

Advertising - Kalmbach

November 30 is the deadline for the Kalmbach "Trains Tourist Trains Guidebook." The board has already okayed the expenditure for the next edition. The question now is do we buy some ad space in the quarterly Classic Trains which would increase our visibility. It is my suggestion that we buy ads for the spring and summer issues of Classic Trains. Also there is an insert for Trains magazine that goes out in the spring for "Ride this Train." I'm wondering if we used that as a platform for RAL's, we would see an increase. I'm not sure we need or would get any return in the caboose train revenue for the inclusion of the insert.

Also we have applied for credit with Kalmbach which will give us a slight discount but will allow us to postpone the payment for said advertising. If we don't get the credit we will need to pay for the ad buy in the tourist guide by December 10th IIRC. Credit allows us to pay when the copy actually goes to print in the spring of 2019. The same for other ad buy, the deadlines for payment extend out to closer to print time.

Prices will vary with size, color and amount bought. My suggestion would be 1/12th size in B&W. Caveat would be a clear picture with enough info to have customers call. Picture must not be overly complicated. I will ask Mike Yuhas about cost for these ads. My first question will be the cost between B&W and B&W with one color (red for example). The cost for a single 1/12th ad is \$306 while the cost per ad falls to \$282 for all 4 issues.

I will have issues of Classic Trains at the board meeting with examples of what I'm suggesting.

Greg Elems