

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

Display Advertising

2018

2018 Advertising Closing Dates

COVER	CLOSING	AD MATERIALS DUE	PUBLICATION	NEWSSTAND ON SALE
January <i>Trains</i>	Oct 25	Nov 1	Nov 25	Dec 12
February <i>Trains</i>	Nov 20	Nov 29	Dec 23	Jan 9
March <i>Trains</i>	Dec 21	Jan 3	Jan 27	Feb 13
Spring <i>Classic Trains</i>	Jan 9	Jan 16	Feb 17	Feb 27
April <i>Trains</i>	Jan 24	Jan 31	Feb 24	Mar 13
May <i>Trains</i>	Feb 21	Feb 28	Mar 24	Apr 10
June <i>Trains</i>	Mar 21	Mar 28	Apr 21	May 8
Summer <i>Classic Trains</i>	Apr 3	Apr 10	May 12	May 22
July <i>Trains</i>	Apr 25	May 2	May 26	June 12
August <i>Trains</i>	May 22	May 30	June 23	July 10
September <i>Trains</i>	June 26	July 3	July 28	Aug 14
Fall <i>Classic Trains</i>	July 10	July 17	Aug 18	Aug 28
October <i>Trains</i>	July 25	Aug 1	Aug 25	Sept 11
November <i>Trains</i>	Aug 21	Aug 28	Sept 22	Oct 9
December <i>Trains</i>	Sept 26	Oct 3	Oct 27	Nov 13
Winter <i>Classic Trains</i>	Oct 9	Oct 16	Nov 17	Nov 27

Ad Sizes

UNIT SIZES	WIDTH	HEIGHT
Two-Page Spread - Bleed	16.75"	11.0"
Trimming to Live Matter	16.5"	10.75"
Full Page Bleed	15.875"	10.125"
Trimming to Live Matter	8.5"	11.0"
Full Page/Non-Bleed	8.25"	10.75"
Covers: Same as above	7.625"	10.125"
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	2.225"	10.062"
1/3 page square	4.656"	4.937"
1/4 page vertical	2.225"	7.437"
1/4 page square	4.656"	3.625"
1/4 page tower (<i>Trains</i> only)	3.437"	4.937"
1/6 page vertical	2.225"	4.937"
1/6 page horizontal	4.656"	2.375"
1/8 page (<i>Trains</i> only)	2.225"	3.625"
1/12 page	2.225"	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 2018				
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	202	181	173	165
FOUR-COLOR — EFFECTIVE JANUARY 2018				
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 (\$25 minimum). Call our classified department at 888-558-1544, ext. 815 for more information.

General Rate Policy

Rates are based on the total number of insertions during a contract year. In *Trains* magazine, three, six, or 12 insertions of the same or varied sizes earn frequency discounts (four insertions in *Classic Trains*). For example, three full-page ads and three half-page ads earn the 6-time rate for both sizes of space. Multiple ads in a single issue count as one insertion. Advertiser or agency will receive a 15% discount if display ad is submitted electronically and if invoice is paid within 30 days of invoice date.



General Advertising Rates — *Classic Trains*

RATES PER INSERTION	1X	4X	1 PG + ISSUES
BLACK & WHITE — EFFECTIVE SPRING 2018			
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 2018			
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 2018			
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
1 inch	\$129	\$99
1.5 inch	190	146
2 inch	250	192

Circulation

Trains total average paid and verified circulation for the six months ended June 30, 2017 is 84,302, as filed with the Alliance for Audited Media, subject to audit.

Classic Trains total average paid circulation for the six months ended June 30, 2017, is 52,185.



CONTACT Mike Yuhas • 262-798-6625 • myuhas@trains.com

