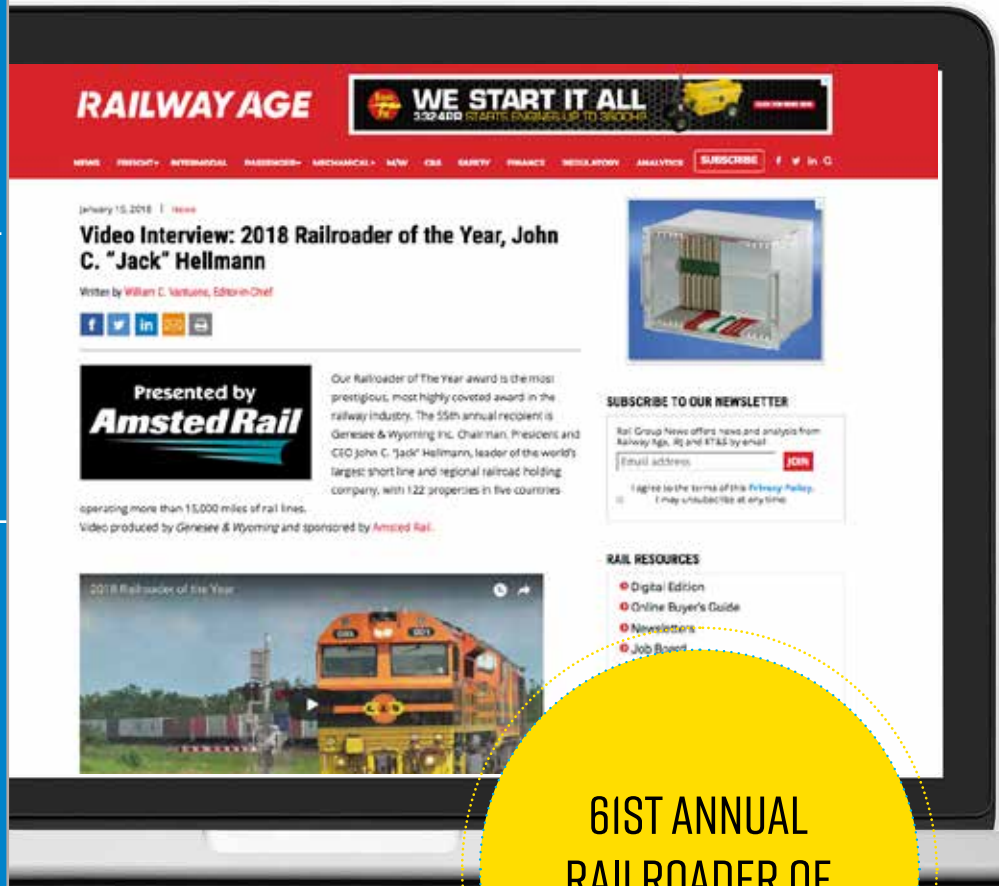
Rate; \$6,425

RAILROADER OF THE YEAR

728 X 90 AND 300 X 250 BANNERS ON VIDEO LANDING PAGE

15-SECOND VIDEO COMMERCIAL PROCEEDING EDITORIAL VIDEO

DIRECT EMAIL PROMOTING RAILROADER OF THE YEAR FEATURES SPONSOR'S 300 X 250 BANNER



61ST 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 61st Railroader of the Year in an exclusive video hosted on Railway Age's website.

Video Sponsorship: \$10,650

RAILWAY AGE

RAILWAY AGE VS. PROGRESSIVE RAILROADING

91% RAILWAY AGE

MOST TIMELY SOURCE OF INDUSTRY NEWS

90% RAILWAY AGE

MOST USEFUL FOR KEEPING INFORMED OF INDUSTRY TRENDS

90% RAILWAY AGE

DELIVERS THE MOST OBJECTIVE EDITORIAL CONTENT

91% RAILWAY AGE

BEST JOB COVERING THE MOST IMPORTANT RAIL ISSUES

88% RAILWAY AGE

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

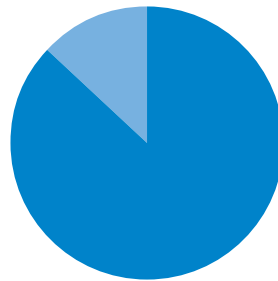
88% RAILWAY AGE

ALERTS INDUSTRY TO NEW PRODUCTS AND SERVICES

93% RAILWAY AGE

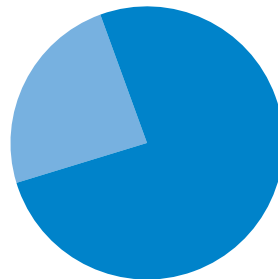
MOST USEFUL OVERALL IN JOB

WHICH BRAND'S PRODUCTS DO YOU VISIT MORE FREQUENTLY?



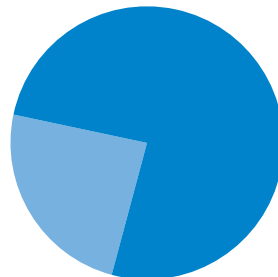
MAGAZINE

- 90% Railway Age
- 10% Progressive Railroading



WEBSITE

- 86% Railway Age
- 14% Progressive Railroading



EMAIL NEWSLETTERS

- 87% Railway Age
- 13% Progressive Railroading

PRINT RATES

	1x	3x	6x	9x	12x	18x	24x
1 Page							
4 color	\$15,045	\$14,590	\$14,185	\$13,800	\$13,180	\$12,765	\$12,365
2 color	\$12,120	\$11,670	\$11,260	\$10,875	\$10,260	\$9,840	\$9,440
B&W	\$10,805	\$10,350	\$9,945	\$9,560	\$8,940	\$8,525	\$8,125

2/3 Page							
4 color	\$11,950	\$11,740	\$11,510	\$11,165	\$10,815	\$10,610	\$10,400
2 color	\$9,025	\$8,815	\$8,585	\$8,240	\$7,890	\$7,685	\$7,475
B&W	\$7,710	\$7,495	\$7,270	\$6,925	\$6,570	\$6,370	\$6,155

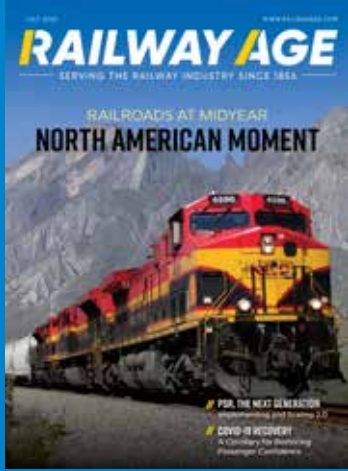
1/2 Island							
4 color	\$11,370	\$11,145	\$10,820	\$10,580	\$10,290	\$10,070	\$9,965
2 color	\$8,445	\$8,220	\$7,895	\$7,655	\$7,365	\$7,145	\$7,040
B&W	\$7,130	\$6,900	\$6,580	\$6,340	\$6,045	\$5,825	\$5,725

1/2 Page							
4 color	\$10,160	\$9,935	\$9,710	\$9,490	\$9,250	\$9,110	\$8,980
2 color	\$7,240	\$7,010	\$6,785	\$6,565	\$6,330	\$6,185	\$6,050
B&W	\$5,920	\$5,695	\$5,465	\$5,245	\$5,010	\$4,870	\$4,740

1/3 Page							
4 color	\$8,760	\$8,610	\$8,435	\$8,430	\$8,135	\$7,975	\$7,850
2 color	\$5,835	\$5,685	\$5,515	\$5,505	\$5,210	\$5,050	\$4,925
B&W	\$4,515	\$4,370	\$4,195	\$4,190	\$3,890	\$3,730	\$3,610

1/4 Page							
4 color	\$7,585	\$7,520	\$7,425	\$7,284	\$7,170	\$7,065	\$7,005
2 color	\$4,660	\$4,595	\$4,500	\$4,359	\$4,240	\$4,140	\$4,080
B&W	\$3,340	\$3,280	\$3,185	\$3,043	\$2,925	\$2,825	\$2,760

Covers (4-color included)							
2nd	\$16,355	\$15,755	\$14,905	\$14,130	\$13,865	\$13,495	\$13,165
3rd	\$15,980	\$15,450	\$14,750	\$13,880	\$13,165	\$13,250	\$13,000
4th	\$16,945	\$16,460	\$15,650	\$14,720	\$13,720	\$13,965	\$13,745



TIP-IN CHARGES
Tip-in: \$1,800

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.

PRINT SPECS

MECHANICAL REQUIREMENTS

Trim Sizes

Railway Age is printed offset trimmed to 8 in. x 10 7/8 in. (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)

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; file 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 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: ``
- 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.

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