

RAILWAY AGE



MEDIA KIT
2021



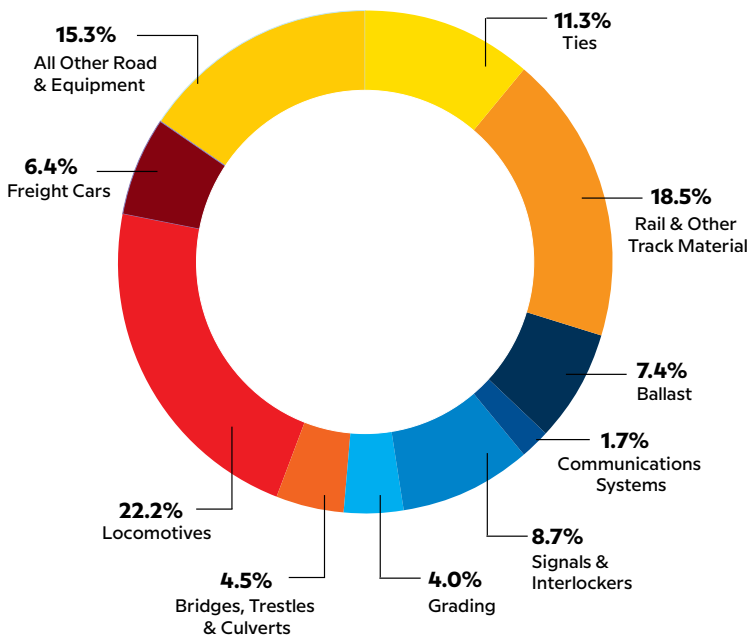
RAILWAY AGE

Railway Age is the resource of choice for nearly 30,000 professionals at the management levels of North American freight and passenger railroads. Our coverage of the fast-moving North American freight railroading and rail transit industry spans the entire industry with an emphasis on technology, operations, strategic planning, marketing, labor and management developments and regulatory challenges. Railway Age seeks to engage, inspire, and provide a voice to the rail industry. Since its inception in 1856, Railway Age has transformed from a magazine into a brand community bringing the rail industry together.

THE RAILWAY AGE BRAND

RAILROADS AND SUPPLIERS: ESSENTIAL AND STRONG

How Railroads Invest



RAILROADS INVEST IN SUPPLIER INNOVATION

North America's freight railroads are an essential industry. During the COVID-19 pandemic, they responded by keeping the goods essential to our way of life flowing, without interruption. To remain essential and strong, they will continue to reinvest up to 20% of their revenues into plant and equipment—a far higher percentage than most other industries. This represents an annual market worth more than \$30 billion. Since partial deregulation in 1980 under the Staggers Rail Act, railroads have poured more than half a trillion dollars in private capital into roadway and structures, rolling stock and locomotives and the shops to maintain them, signaling and communications, and information technology—all of it to remain competitive, safe and productive, and to grow capacity as demand for service increases. Passenger railroads—commuter/regional, intercity, rapid transit, light rail—also provide essential service. To remain strong, they must leverage a continuous flow of public funds for investments in state-of-good repair, new equipment and expansion—a \$20 billion market. A focus on sustainability and taking care of the environment is driving demand growth for passenger rail services. The public is willing to invest the billions required. All this adds up to a market for rail industry suppliers worth more than \$50 billion annually.

“

Freight railroads have poured close to \$700B in capital dollars into infrastructure and equipment since 1980

”



RAILWAY AGE

MILLIONS OF TOUCHPOINTS



20 MILLION
ANNUAL POINTS
OF CONTACT

25,682
MAGAZINE CIRCULATION

3 MILLION
WEBSITE PAGE VIEWS ANNUALLY

85,000
READERS PER ISSUE

50,000
EMAIL SUBSCRIBERS



Magazine: Buyers Guide, Special Advertising Sections, Industry Guides



Digital: Website, Newsletters, Podcasts, Digital Edition



Events: Conferences, Webinars, Railroader of the Year



Services: Global Rail Tenders, IRJ Pro, Training from Railway Educational Bureau, Books



Social Media: LinkedIn, Twitter, Facebook

RAILWAY AGE

READER PROFILE

92% OF READERS

ACT ON ADS OR EDITORIAL IN RAILWAY AGE

92%

ARE ACTIVELY INVOLVED IN PURCHASING DECISIONS

23%

OF SUBSCRIBERS ONLY SUBSCRIBE TO RAILWAY AGE

97%

CONSIDER RAILWAY AGE IMPORTANT COMPARED TO OTHER INDUSTRY PUBLICATIONS

80%

OF SUBSCRIBERS READ EVERY ISSUE

3.1

READERS PER ISSUE OF RAILWAY AGE

90%

LOOK AT THEIR RAILWAY AGE ISSUE MORE THAN ONCE EACH MONTH

50 MINUTES

THE AVERAGE TIME SUBSCRIBERS SPEND READING EACH ISSUE OF RAILWAY AGE

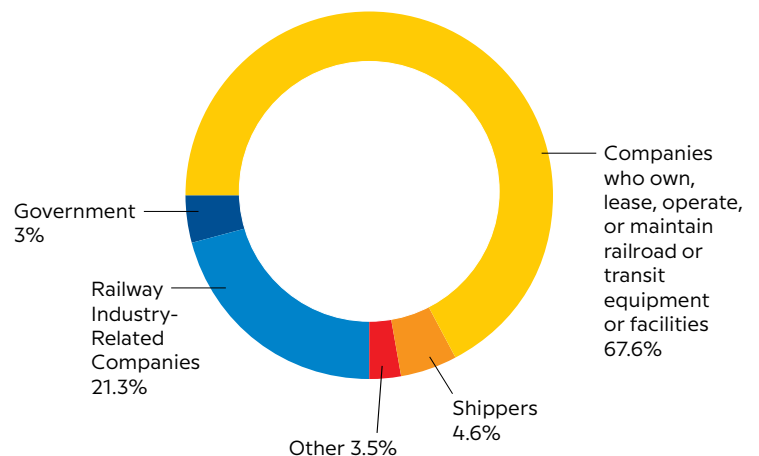
85,000 READERS PER ISSUE

According to a recent study, Railway Age averages 3.1 readers per copy for a total monthly audience of more than 85,000 readers.

EXPANSIVE REACH TO YOUR MARKET

The total qualified circulation of Railway Age is 25,682 of which 17,343 (68%) are employed by companies that “own, lease, operate or maintain railroad or transit equipment or facilities,” — a distinct advantage over the other monthly rail publication. This core audience is your primary market for products, services and technology, both freight and passenger rail. With 23% unduplicated readership, this exclusive audience can only be reached through Railway Age.

Subscribers by Industry



1. Verified™ Audit Circulation, June 2019

2. 2020 Railway Age Readership Survey

3. Google Analytics, Updated July 2020

2021 EDITORIAL PLANNER



Space Reservations

Material Deadline

January

Dec. 16

Dec. 28

- Railway Age's 2021 Railroader of the Year
- 2021 Passenger Rail Outlook
- **TTCI R&D:** Effects of Buff Forces on Cars in a Curve

February

Jan. 14

Jan. 21

- Railway Age's Fast Trackers: 20 Under 40
- Legislative Report on the 118th Congress
- Technology Focus – C&S: PTC "1.0" in Place. What Next?
- Technology Focus – Analytics & Big Data: Rolling Stock Asset Management
- Technology Focus – Mechanical: Lubrication and Fuel Optimization
- **Bonus Distribution:** Railroad Day On The Hill, March 10, Washington D.C.

March

Feb. 16

Feb. 22

- **SPECIAL REPORT:** CEO Perspectives on 21st Century Railroading Operations, Technology and Marketing
- Technology Focus – Analytics & Big Data: Engineering Asset Management
- Passenger Rail Focus: Vehicle Cleaning and Disinfection
- **TTCI R&D:** High Performance Wheel Testing

April

Mar. 16

Mar. 23

- **SPECIAL REPORT:** Amtrak's 50th Anniversary
- Technology Focus – M/W: Crossties
- Technology Focus – Mechanical: Railinc Freight Car Fleet Statistics
- Passenger Rail Focus: The Passenger Experience, from Stations to Apps to Planners

May

Apr. 15

Apr. 22

- Railway Age Readers' 10 Most Influential Industry Leaders
- Technology Focus – Mechanical: Railinc Locomotive Fleet Statistics
- Technology Focus – M/W: Grinding, Milling and Welding
- Passenger Rail Focus: Streetcars
- **TTCI R&D:** Laboratory Lifecycle Testing of Reconditioned Bearings

June

May 13

May 20

- Railway Age's Guide to Equipment Leasing
- Technology Focus – M/W: Track Geometry and Rail Flaw Detection
- Technology Focus – C&S: Classification Yard Management
- Technology Focus – Mechanical: Paints, Coatings, Protectives/Sealants

2021 EDITORIAL PLANNER

	Space Reservations	Material Deadline
July	June 15	June 22
<ul style="list-style-type: none"> • 50th Annual Car & Locomotive Repair Directory • Midyear Report On the State Of The Industry • Technology Focus – M/W: Friction Management • TTCI R&D: Effects of Tread Braking on Wheel Wear and Life 		
August	Jul. 15	Jul. 22
<ul style="list-style-type: none"> • The Locomotive Market: Rebuilds to New-Builds, Road Power to Yard Power • Technology Focus – Mechanical: Fueling Systems and Spill Prevention • Technology Focus – C&S: Communications Networks • Technology Focus – M/W and Mechanical: Winter Preparedness • Passenger Rail Focus: Designing, Engineering and Constructing Turnkey Transit Systems 		
September	Aug. 17	Aug. 24
<ul style="list-style-type: none"> • RAILWAY AGE PRODUCT AND INNOVATIONS SHOWCASE • Technology Focus – Mechanical: Locomotive Energy Management Systems • Technology Focus – C&S: Attended Autonomous Train Operation • Technology Focus – Analytics & Big Data: Workforce Management Systems • TTCI R&D: Machine Learning for Machine Vision Systems 		
October	Sep. 16	Sep. 23
<ul style="list-style-type: none"> • Railway Age's 2022 Railroad Financial Desk Book • Passenger Rail Focus: New York MTA • Technology Focus – M/W: Rail Fastening Systems • Bonus Distribution: Railway Age/Parsons International Conference on Next-Generation Train Control 		
November	Oct. 15	Oct. 21
<ul style="list-style-type: none"> • Railway Age's Women in Rail • Railway Age's Short Line & Regional Railroads of the Year • Technology Focus – C&S: Wayside Equipment Remote Health Monitoring • Technology Focus – Mechanical: Ride Control for Damage-Free Transport • Technology Focus – M/W: Ballast Inspection and Maintenance • TTCI R&D: Analysis of Speed Restrictions using Wayside Hunting Data • Bonus Distribution: ASLRRA Connections Convention, November 17-19, Phoenix 		
DECEMBER	Nov. 16	Nov. 23
<ul style="list-style-type: none"> • Railway Age's 2022 Freight Rail Outlook • Technology Focus – M/W: Grade Crossing Surfaces • Technology Focus – C&S and Mechanical: Wayside Fault Detection Through Machine Vision/AI • Bonus Distribution: NRC Conference and REMSA Exhibition, January 5-8, 2022, Phoenix 		



C&S BUYER'S GUIDE 2022 COMMUNICATIONS & SIGNALING BUYER'S GUIDE

Railway Age's annual for the C&S industry, featuring a supplier directory with product and service descriptions. Bonus Distribution at all relevant conferences and exhibitions.

RAILWAY AGE

WEBSITE

2 MILLION
SESSIONS PER YEAR

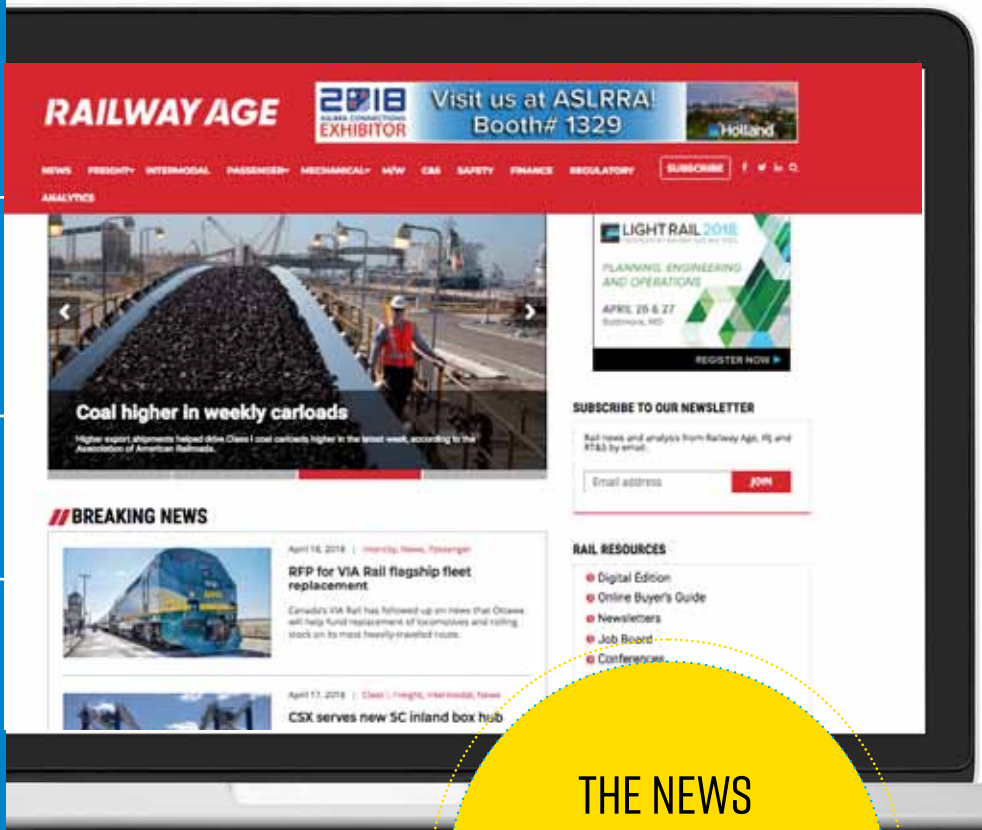
3 MILLION
PAGE VIEWS
ANNUALLY

1.4 MILLION
USERS PER YEAR

250,000
PAGE VIEWS
MONTHLY

78%

SAY RAILWAY AGE IS A
TIMELY SOURCE OF
INDUSTRY NEWS



THE NEWS
DESTINATION FOR
THE RAIL
INDUSTRY

RAILWAY AGE WEBSITE

Reach railroad professionals who turn to Railway Age's site daily for breaking rail news. With high-visibility banner positions integrated into the site design and editorial content, advertisers receive a high level of exposure.

WEBSITE ADVERTISING

RUN-OF-SITE BANNERS

Choose from one of four high-impact advertising units. These units rotate throughout the Railway Age website, including the home page.

Above the Fold 728 x 90 or 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$3,896	\$3,180	\$2,703	\$2,306	\$1,988

Below the Fold 728 x 90 or 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$3,180	\$2,624	\$2,226	\$1,908	\$1,590

CHANNEL SPONSORSHIP

Become the exclusive sponsor of one of our channels, dedicated to key topics in the rail industry. Channels allow advertisers to align their messaging with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages. Minimum 3 months sponsorship.

(2) 728 x 90 and (2) 300 x 250

1 month	3 mo.	6 mo.	9 mo.	12 mo.
\$8,904	\$7,314	\$6,678	\$5,565	\$4,770



CHANNELS:

- News
- Freight
- Passenger
- Mechanical
- M/W
- C&S
- Finance
- Regulatory
- Analytics
- Freight Forecasting

NEWSLETTERS

RAIL GROUP NEWS

News from Railway Age, RT&S and IRJ



29,000 subscribers

RGN delivers a daily round-up of news stories from Railway Age, RT&S, and IRJ. This email newsletter offers North American and global news and analysis of the freight and passenger markets.

Your advertising message will appear approximately 10 business days per month, on an odd/even day execution.

- 468 x 60:** \$2,783 per month
- 160 x 600:** \$ 3,975 per month (only one unit available)
- 728 x 90:** \$5,963 per month (only one unit available)

INNOVATIONS+

Showcases products, services and technologies



12,000 subscribers

This informative email is sent to 12,000 subscribers each month. Innovations+ highlights innovative products, services and technologies. It can be linked to your company's website to build brand awareness and generate new leads.

\$795 per month

Deliverables:

- Image: 220 x 220
JPEG, GIF, PNG
- Headline: 100-word description of product or service
- Landing page URL

WEBINARS

82%

RELY ON RAILWAY AGE FOR
INDUSTRY TRENDS,
PRODUCTS & SERVICES

Deliverables:

- Co-branded email invites, promotion, registration page, webinar interface, and email confirmations
- Synchronized slide presentation with audio
- Railway Age editor to act as moderator
- Live Q&A
- Ability to post assets and links in platform
- Speaker photos and bios
- Live polling with real-time results
- Social media chat option
- Technical support via chat and telephone
- Auto redirect to URL of your choice at conclusion of webinar
- Customizable exit survey
- Comprehensive reporting with access to data portal
- Event archive of 6 months with registration page
- Option to add streaming video of speakers (additional cost)



INTERACTIVE WEBINARS

Demonstrate expertise and thought leadership to the Railway Age audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing while generating qualified business leads. Your webinar will be promoted to our audience of railway professionals.

The Railway Age editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with Railway Age.

CUSTOM EMAIL CAMPAIGNS

SEND YOUR BRANDING MESSAGE TO OUR AUDIENCE

Leverage the strength of Railway Age, RT&S and IRJ brands as trusted sources for up-to-date railway information. Promote your products, services, events and more through a custom email campaign.

Email Campaign Includes:

- Tailored message to Railway Age, RT&S and IRJ subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics:
 - Deliveries
 - Open rate
 - Click-through by URL

Specifications:

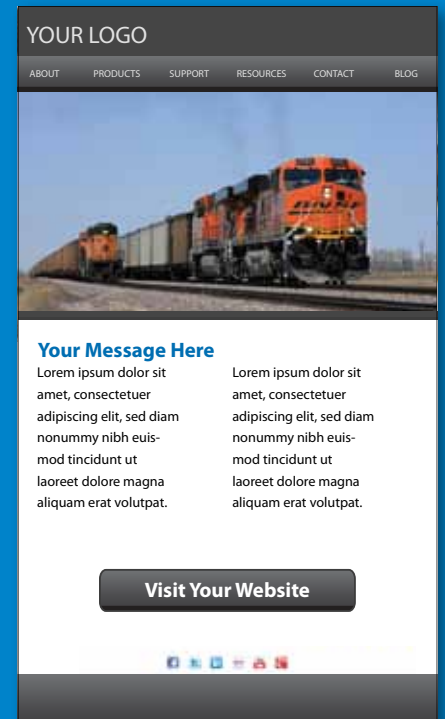
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to server.
- Recommended width of 500 - 700 pixels.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third-party tags, words in all caps, unusual punctuation, and excessive use of special characters.
- Use proper HTML codes for special characters.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Subject Line for the Message:

50 characters max suggested

Materials Due:

Deliverables are due in full 7 days prior to deployment date. Please email to Leia Sills at lsills@sbpub.com.



61%
OF SUBSCRIBERS
HAVE PURCHASING
POWER

RAILWAY AGE

SPONSORED CONTENT

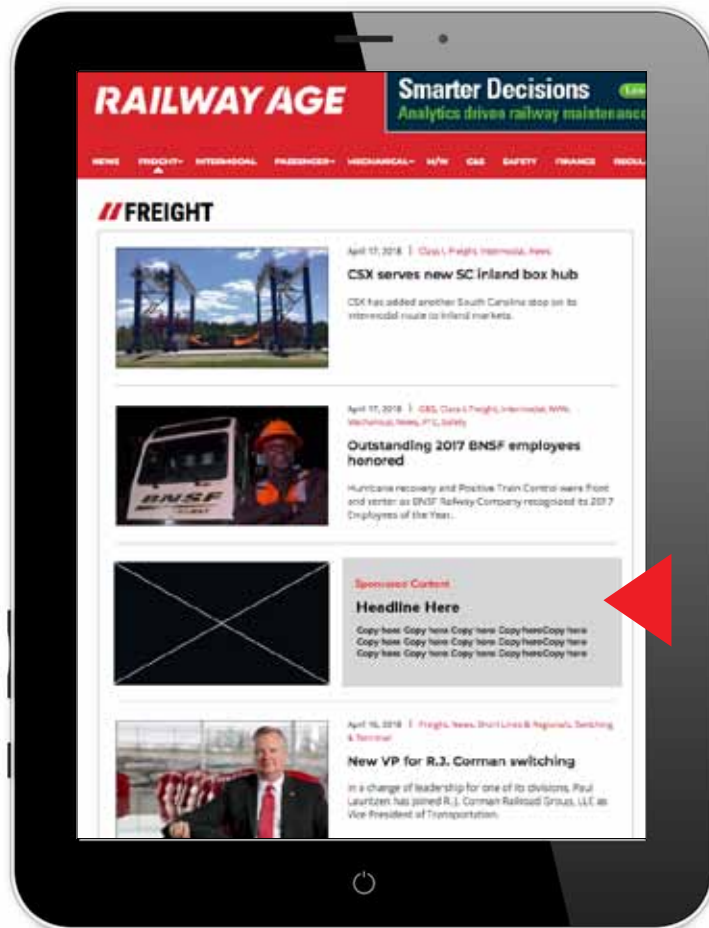
84%

RELY ON RAILWAY AGE
TO COVER THE MOST
IMPORTANT ISSUES

The seamless integration between your messaging and Railway Age's content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage and a relevant channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through dedicated email promotion to our audience of railway professionals.

All sponsored content items carry the superscription "Sponsored Content."

Article Text: Up to 1,500 characters; includes links, images



ESTABLISH YOUR COMPANY AS AN INDUSTRY THOUGHT LEADER

Tell a powerful story for your brand through content marketing on Railway Age's website. Sponsored content aligned closely with our highly regarded digital content will help establish your company as a thought leader and drive traffic to your website.

Rate: \$6,180 month

WHITE PAPERS

BUILD BRAND AWARENESS & GENERATE LEADS

Generate leads while building brand awareness with a white paper or eBook hosted on RailwayAge.com. Railway Age's website offers a dedicated space for our active digital audience to explore white papers and on-demand webinars. A white paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The white paper is actively promoted to the Railway Age audience through direct emails. The white paper landing page and all promotional materials are branded with the sponsor's logo.


In addition to the inclusion of digital promotion, the white paper includes lead capture. A gated registration form generates qualified leads for the sponsor. Specify up to three questions to help further qualify leads.

Rate: \$4,532/month; 2 months minimum recommended



**MISSION-CRITICAL
COMMUNICATIONS
NETWORKS FOR
RAILWAY OPERATORS**
NETWORK TRANSFORMATION WITH IP/MPLS
APPLICATION NOTE

Generate
Leads

.....Alcatel-Lucent 
AT THE SPEED OF IDEAS™

85%

TURN TO RAILWAY AGE
FOR THE MOST OBJECTIVE
EDITORIAL CONTENT

PODCASTS



EDITORIAL PODCASTS: RAIL GROUP ON AIR

Railway Age’s editorial podcasts—part of the Rail Group On Air podcasts with Railway Track & Structures magazine—cover the most timely issues facing the rail industry. Railway Age’s experienced editors create the content for the podcast, which is up to 30 minutes in length. Listeners tune in to get a feel for the biggest challenges, latest technology and issues facing the industry. The sponsor receives a 30-second pre-roll ad at the start of the podcast, aligning their messaging with highly valued editorial content produced by Railway Age and RT&S. In 2020, Rail Group On Air podcasts have received over 22,000 plays. The podcast is promoted on the Railway Age and RT&S websites, as well as through direct email.

Rate: \$3,000

CUSTOM PODCASTS

Let your voice reach Railway Age’s audience through a custom podcast. The content is created by the sponsor, who can craft the messaging to meet its marketing goals. Custom podcasts can be up to 10 minutes in duration. In addition to the content messaging itself, 30-second pre-roll ads at the start and end of the podcast offer additional opportunities to present your products and services to our targeted audience. The podcast is promoted on the Railway Age website and through direct email.

Rate; \$4,000

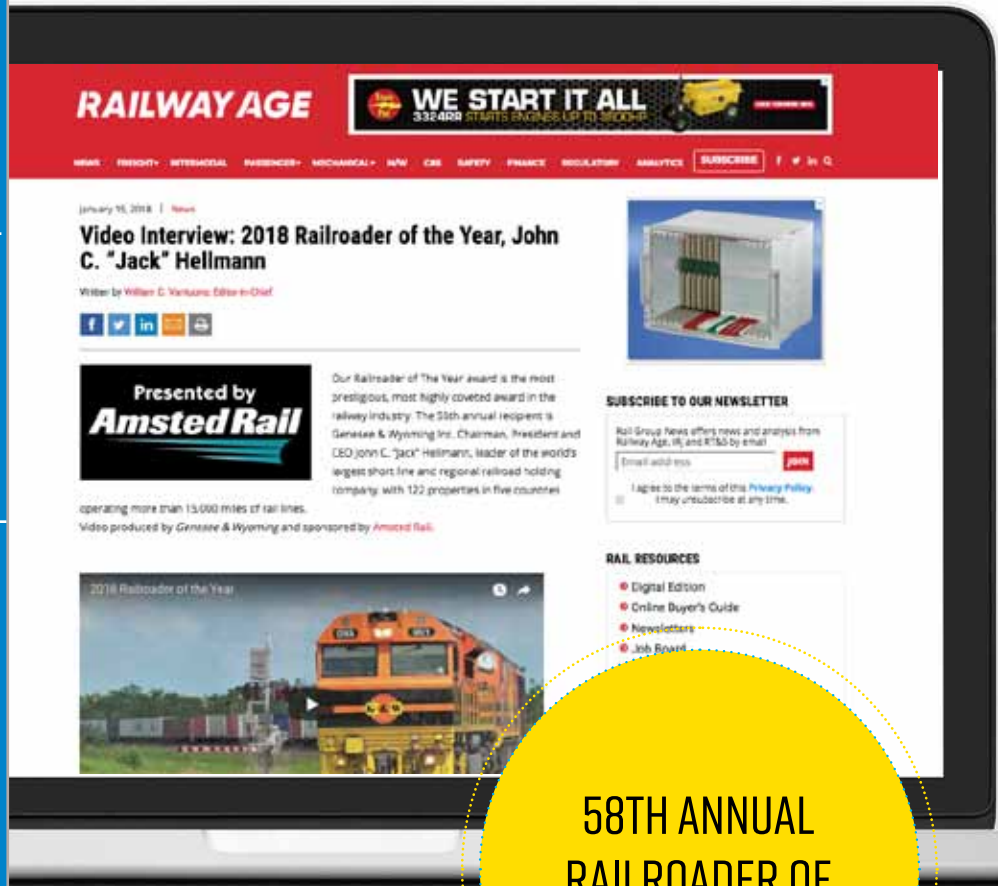
RAILWAY AGE

RAILROADER OF THE YEAR

728 X 90 AND 300 X 250 BANNERS ON VIDEO LANDING PAGE

15-SECOND VIDEO COMMERCIAL PROCEEDING EDITORIAL VIDEO

DIRECT EMAIL PROMOTING RAILROADER OF THE YEAR FEATURES SPONSOR'S 300 X 250 BANNER



58TH ANNUAL RAILROADER OF THE YEAR

RAILROADER OF THE YEAR VIDEO

Every year since 1964, Railway Age has bestowed one industry leader with the prestigious Railroader of the Year award. Railway Age's Editor-in-Chief, William C. Vantuono, will interview the 58th Railroader of the Year in an exclusive video hosted on Railway Age's website.

Video Sponsorship: \$9,858

RAILWAY AGE

RAILWAY AGE VS. PROGRESSIVE RAILROADING

88% RAILWAY AGE

MOST TIMELY SOURCE OF INDUSTRY NEWS

84% RAILWAY AGE

MOST USEFUL FOR KEEPING INFORMED OF INDUSTRY TRENDS

85% RAILWAY AGE

DELIVERS THE MOST OBJECTIVE EDITORIAL CONTENT

86% RAILWAY AGE

BEST JOB COVERING THE MOST IMPORTANT RAIL ISSUES

83% RAILWAY AGE

MOST USEFUL IN HELPING SELECT CONTRACTING SERVICES
(MAINTENANCE OF WAY, CAR REPAIR, ETC)

82% RAILWAY AGE

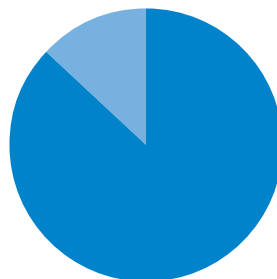
ALERTS INDUSTRY TO NEW PRODUCTS AND SERVICES

87% RAILWAY AGE

MOST USEFUL OVERALL IN JOB

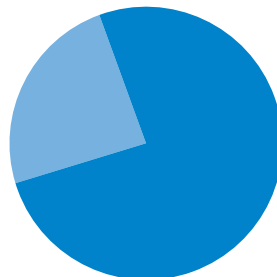
WHICH OF THESE BRAND'S PRODUCTS DO YOU VISIT MORE FREQUENTLY?

MAGAZINE



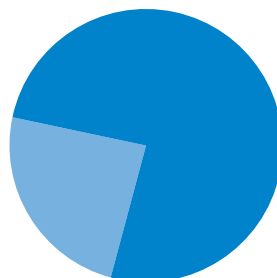
86% Railway Age
14% Progressive Railroading

WEBSITE



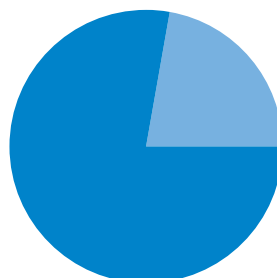
79% Railway Age
21% Progressive Railroading

EMAIL NEWSLETTERS



77% Railway Age
23% Progressive Railroading

SOCIAL MEDIA PAGES



77% Railway Age
23% Progressive Railroading

PRINT RATES

	1x	3x	6x	9x	12x	18x	24x
1 Page							
4 color	\$12,763	\$12,377	\$12,032	\$11,707	\$11,180	\$10,829	\$10,488
2 color	\$10,282	\$9,897	\$9,551	\$9,224	\$8,700	\$8,347	\$8,008
B&W	\$9,166	\$8,780	\$8,434	\$8,108	\$7,583	\$7,230	\$6,891

2/3 Page							
4 color	\$10,137	\$9,957	\$9,764	\$9,471	\$9,172	\$8,999	\$8,819
2 color	\$7,656	\$7,476	\$7,283	\$6,990	\$6,691	\$6,518	\$6,339
B&W	\$6,538	\$6,358	\$6,166	\$5,874	\$5,575	\$5,401	\$5,221

1/2 Island							
4 color	\$9,644	\$9,451	\$9,178	\$8,972	\$8,762	\$8,540	\$8,453
2 color	\$7,163	\$6,972	\$6,697	\$6,491	\$6,245	\$6,059	\$5,973
B&W	\$6,046	\$5,853	\$5,581	\$5,375	\$5,127	\$4,942	\$4,855

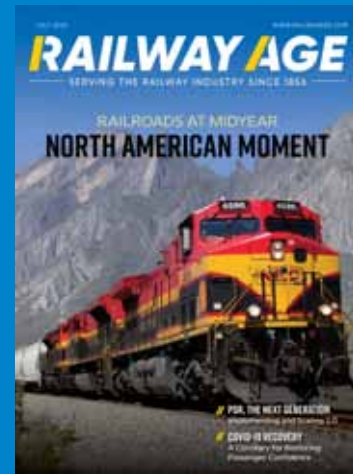
1/2 Page							
4 color	\$8,619	\$8,427	\$8,234	\$8,048	\$7,848	\$7,728	\$7,616
2 color	\$6,140	\$5,946	\$5,753	\$5,567	\$5,367	\$5,248	\$5,134
B&W	\$5,022	\$4,828	\$4,636	\$4,449	\$4,251	\$4,130	\$4,017

1/3 Page							
4 color	\$7,429	\$7,303	\$7,157	\$7,150	\$6,900	\$6,764	\$6,657
2 color	\$4,949	\$4,822	\$4,677	\$4,669	\$4,420	\$4,283	\$4,177
B&W	\$3,831	\$3,704	\$3,558	\$3,552	\$3,301	\$3,165	\$3,060

1/4 Page							
4 color	\$6,431	\$6,379	\$6,298	\$6,179	\$6,080	\$5,993	\$5,940
2 color	\$3,951	\$3,897	\$3,819	\$3,698	\$3,598	\$3,512	\$3,458
B&W	\$2,833	\$2,780	\$2,700	\$2,582	\$2,481	\$2,394	\$2,341

Covers (4-color included)

2nd	\$13,874	\$13,362	\$12,644	\$11,985	\$11,760	\$11,446	\$11,168
3rd	\$13,556	\$13,102	\$12,510	\$11,772	\$11,165	\$11,241	\$11,029
4th	\$14,373	\$13,960	\$13,257	\$12,484	\$11,636	\$11,846	\$11,695



TIP-IN CHARGES

Tip-in: \$1,529

Classified Ads and Professional Cards

Per unit (3 3/8-in. wide x 1-in. deep) \$350. Payment must accompany order. Classified advertisements exceeding dimensions of 1/4 page are charged at the nearest display rate. Color \$50 per insertion extra.

PRINT SPECS

MECHANICAL REQUIREMENTS

Trim Sizes

Railway Age is printed offset trimmed to 8 in. x 10 7/8 in. (203mm x 276mm).

Binding

Railway Age is saddle stitched. Consult publisher in advance for binding instructions on all inserts furnished by advertiser.

Advertising Space Sizes

Space Unit	Width		Height	
	Inches	(mm)	Inches	(mm)
1 page	7	(178)	10	(254)
2/3 page (vertical)	4 1/2	(114)	10	(254)
1/2 page (island)	4 1/2	(114)	7 1/2	(190)
1/2 page (vertical)	3 7/16	(87)	10	(254)
1/2 page (horizontal)	7	(178)	4 15/16	(126)
1/3 page (vertical)	2 1/4	(57)	10	(254)
1/3 page (square)	4 1/2	(114)	4 7/8	(124)
1/3 page (horizontal)	7	(178)	3 1/4	(82)
1/4 page (vertical)	3 7/16	(87)	4 15/16	(126)
1/4 page (horizontal)	7	(178)	2 7/16	(62)

Bleed Sizes

	Inches	(mm)
Single Pages	8 1/8 x 11 1/8	(206 x 283)
Spread Pages	16 1/4 x 11 1/8	(413 x 283)

Print Specifications

Preferred file format: CMYK PDF at 300 dpi; file should be at the exact ad size
Alternative file formats accepted: TIFF, EPS or JPEG at 300 dpi to size; CMYK only
Submit print ads to Mary Conyers at mconyers@sbpub.com.

Contact Production Department for shipping instructions on furnished inserts. (212) 620-7250; Fax (212) 633-1863; email mconyers@sbpub.com

Industry Marketing Rates and Discounts

1. Combined Frequency Rates: Space in Railway Age, Railway Track & Structures and International Railway Journal may be combined in determining the yearly rate. For example, six insertions in Railway Age and six insertions in Railway Track & Structures earn the 12-time rate in each.

2. Frequency Page Rates: Rates are based on the number of insertions contracted for and used within a 12-month period from date of first insertion. Each page or fractional page counts as an insertion. Thus, a spread is figured as two insertions. Six 1/2-page advertisements and six full-page advertisements all earn the 12-time rate.

General and Contract Regulations

1. Publisher's Protective Clause: All advertising must be germane to the railroad field. Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expense, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit.

No conditions, printed or otherwise, appearing on space order billing or copy instruction that conflict with the publisher's policies will be binding on the publisher.

Publisher reserves 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.

Two or more independent advertisers are not permitted to use space under the same contract. Individual members of an association cannot bulk their company space with that of an association to earn a bulk rate for themselves.

2. Agency Commissions: Agency commission is 15% to recognized agencies on space, color and position, if paid within 30 days. Insert back-up and tip-in not commissionable.

3. Short Rates and Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

4. Cancellations: No cancellations accepted after space closing date.

5. Typographical Errors: Advertisers are responsible for the approval of all materials, whether the advertisement is created by the advertiser, a third party, or Simmons-Boardman Publishing. No refunds will be issued for incorrect spelling, grammar, or other typographical errors.

DIGITAL SPECS

WEBSITE SUBMISSION INSTRUCTIONS

Materials should be submitted to the salesperson and Leia Sills (lsills@sbsub.com) a minimum of five business days prior to start of scheduled run.

File Specifications

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

Third Party Tags

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

HTML5 Requirements for Google Ad Manager

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90 .
- Please follow all of the guidelines as specified by Google Ad Manager at the following link:
- <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.

- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: ``
- Please inform us of the clickthrough URL to be used by the creative.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

Limitations of HTML5 creatives in Google Ad Manager:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Ad Manager macros are not currently supported within HTML files or destination URLs.

EMAIL NEWSLETTER BANNERS

Dimensions

- Leaderboard: 728x90 pixels
- Skyscraper: 160x600 pixels
- Full Banner: 468x60 pixels

Submission Requirements

- All ad files must be under 45 KB.
- Ads may be in the following formats: JPEG, GIF, PNG. NOTE: Certain email clients do not support animated GIFs. Please ensure that the first frame of all animated GIFs is not blank.
- Advertiser must include the URL the ad should link to.
- Submit ad materials to your sales representative and Leia Sills (lsills@sbsub.com) a minimum of five business days prior to start of schedule.

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