

FEATHER RIVER RAIL SOCIETY

DATE: September 2018
ITEM: New Business 1
FROM: Greg Elems / Eugene Vicknair

KALMBACH GUIDE and RELATED ADVERTISING

It is time to renew our information and ad in the bi-annual Kalmbach Guide. Mike Yuhas has been in contact with Greg Elems and provided updated deadline and pricing information.

	B/W	2Color	4Color
½-page	\$352	\$413	\$474
Full page	\$522	\$657	\$698
CV2 or CV3	-	-	\$874
Spread	-	-	\$1,361

Ad closing date: November 30th.

Ad materials due: December 7th.

Currently, we have a 4 color full page ad. If we provide ready to publish art and prepay, we get discounts up to 17%, for a total cost of \$581.43.

Greg and I recommend we update the dates in our ad and renew. Mike Yuhas has suggested that we alter the way we list (be vague: "early May through early September"). Also, he noted that Kalmbach has become aggressive about offering specially-priced ad packages. For instance, if FRRS was to consider a marketing campaign in the Tourist Trains Guidebook, Trains and Classic Trains magazines, and their website & email newsletters, he suggested we could get a great deal. He offered to discuss this with our marketing team.

It is suggested that we ask Big Fish to update our ad and prepare the artwork, plus contact Kalmbach to see what other offers might be favorable to us.

Current ad and info on guide follow this report.