

FEATHER RIVER RAIL SOCIETY

DATE: January 2017
ITEM: New Business 4
FROM: Eugene Vicknair, Greg Elems and Big Fish
SUBJECT: **Advertising**

We have deadlines for several magazines and guidebooks coming up, as well as some other advertising opportunities to line up with our season opening in the spring.

Some of the options are outlined below:

name	deadline	size	cost	area
PLUMAS VISITORS GUIDE	Feb. 24	¼ page	\$435	local region
SIERRA LIVING MAGAZINE		½ page	\$900	upscale Sierra communities
EDIBLE SACRAMENTO		¼ page	\$935	upper Sacto valley and region
TOURIST TRAINS GUIDEBOOK	Feb. 6	full page	\$698	national

Trains Magazine has some other options in addition to the Guidebook. They are shown on the following pages.

We need to give Patty and Michael some guidance on where we want to go with advertising and give them a starting budget for heading into the season, then they will give us their recommendations.

The only one that needs to be yes or no for this meeting is the Tourist Trains Guidebook.

I would suggest that we approve a \$2,500 starting budget. We can discuss which ads and ad directions we want during the meeting.



**EFFECTIVE
MARKETING
OPPORTUNITIES!**

Get on Board

with Advertising in the *Tourist Trains Guidebook*, and in *Trains* and *Classic Trains* Magazines!

**TOURIST TRAINS
GUIDEBOOK**

Trains MAGAZINE

Classic Trains
MAGAZINE

Triple your reach in 2017

Tourist Trains Guidebook is well-known for its authoritative and comprehensive content and appeals to a broad, highly engaged audience.

Trains magazine's outstanding content inspires fierce loyalty, which is why savvy marketers always include advertising in *Trains*.

Classic Trains magazine's unmatched editorial content attracts an active audience of over 55,000 people interested in railroad history.



5 Routes

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

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

1 **Tourist Trains Guidebook, Sixth Edition**

Thousands of railroad enthusiasts and travelers consult this book annually to explore vacation destinations.

2 **Ride This Train!**

May–October in *Trains*; Summer–Fall in *Classic Trains*.

3 **Railroad Attraction Directory**

A year-round reference organized by state.

4 **Online Advertising Opportunities**

Powerful, popular forums: websites and email newsletters.

5 **Trains E-blast**

Helps railroads and museums promote their events.

Contact Mike Yuhas at 888-558-1544, ext. 625 or myuhas@trainsmag.com to learn about more promotional ideas.

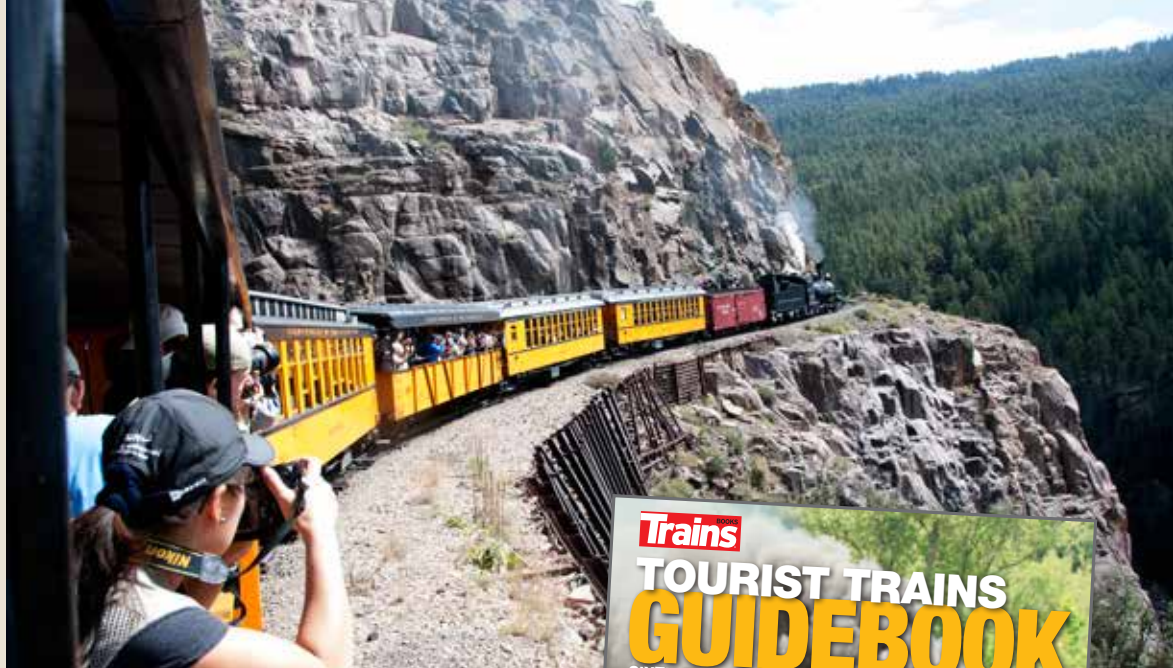


From the publisher of *Trains* magazine, *Tourist Trains Guidebook*, Sixth Edition is well-known, authoritative, and accessible.

Thousands of railroad enthusiasts and travelers consult this book annually to explore vacation destinations and plan their trips.

The book:

- Has a broad readership – not just railfans.
- Covers a broad scope of attractions.
- Has a shelf life of two years.
- Is available in bookstores and rail museums across the country, as well as online.



1 1st Stop ... *Tourist Trains Guidebook, Sixth Edition*

Rates (effective 2017)

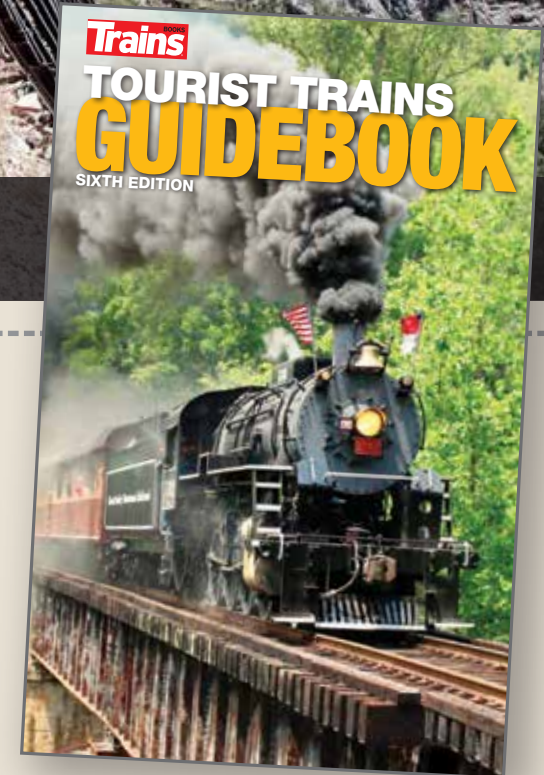
Four-Color	Dimensions (wxh)	
Cover 2 spread	10.75"x8.375"	\$1,572
Cover 3 spread	10.75"x8.375"	1,572
Spread (inside)	10.75"x8.375"	1,361
Full page	5.375"x8.375"	698
1/2 page	4.5"x3.75"	474
Two-Color		
Full page	5.375"x8.375"	\$657
1/2 page	4.5"x3.75"	413
Black and White		
Full page	5.375"x8.375"	\$522
1/2 page	4.5"x3.75"	352

Covers 2 and 3 are reserved for spread advertisements.

Important Dates

Issue	Closing Date	Materials Due	On-Sale Date
<i>Tourist Trains Guidebook</i>	Feb 6, 2017	Feb 13, 2017	April 5, 2017

Contact Mike Yuhas at 888-558-1544, ext. 625 or myuhas@trainsmag.com to learn about more promotional ideas.



Ride This Train! comes your way as a pull-out supplement in the May issue of *Trains*, and as a special advertising section in the June–October issues of *Trains* and the Summer and Fall issues of *Classic Trains*.

Featuring listings of every heritage railroad and museum in North America, this special section is a go-to resource for vacationing families and railfans.



2 Ride This Train!

You'll qualify for the best rate if you advertise in all six issues of *Trains* and both issues of *Classic Trains*. Traveling railfan families rely on *Ride This Train!* when making vacation plans. Your ad will reach an ideal group of consumers who already are interested in what you offer.

Additional value at no extra charge!

Also in May *Trains*, the reader service card allows your customers to get more info about your attraction. We'll send you their names and addresses, ready to print on your literature and mail. Use this exclusive program for extra reach to thousands of enthusiastic potential customers.

Important Dates			
Issue	Closing Date	Materials Due	On-Sale Date
May <i>Trains</i>	Feb 22	Mar 1	Apr 11
June <i>Trains</i>	Mar 22	Mar 29	May 9
Summer <i>Classic Trains</i>	Apr 4	Apr 11	May 23
July <i>Trains</i>	Apr 26	May 3	Jun 13
August <i>Trains</i>	May 23	May 31	Jul 11
September <i>Trains</i>	Jun 20	Jun 27	Aug 8
Fall <i>Classic Trains</i>	Jul 3	Jul 11	Aug 22
October <i>Trains</i>	Jul 26	Aug 2	Sept 12

Contact Mike Yugas at 888-558-1544, ext. 625 or myugas@trainsmag.com to learn about more promotional ideas.

Rates (effective 2017)

Four-Color	Trains			Classic Trains	
	1X	3X	6X	1X	2X
Rate per insertion					
Full page	\$5,401	\$4,969	\$4,699	\$3,571	\$3,286
2/3 page	4,024	3,702	3,501	2,661	2,448
1/2 page	3,187	2,932	2,772	2,107	1,939
1/3 page	2,225	2,047	1,936	1,471	1,354
1/4 page	1,728	1,590	1,504	1,143	1,051
1/6 page	1,199	1,103	1,043	793	729
1/8 page	945	870	822	—	—
1/12 page	648	596	564	429	394
Black and White	Trains			Classic Trains	
	1X	3X	6X	1X	2X
Rate per insertion					
Full page	\$3,858	\$3,549	\$3,356	\$2,551	\$2,347
2/3 page	2,874	2,644	2,501	1,900	1,748
1/2 page	2,276	2,094	1,980	1,505	1,385
1/3 page	1,589	1,462	1,383	1,051	967
1/4 page	1,235	1,136	1,074	816	751
1/6 page	856	788	745	566	521
1/8 page	675	621	587	—	—
1/12 page	463	426	403	306	282



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. Our rates are reasonable and you choose whether to be seen in the peak season or year-round.



3 Railroad Attraction Directory

Important Dates			
Issue	Closing Date	Materials Due	On-Sale Date
March <i>Trains</i>	Dec 21	Jan 4	Feb 14
Spring <i>Classic Trains</i>	Jan 10	Jan 17	Feb 28
April <i>Trains</i>	Jan 25	Feb 1	Mar 14
May <i>Trains</i>	Feb 22	Mar 1	Apr 11
June <i>Trains</i>	Mar 22	Mar 29	May 9
Summer <i>Classic Trains</i>	Apr 4	Apr 11	May 23
July <i>Trains</i>	Apr 26	May 3	June 13
August <i>Trains</i>	May 23	May 31	July 11
September <i>Trains</i>	June 20	June 27	Aug 8
Fall <i>Classic Trains</i>	July 3	July 11	Aug 22
October <i>Trains</i>	July 26	Aug 2	Sept 12
November <i>Trains</i>	Aug 22	Aug 29	Oct 10
December <i>Trains</i>	Sept 27	Oct 4	Nov 14
Winter <i>Classic Trains</i>	Oct 6	Oct 13	Nov 28

Rates (effective 2017)					
Rate per insertion	4X	6X	12X	1X	4X
Four-Color	<i>Trains</i>			<i>Classic Trains</i>	
3 inches	\$427	\$345	\$320	\$323	\$296
2 inches	289	234	217	221	202
Two-Color	<i>Trains</i>			<i>Classic Trains</i>	
3 inches	\$350	\$284	\$263	\$265	\$243
2 inches	237	192	178	181	166
Black and White	<i>Trains</i>			<i>Classic Trains</i>	
3 inches	\$305	\$247	\$229	\$231	\$211
2 inches	207	167	155	158	144
1 inch	106	86	80	80	74

Contact Mike Yuhas at 888-558-1544, ext. 625 or myuhas@trainsmag.com to learn about more promotional ideas.

4 Online Advertising Opportunities

Your customers are increasingly online. Make sure you have an online presence when they visit their favorite railroading sites, TrainsMag.com and ClassicTrainsMag.com. You can build credibility with your online ad in two powerful, popular forums:

- TrainsMag.com and ClassicTrainsMag.com, part of the Trains.com family of railroad websites, are filled with content about contemporary and historical railroading. People interested in railroading visit the sites frequently. A medium rectangle ad will give you more than 250,000 impressions in a month.
- Over 120,000 people interested in trains and railroading have opted in to the weekly email newsletter from *Trains* magazine, and over 90,000 fans of railroad history have opted in to the monthly *Classic Trains* email newsletter. Put your message in front of these engaged audiences and prepare for immediate results. Make your reservations now because spots are limited and will sell out!

Make sure you're seen online in places where your target audience is sure to look.

TrainsMag.com and ClassicTrainsMag.com

Net rates per month	1X	6X	12X
Medium Rectangle (300 pixels wide x 250 pixels tall)	\$475	\$400	\$335

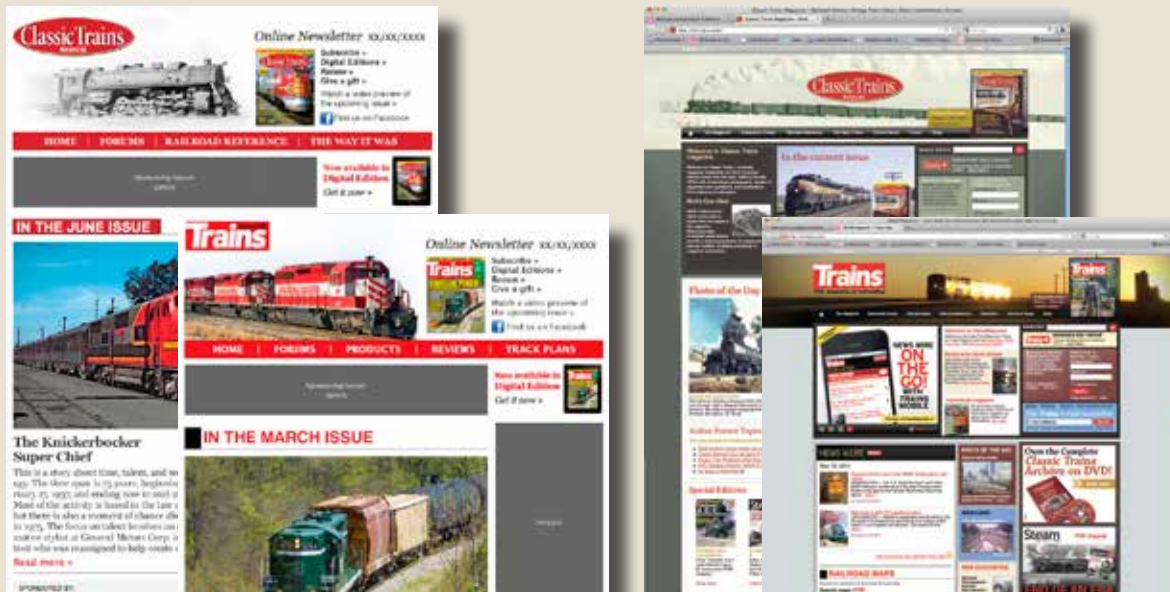
Trains Weekly Email Newsletter

Rate per insertion	1X	12X	26X	52X
Premium Text	\$339	\$322	\$305	\$235
Sponsor Banner	267	253	242	185
Banner	170	161	152	118

Classic Trains Monthly Email Newsletter

Rate per insertion	1X	12X
Premium Text	\$329	\$313
Sponsor Banner	260	246
Banner	165	157

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BE SURE YOU ARE SEEN ONLINE!

RESERVE YOUR E-BLAST NOW!

Just \$2,050 per send
Current *Trains* print advertisers pay only \$1625

5 *Trains* E-blast

Sent to 120,000+ opt-in recipients of the *Trains* weekly email newsletters, the *Trains* e-blast service exists solely to help savvy railroads and museums promote their events to an active audience of railroad enthusiasts.

Benefits:

- 100% share of voice – yours is the only message.
- The image-based email assures viewers see your message as you intend it.
- No more than one e-blast is sent per month – this encourages a high open rate.
- Sent to over 120,000 opt-ins – a huge audience for your marketing message.
- This is the medium to use when you need immediate response.

Specifications

Your message size is 600 pixels wide x 600 pixels tall.

Files can be submitted as GIF or JPG.

Artwork can be submitted as HTML or image-based files.

Technical and design assistance is available.

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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.

E-blast Rates (effective 2017)

Quantity sent	Cost per thousand
5,000-9,999	\$100
10,000-14,999	85
15,000-19,999	70
20,000-up	55