

MUSEUM HOURS

Thur - Sun: April 14 thru September

Thur - Fri: 12 - 4PM, Sat - Sun: 10AM - 5PM

Weekend Train Rides

Memorial Day thru Labor Day



WPRM

Western Pacific Railroad Museum

PORTOLA, CALIFORNIA

200 Western Pacific Way - near Old Town Portola, CA

(530) 832-4131 ~ www.WPLives.org

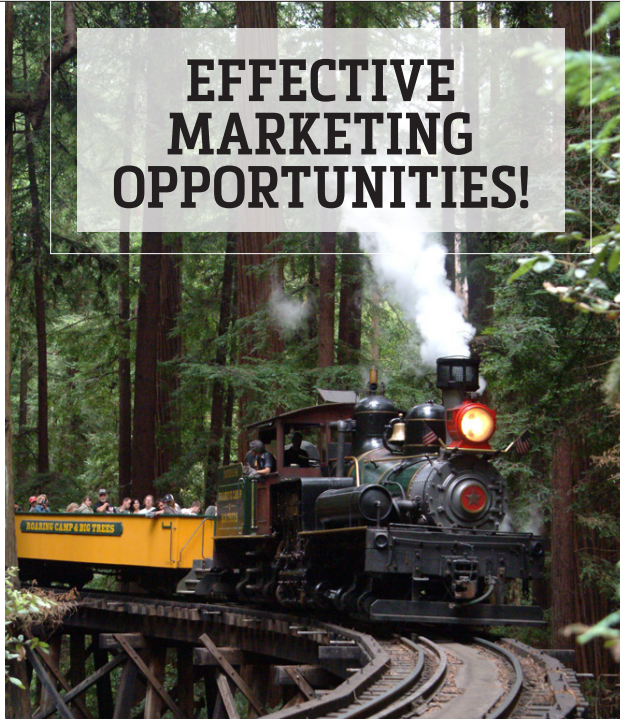
RUN A LOCOMOTIVE!

fantasy experience program - call to reserve
runs weather permitting July thru October

Pumpkin Trains in October

check the website for times and dates

Get on Board with Advertising in *Trains* and *Classic Trains* Magazines!



Double your reach in 2022

From serious railroad enthusiasts to railroad professionals, *Trains* magazine is read by anyone with a passion for railroading. *Trains* is the world's largest circulation magazine about railroading, which makes it a unique environment to showcase your marketing message.

Classic Trains magazine is devoted to the golden years of railroading — the popular and colorful period from about 1920 to 1980. *Classic Trains* is the ideal venue to market items pertaining to railroad history.

Contact your sales rep for a sample issue and for more information on the *Trains* and *Classic Trains* audiences.



Photo: Jim Wrinn



Photo: Jim Wrinn



Photo: David Lassen

5 Routes to Success!

Affordable, long-term visibility that generates results! Reasonable rates and flexibility make these titles the perfect vehicles for your advertising dollars.

1 Print Display Advertising

Engaging, impactful display ads that appear in the main body of the magazine

Ride This Train! Display Ad

Print display ad that appears in our special Ride This Train! Section available in the May through October issues of *Trains*, and the Summer and Fall issues of *Classic Trains*.

2 Railroad Attraction Directory

A year-round reference in *Trains* and *Classic Trains*, organized by state.

3 Email Newsletter

Delivers a high impact cost-efficient message that generates immediate results.

4 Trains E-blast

Helps railroads and museums promote their events.

5 Trains.com

Please ask us for our in-depth Media Guide with advertising opportunities on our Trains.com website

Give railfans 5 routes to reach
YOUR destination with
advertising in
Trains and *Classic Trains*
magazines!



Display Advertising

2022 Advertising Closing Dates

| COVER | CLOSING | AD MATERIALS DUE | PUBLICATION | NEWSSTAND ON SALE |
|------------------------------|----------|------------------|-------------|-------------------|
| January <i>Trains</i> | Oct. 25 | Nov. 1 | Nov. 26 | Dec. 14 |
| February <i>Trains</i> | Nov. 15 | Nov. 22 | Dec. 24 | Jan. 11 |
| March <i>Trains</i> | Dec. 16 | Dec. 27 | Jan. 21 | Feb. 8 |
| Spring <i>Classic Trains</i> | Jan. 4 | Jan. 11 | Feb. 11 | Feb. 22 |
| April <i>Trains</i> | Jan. 19 | Jan. 26 | Feb. 18 | Mar. 8 |
| May <i>Trains</i> | Feb. 23 | Mar. 2 | Mar. 25 | Apr. 12 |
| June <i>Trains</i> | Mar. 23 | Mar. 30 | Apr. 22 | May 10 |
| Summer <i>Classic Trains</i> | Apr. 5 | Apr. 12 | May 13 | May 24 |
| July <i>Trains</i> | Apr. 26 | May 3 | May 27 | June 14 |
| August <i>Trains</i> | May 23 | May 31 | June 24 | July 12 |
| September <i>Trains</i> | June 21 | June 28 | July 22 | Aug. 9 |
| Fall <i>Classic Trains</i> | July 6 | July 13 | Aug. 12 | Aug. 23 |
| October <i>Trains</i> | July 26 | Aug. 2 | Aug. 26 | Sept. 13 |
| November <i>Trains</i> | Aug. 23 | Aug. 30 | Sept. 23 | Oct. 11 |
| December <i>Trains</i> | Sept. 21 | Sept. 28 | Oct. 21 | Nov. 8 |
| Winter <i>Classic Trains</i> | Oct. 4 | Oct. 11 | Nov. 11 | Nov. 22 |

Ad Sizes

| UNIT SIZES | WIDTH | HEIGHT |
|--------------------------------|---------|---------|
| Two-Page Spread - Bleed | 16.75" | 11.0" |
| Trimming to Live Matter | 16.5" | 10.75" |
| | 15.875" | 10.125" |
| Full Page Bleed | 8.5" | 11.0" |
| Trimming to Live Matter | 8.25" | 10.75" |
| | 7.625" | 10.125" |
| Full Page/Non-Bleed | 7.062" | 10.062" |
| Covers: Same as above | | |
| 2/3 page vertical | 4.656" | 10.062" |
| 1/2 page horizontal | 7.062" | 4.937" |
| 1/2 page vertical | 4.656" | 7.437" |
| 1/3 page vertical | 2.25" | 10.062" |
| 1/3 page square | 4.656" | 4.937" |
| 1/4 page vertical | 2.25" | 7.437" |
| 1/4 page square | 4.656" | 3.625" |
| 1/6 page vertical | 2.25" | 4.937" |
| 1/6 page horizontal | 4.656" | 2.375" |
| 1/8 page (<i>Trains</i> only) | 2.25" | 3.625" |
| 1/12 page | 2.25" | 2.375" |

Publisher reserves the right to reduce or enlarge any advertisement which does not meet the reserved and specified size and charge for the additional work.

*Hold live matter .3125" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.

**Keep live material (type) .25" on either side of the gutter for two-page spread ads.

General Advertising Rates — *Trains*

| RATES PER INSERTION | 1X | 3X | 6X | 12X |
|---|---------|---------|---------|---------|
| BLACK & WHITE — EFFECTIVE JANUARY 2022 | | | | |
| 1 page | \$3,858 | \$3,472 | \$3,318 | \$3,164 |
| Each additional page | 3,665 | 3,299 | 3,152 | 3,005 |
| 2/3 page | 2,874 | 2,587 | 2,472 | 2,357 |
| 1/2 page | 2,276 | 2,049 | 1,958 | 1,867 |
| 1/3 page | 1,589 | 1,431 | 1,367 | 1,303 |
| 1/4 page | 1,235 | 1,111 | 1,062 | 1,012 |
| 1/6 page | 856 | 771 | 737 | 702 |
| 1/8 page | 675 | 608 | 581 | 554 |
| 1/12 page | 463 | 417 | 398 | 380 |
| 1.5 inch | 297 | 267 | 255 | 244 |
| 1 inch | 201 | 181 | 173 | 165 |
| FOUR-COLOR — EFFECTIVE JANUARY 2022 | | | | |
| 1 page | \$5,401 | \$4,861 | \$4,645 | \$4,429 |
| Each additional page | 5,131 | 4,618 | 4,413 | 4,208 |
| 2/3 page | 4,024 | 3,622 | 3,461 | 3,300 |
| 1/2 page | 3,187 | 2,868 | 2,741 | 2,613 |
| 1/3 page | 2,225 | 2,003 | 1,914 | 1,825 |
| 1/4 page | 1,728 | 1,556 | 1,486 | 1,417 |
| 1/6 page | 1,199 | 1,079 | 1,031 | 983 |
| 1/8 page | 945 | 851 | 813 | 775 |
| 1/12 page | 648 | 583 | 557 | 531 |
| COVER RATES | | | | |
| Cover 2 | \$6,304 | \$5,674 | \$5,421 | \$5,169 |
| Cover 3 | 6,161 | 5,545 | 5,299 | 5,052 |
| Cover 4 | 6,416 | 5,774 | 5,518 | 5,261 |

Classified Advertising

In *Trains*, classified advertising is available at \$1.57 per word (\$35 minimum). Call our classified department at 888-558-1544, ext. 551 for more information.

General Rate Policy

Rates are based on the total number of insertions during a contract year. In *Trains* magazine, 3, 6 or 12 insertions of the same or varied sizes earn frequency discounts (4 insertions in *Classic Trains*). For example, three full-page ad and three half-page ads earn the 6-time rate for both sizes of space.



General Advertising Rates — *Classic Trains*

| RATES PER INSERTION | 1X | 4X | 1 PG 4 ISSUES |
|--|---------|---------|---------------|
| BLACK & WHITE — EFFECTIVE SPRING 2022 | | | |
| 1 page | \$2,551 | \$2,347 | \$2,219 |
| Each additional page | 2,423 | 2,230 | 2,108 |
| 2/3 page | 1,900 | 1,748 | |
| 1/2 page | 1,505 | 1,385 | |
| 1/3 page | 1,051 | 967 | |
| 1/4 page | 816 | 751 | |
| 1/6 page | 566 | 521 | |
| 1/12 page | 306 | 282 | |
| COLOR RATES, FOUR-COLOR — EFFECTIVE SPRING 2022 | | | |
| 1 page | \$3,571 | \$3,286 | \$3,107 |
| Each additional page | 3,393 | 3,121 | 2,952 |
| 2/3 page | 2,661 | 2,448 | |
| 1/2 page | 2,107 | 1,939 | |
| 1/3 page | 1,471 | 1,354 | |
| 1/4 page | 1,143 | 1,051 | |
| 1/6 page | 793 | 729 | |
| 1/12 page | 429 | 394 | |
| COVER RATES, FOUR-COLOR — EFFECTIVE SPRING 2022 | | | |
| Cover 2 | \$4,168 | \$3,835 | \$3,626 |
| Cover 3 | 4,074 | 3,748 | 3,544 |
| Cover 4 | 4,242 | 3,903 | 3,691 |

Marketplace Advertising — *Classic Trains*

| RATES PER INSERTION | BLACK & WHITE | | TWO-COLOR | |
|---------------------|---------------|------|-----------|-------|
| SIZE | 1X | 4X | 1X | 4X |
| 1 inch | \$129 | \$99 | \$148 | \$114 |
| 1.5 inch | 190 | 146 | 219 | 168 |
| 2 inch | 250 | 192 | 287 | 221 |

Circulation

Trains total average paid circulation for the six months ending December 2020 is 74,032.

Classic Trains total average paid circulation for the six months ending December 2020 is 46,506.

Ride This Train! Special Advertising Section

Ride This Train! kicks off the heritage season as a pull-out supplement in the May issue of *Trains* magazine. Featuring listings of every scenic railroad and rail museum in North America, this unique guide is a go-to resource for traveling railfans and their families. Enhance your free listing with an efficient marketing campaign!

Ride This Train! continues as a special advertising section in the June through October issues of *Trains*, and the Summer and Fall issues of *Classic Trains*. Each magazine delivers your message to an unbeatable audience of people passionate about railroading. You'll qualify for the best rate - and make the biggest impact on your potential customers - if you advertise in every issue.



Ride This Train! Important Dates

| Issue | Closing Date | Materials Due | On-Sale Date |
|------------------------------|--------------|---------------|--------------|
| May <i>Trains</i> | Feb. 23 | Mar. 2 | Apr. 12 |
| June <i>Trains</i> | Mar. 23 | Mar. 30 | May 10 |
| Summer <i>Classic Trains</i> | Apr. 5 | Apr. 12 | May 24 |
| July <i>Trains</i> | Apr. 26 | May 3 | June 14 |
| August <i>Trains</i> | May 23 | May 31 | July 12 |
| September <i>Trains</i> | June 21 | June 28 | Aug. 9 |
| Fall <i>Classic Trains</i> | July 6 | July 13 | Aug. 23 |
| October <i>Trains</i> | July 26 | Aug. 2 | Sept. 13 |

Ride This Train! Rates (effective 2022)

| Four-Color | Trains | | | Classic Trains | |
|--------------------|---------|---------|---------|----------------|---------|
| | 1X | 3X | 6X | 1X | 2X |
| Rate per insertion | | | | | |
| Full page | \$5,401 | \$4,861 | \$4,645 | \$3,571 | \$3,286 |
| 2/3 page | 4,024 | 3,622 | 3,461 | 2,661 | 2,448 |
| 1/2 page | 3,187 | 2,868 | 2,741 | 2,107 | 1,939 |
| 1/3 page | 2,225 | 2,003 | 1,914 | 1,471 | 1,354 |
| 1/4 page | 1,728 | 1,556 | 1,486 | 1,143 | 1,051 |
| 1/6 page | 1,199 | 1,079 | 1,031 | 793 | 729 |
| 1/12 page | 648 | 583 | 557 | 429 | 394 |
| Black and White | Trains | | | Classic Trains | |
| Rate per insertion | 1X | 3X | 6X | 1X | 2X |
| Full page | \$3,858 | \$3,472 | \$3,318 | \$2,551 | \$2,347 |
| 2/3 page | 2,874 | 2,587 | 2,472 | 1,900 | 1,748 |
| 1/2 page | 2,276 | 2,049 | 1,958 | 1,505 | 1,385 |
| 1/3 page | 1,589 | 1,431 | 1,367 | 1,051 | 967 |
| 1/4 page | 1,235 | 1,111 | 1,062 | 816 | 751 |
| 1/6 page | 856 | 771 | 737 | 566 | 521 |
| 1/12 page | 463 | 417 | 398 | 306 | 282 |

See the next page for ad sizes.

Railroad Attraction Directory

Get affordable, long-term visibility that generates results with ads in the Railroad Attraction Directory featured in each issue of *Trains* and *Classic Trains* magazines. Organized by state, this year-round reference makes it easy for traveling railfans to find you. Ads follow a prescribed format, and our reasonable rates include all ad production.

Rates EFFECTIVE 2022

| Rate per insertion | 4X | 6X | 12X | 1X | 4X |
|------------------------|---------------|-------|-----------------------|-------|-------|
| Four-Color | Trains | | Classic Trains | | |
| 3 inches | \$427 | \$345 | \$320 | \$323 | \$296 |
| 2 inches | 289 | 234 | 217 | 221 | 202 |
| Two-Color | Trains | | Classic Trains | | |
| 3 inches | \$350 | \$284 | \$263 | \$265 | \$243 |
| 2 inches | 237 | 192 | 178 | 181 | 166 |
| Black and White | Trains | | Classic Trains | | |
| 3 inches | \$305 | \$247 | \$229 | \$231 | \$211 |
| 2 inches | 207 | 167 | 155 | 158 | 144 |
| 1 inch | 106 | 86 | 80 | 80 | 74 |

RAILROAD ATTRACTION DIRECTORY

KENTUCKY Versailles
BLUEGRASS SCENIC RAILROAD AND MUSEUM
 175 Beasley Road
 90-minute train rides through Central Kentucky Thoroughbred horse country.
 Weekends May through October.
www.BluegrassRailroad.com 800-755-2478

NEW HAMPSHIRE North Conway
CONWAY SCENIC RAILROAD
 88 Norcross Circle PO Box 1947

 Enjoy an old-fashioned railroading experience on vintage trains, all departing from our 1874 Victorian Station in excursions with Coach, First Class, and First in Coach on the Valley Trails.
www.conwayscenic.com 800-232-5251

NEW YORK Arkville
DELAWARE & ULSTER RAILROAD
 43510 State Highway 28

Route of the Big Van Winkle Flyer
 Travel with us through the New York State's legendary Catskill Mountains from mid-May to early December, with both our excursion and vintage streamliner train rides, check our website for operating calendar.
 We offer Train Robbery Barbeques, Spring & September Steam Weekends, along with other unique events, private charters available all along the scenic East Branch of the Delaware River.
www.durr.org (845) 586 - 2928

OHIO Bellevue
MAD RIVER & NKP RAILROAD SOCIETY
 233 York Street
 Open daily 12 - 4pm Memorial Day through Labor Day - weekends only May, Sept, and Oct. Visit our web site.
www.madriverrailroad.com 419-483-2222

OKLAHOMA Oklahoma City
OKLAHOMA RAILWAY MUSEUM
 3400 NE Grand Blvd
All Aboard!
 Come for a ride on our historic railroad

 Open Thurs., Fri., Sat. 9:00-5:00. Rides on 1st & 3rd Sat. April through August. Trains leave from the museum's round trip on former M&O-T mainline in Okla. City. For info, birthday parties & other functions give us a call or visit our web site.
www.oklahomarailwaymuseum.org 405-424-8222

PENNSYLVANIA Marysville
BRIDGEVIEW BED & BREAKFAST
 810 S. Main St.
 Lately, train watching around The Bridgeview B&B has been extremely exciting with motive power from BNSF, UP, ACS, CP, CN, CSX and Ferromex often leading. Plus add NS heritage units into the mix and you have some amazing last-of-their-kind possibilities! From the spacious deck and sitting room, you can watch Rockville Bridge, Blue Mountains and train action on Country! Comfortable rooms all with private baths, A/C, WiFi, and a tasty breakfast are included with your stay. Take a virtual tour on our website and check us out on Facebook for daily updates, pictures and guest comments.
www.bridgeviewbnb.com 717-957-2438

SEPTEMBER 2019

PENNSYLVANIA New Freedom
NORTHERN CENTRAL RAILWAY-STEAM INTO HISTORY
 2 West Main Street

 Ride along the same route that carried President Lincoln from Washington, DC to Gettysburg, PA, where he delivered Central Railway-Steam Into History is an excursion railroad where you can meet presidents and generals, experience the Wild West, enjoy the spirit of the season any time of year, and literally ride along the very rails that helped build and save our nation.
www.steamintohistory.com (717) 942-2370

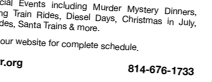
PENNSYLVANIA Robertsdale
FRIENDS OF THE EAST BROAD TOP
 550 Main Street
 Visit the East Broad Top Railroad's original southern operating terminus. Museum open first and third weekends, May through September, 10-5 Saturdays and 1-4 Sundays. Special hours in October.
www.fabr.com 814-635-2388

PENNSYLVANIA Strasburg
RAILROAD MUSEUM OF PENNSYLVANIA
 500 Gap Road


 Real Trains. Real History. Real Excitement. Experience an amazing, world-class collection of 100 historic American locomotives and railroad cars in our 100,000 square-foot, climate-controlled exhibit hall. Climb aboard a caboose, take the throttle in an authentic locomotive cab, inspect a 60-ton engine from underneath, get hands-on in the delightful railway education center. Family friendly, open year-round. Special events, restoration shop, exhibits, tours and virtual tours, orientation video, lobby and archives and museum store.
www.rmuseumpa.org 717-887-8828

PENNSYLVANIA Titusville
OIL CREEK & TITUSVILLE RAILROAD
 409 S. Perry St., Titusville, PA 16354

 Take a ride on a vintage train "through the valley that changed the world."
 Regular Rides June - October
 Many Special Events including Murder Mystery Dinners, Wine Tasting Train Rides, Diesel Days, Christmas in July, Spedder Rides, Santa Trains & more.
 Call or visit our website for complete schedule.
www.octr.org 814-676-1733


PENNSYLVANIA East Troy
EAST TROY RAILROAD MUSEUM
 2002 Church Street

 Take a 14-mile round trip from East Troy depot and museum to Indiana Park in Mukwonago. Stop at Elegant Farmer store and Saturday-Sunday June through September. Sat-Sun only May & October. See schedules at www.easttroyrr.org or call 262-642-3263.
www.easttroyrr.org 262.642.3263

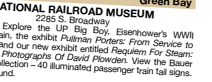
WISCONSIN Green Bay
NATIONAL RAILROAD MUSEUM
 2225 S. Broadway
 All Aboard! Explore the UP Big Boy, Eisenhower's WWII command train, the shifting Pullman Porters: From Service to Civil Rights, and our new exhibit entitled Requiem For Steam: Drumhead collection - 40 illuminated passenger train tail signs.
 Open year round.
www.nationalrailroadmuseum.org 920-437-7623

TEXAS Flatoria
FLATORIA RAIL PARK

 Flatoria is a railfan's delight. Downtown is the Central Texas Rail History Center, with artifacts, photos and model trains. Also downtown is Flatoria Rail Park, which features historic Tower No. 3 and SP caboose 1743. West of downtown at the tower locker is the Rail Photo Pavilion, which is open 24/7. Flatoria is located on I-10 halfway between Houston and San Antonio.
www.railcrossroads.com
info@railcrossroads.com

TEXAS Galveston
GALVESTON RAILROAD MUSEUM
 Home of the Santa Fe Webber
 2002 Santa Fe Place Collection, TX 77550
 Former Headquarters Gulf Colorado & Santa Fe Depot. Approx. 5 acres of 50 vintage rail cars, locomotives, freight passenger coaches and outdoor displays. One of the largest Chas & Silvers collection of 8 H/O model layouts. Free Parking with www.galvestonmuseum.com
 409-765-9700

TEXAS Rosenberg
ROSENBERG RAILROAD MUSEUM
 1821 Avenue F Rosenberg, TX 77471
 The Rosenberg Railroad Museum is dedicated to the preservation and education of railroading history in Fort Bend County. Exhibits include 1970's MOPAC caboose, 1903 and more! RPM is open Wed - Sat, 10 - 5 and Sundays 1 - 5.
www.rosenbergRrmuseum.org 281-633-2846

WEST VIRGINIA Landgraf
ELKHORN INN & THEATER
 Route 52 (between Eckman & Kimball)

 As seen on HGTV "Building Character" and "reZONED" railway line in scenic, southern, WV. Railview guests rooms, balcony and patio cafe. Call about our Railfan weekends, 14 guest rooms, claw-foot tubs, fireplace, vintage guest rooms, antiques & gift shop/museum room. Meals available. Sat. TV, VCR, slide-viewer, studio & Hi-Fi. Internet. On Route 52, 30 minutes from Bluefield WV/VA. See our "railfan" pages on our web site. Local phone: 304-862-2031
www.elkhorninnwv.com 800-708-2040

WISCONSIN East Troy
EAST TROY RAILROAD MUSEUM
 2002 Church Street

 MILWAUKEE DAY and Annual Night Photo Shoot are Sept 21st. Take 14-mile round trip from East Troy depot and museum to Indiana Park in Mukwonago. Stop at Elegant Farmer store and Saturday-Sunday June through September. Sat-Sun only May & October. See schedules at www.easttroyrr.org or call 262-642-3263.
www.easttroyrr.org 262.642.3263

When visiting these attractions, mention you saw their ad in *Trains!*

Newsletter & E-Blast Advertising

The *Trains* newsletter is distributed each Tuesday morning to over 94,000 railroad enthusiasts, and the *Classic Trains* newsletter is sent to over 60,000 fans of railroad history on the first Wednesday of the month.

Three types of ads are available in each newsletter:

INTEGRATED SPONSORSHIP

This native ad blends seamlessly with the editorial content in the newsletter. Big, clean, and bold, each ad includes an impactful image that is 640 pixels wide and up to 400 pixels high. The ad also includes a headline, up to 50 words of text, and two links.

SPONSOR BANNER

Located at the top of the newsletter, it is the first message that readers see. Sized at 640 pixels wide x 145 pixels high, it is nearly 3X larger than our previous sponsor banner ad, providing an opportunity to deliver a stronger message that drives readers to action.

MEDIUM RECTANGLE

Placed adjacent to content, this ad is 300 pixels wide x 250 pixels high. Static images only, please; image file size may be up to 15K. All positions are sold on a first-come, first-reserved basis.

| <i>Trains</i> Weekly Newsletter | | | | |
|---------------------------------|-------|-------|-------|-------|
| EFFECTIVE JANUARY 2022 | | | | |
| RATES PER INSERTION | 1X | 12X | 26X | 52X |
| Integrated Sponsorship | \$339 | \$322 | \$305 | \$235 |
| Sponsor Banner | 267 | 253 | 242 | 185 |
| Medium Rectangle | 170 | 161 | 152 | 118 |

| <i>Classic Trains</i> Monthly Newsletter | | | |
|--|-------|-------|--|
| EFFECTIVE JANUARY 2022 | | | |
| RATES PER INSERTION | 1X | 12X | |
| Integrated Sponsorship | \$329 | \$313 | |
| Sponsor Banner | 260 | 246 | |
| Medium Rectangle | 165 | 157 | |

Make your reservations now as positions are limited. Contact your sales representative for up-to-date information on newsletter distribution and ad availability.

A newsletter ad generates immediate response.



Sent to over 94,000 opt-in recipients of the *Trains* weekly email newsletters, the *Trains* advertiser e-blast service exists solely to help savvy marketers promote their products and services to an active audience of railroad professionals and enthusiasts.

BENEFITS

- 100% share of voice — yours is the only message.
- Sent to over 94,000 opt-ins — a huge audience for your marketing message.
- This is the medium to use when you need immediate response.

Reserve your e-blast now!

Just \$2,050 per send (current *Trains* print advertisers pay only \$1,625).

| Specifications | |
|---|--|
| MESSAGE SIZE | FILE FORMATS |
| 600 pixels wide by 1200 pixels tall. Contact your sales representative if you are supplying a different size e-blast. | Artwork may be submitted as HTML or image-based files. Images should be in GIF or JPG formats. |

Technical and design assistance is available.

| E-blast Rates | |
|------------------------|-------------------|
| EFFECTIVE JANUARY 2022 | |
| QUANTITY SENT | COST PER THOUSAND |
| 5,000-9,999 | \$100 |
| 10,000-14,999 | 85 |
| 15,000-19,999 | 75 |
| 20,000-up | 50 |

Geo-target option

Our targeted geographic distribution program directs your message to a specific geographic region. After all, these are the people most likely to visit your attraction.

General Rate Policy Payment Terms & Conditions

Terms

It is understood that all orders accepted for space are subject to an approved Customer Information Form. Upon approval, terms of 2% 10-Net 30 Days, allows a 2% discount on display invoices paid within 10 days of invoice date. All invoice payments are due Net 30 days of invoice date. Prepayment at or around Ad Material date is required with order/contract from all advertisers without approved terms. Prepayment on display ads also earns a 2% prepayment discount. We accept payments by ACH, money orders, and checks drawn on U.S. banks in U.S. funds. We can also securely store your Visa, MasterCard, American Express, and Discover card information for automatic payment prior to Ad Material date.

General Conditions

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following General Conditions:

- As used in this section titled "General Conditions," the term "publisher" shall refer to Kalmbach Media.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy, which at its discretion, is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published.

Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- Publisher shall have 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 for advertising which advertiser or its agency ordered and which advertising was published.
- Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
- Publisher shall have no liability for errors in key numbers or advertiser index.
- Conditions other than rates are subject to change by publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
- Kalmbach Media believes that our readers are as important as you — our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated.

Mechanical Specifications

- **Binding:** Saddle-stitched.
- **Complete ad material must be received no later than the ad material due date.** Contract ads will be repeated as run in previous issue unless new material is received by the ad material due date.
- **B/W and 2/C Specifications:** Standard two-color ads consist of black and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.
- **4/C Process Specifications:** Advertisers should supply a color accurate (SWOP) digital proof (e.g. Epson, Kodak, etc.) otherwise publisher cannot be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.
- **Production Charges:** Standard ad production work, including design, typesetting, photo placement, text alterations, and most other changes, is included in the cost of the ad. Advertisers do not earn the 15% digital discount if publisher performs any production work on an ad. Photography, page alterations, high resolution color scans, color correct proofs of ads, and sending ads to other publications incur charges over and above the included production work stated above. Other work is billed at \$65/hour. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.
- **Provide a printout or proof:** To help ensure that accurate output and placement of your digital ad, publisher recommends that you send one of the following proofs when submitting your final ad: .JPG, screenshot, fax, or mailed printout. If a proof/printout is not received, publisher cannot be responsible for errors or discrepancies that may occur in the final product. Advertiser may supply a color contract proof to be used in place of a printout.

Send Your Digital Ad To Us

Via our website: adsubmission.kalmbach.com

Please send us a printout of your ad to help us ensure accuracy. We compare our output to yours to make sure the elements and version of the ad are correct.

Fax: 262-796-0126

Mailing Instructions:

Advertising Department
Trains Magazine
21027 Crossroads Circle
Waukesha, WI 53186-4055



ADVERTISING SPACE CONTRACT

Payment Address: PO Box 2902 | Milwaukee, WI 53201-2902
Main Address: 21027 Crossroads Circle | PO Box 1612 | Waukesha, WI 53187-1612
800-558-1544 | 262-796-8776 | www.kalmbach.com

Sales Order #: 501469

ADVERTISER: 6751
FEATHER RIVER RAIL SOCIETY
SUSAN SCARLETT
FEATHER RIVER RAIL SOCIETY
WESTERN PACIFIC RAILROAD MUSEUM
PO BOX 608
PORTOLA CA 96122
UNITED STATES

GROUP ADVERTISING MANAGER:
VOREL, TOM
KALMBACH PUBLISHING CO
21027 CROSSROADS CR
WAUKESHA, WI 53186
FAX: (262) 796-0126

| Ad Size | Freq. Discount | Contract Period | Total # of Insertions | Rate Card | Amount Per Insertion | Total Amount |
|----------------------------|----------------|-----------------|-----------------------|-----------|----------------------|--------------|
| 1/6-H 4CLR RIDE THIS TRAIN | 2x | Spring 2022 | 1 | CTR | \$729.00 | \$729.00 |

| | |
|--------------------------|----------|
| SUBTOTAL | \$729.00 |
| DISCOUNTS APPLIED | \$0.00 |
| MARKUPS APPLIED | \$0.00 |
| GRAND TOTAL | \$729.00 |

Contract Notes:

We will continue to re-run your current ad monthly unless new ad material is provided. New ad material can be uploaded to our ad submission website located at www.adsubmission.kalmbach.com.

This contract confirms your advertising insertion order for the issue(s) indicated above. Please review all specifications carefully, including frequency, ad size, shape, color, issues, etc. The terms and conditions outlined in the rate card noted above are a part of this contract.

Thank you for your advertising business!

Advertiser: _____

Date: _____

Ad Sales Rep: _____

Date: _____

Vorel, Tom