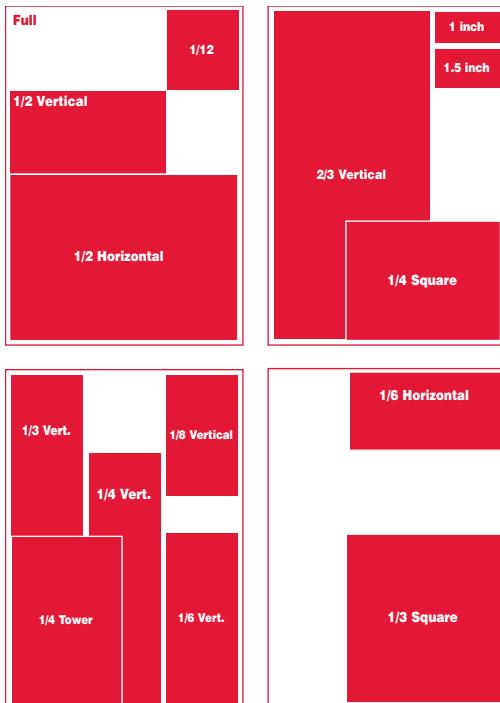


- **Digital Ad Submission:** Please provide your ad electronically at [www.adsubmission.kalmbach.com](http://www.adsubmission.kalmbach.com) or via e-mail or disk along with a hardcopy printout. Acceptable programs, file formats, and font information should be obtained from the Advertising Department or at [www.TrainsMag.com](http://www.TrainsMag.com) prior to submission of ad. Publisher recommends 300 dpi resolution for graphics and images.
- **B/W and 2-Color Specifications:** Standard two-color ads consist of black and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.
- **4/C Process Specifications:** Advertisers should supply a color accurate (SWOP) digital proof (e.g., Epson, Kodak, etc.) otherwise publisher can not be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.
- **Production Charges:** Standard ad production work, including design, typesetting, photo placement, text alterations and most other changes, is included in the cost of the ad. Advertisers do not earn the 15% digital discount if publisher performs any production work on an ad. Photography, page alterations, hi-res color scans, color correct proofs of ads and sending ads to other publications incur charges over and above the included production work stated above. Other work is billed at \$45/hour. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.
- Ad material will be returned upon request.

## Ad Sizes



PG340RH

## General Conditions

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following General Conditions:

- As used in this section titled "General Conditions," the term "publisher" shall refer to Kalmbach Publishing Co.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.
- Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- Publisher shall have 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 for advertising which advertiser or its agency ordered and which advertising was published.
- Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the ad with the error.
- Publisher is not responsible for mistakes in production of ad copy not submitted in writing.
- Publisher shall have no liability for errors in key numbers or advertiser's index.
- Conditions other than rates are subject to change by publisher without notice.
- No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.
- Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.
- Kalmbach Publishing Co. believes that our readers are as important as you - our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated.

### Ad Submission Web site:

[www.adsubmission.kalmbach.com](http://www.adsubmission.kalmbach.com)

### Mailing Instructions

Insertion orders, contracts and material should be sent

via U.S. Postal Service to:

Advertising Department  
Trains Magazine  
P.O. Box 1612  
Waukesha, WI 53187-1612

For overnight express mail send to:

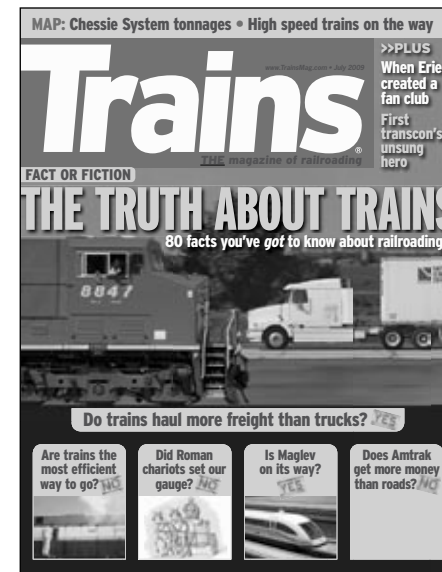
Advertising Department  
Trains Magazine  
21027 Crossroads Circle  
Waukesha, WI 53186-4055

Any questions? Call 1-888-558-1544,  
262-796-8776 or fax 262-796-0126.



## Rate Card #47

Effective with the January 2010 issue.



*Trains* is the most respected, most widely read magazine devoted to North American railroading. Every month, top writers in the field deliver cutting edge reports on freight and passenger operations, as well as the latest advances in locomotive technology and transit. Railroad history is also well represented, and the entire magazine is lavishly illustrated with spectacular photography, and informative, clear maps and graphics. *Trains* brings you information you can't find anywhere else!

Published monthly by:  
**Kalmbach Publishing Co.**

21027 Crossroads Circle  
P.O. Box 1612, Waukesha, WI 53187-1612

1-888-558-1544 • 262-796-8776

FAX: 262-796-0126

E-mail: [adsales@TrainsMag.com](mailto:adsales@TrainsMag.com)

Web site: [www.TrainsMag.com](http://www.TrainsMag.com)

## Trains magazine 1-888-558-1544

### Personnel

Advertising Sales Manager	—	Ext. 625
Advertising Sales Representative	—	Ext. 472
Classified Advertising	—	Ext. 815
Advertising Services Representative	—	Ext. 504
Credit Specialist	—	Ext. 624

Editor	—	Jim Wrinn
Publisher	—	Kevin P. Keefe
V.P., Advertising	—	Scott Stollberg
Advertising Director	—	Scott Bong

### Circulation

Total average paid and verified circulation for 6 months ended December 31, 2008 is 93,655 as filed with the Audit Bureau of Circulations, subject to audit. Circulation is obtained by direct-to-publisher renewals, direct mail, space advertising, and distribution to hobby shops and newsstands.

- Single copy — \$5.95
- Per year (12 issues), U.S. — \$42.95
- Canadian subscriptions — \$52.95
- International subscriptions — \$57.95



### Issuance & Closing Dates

- Published monthly.
- Complete ad material reserved by the closing date must be received no later than the ad material due date specified below. Allow additional time for special preparation requirements such as photography to be provided to the advertiser by the publisher. **Contract ads will be repeated as run in previous issue unless new material is received by material due date.**

### Advertising Closing Dates

Cover Date	Closing Date	Ad Material Due Date	Publication Date	Newsstand On Sale Date
Jan. 2010	Oct. 16	Oct. 22	Nov. 21	Dec. 8
February	Nov. 17	Nov. 23	Dec. 26	Jan. 12
March	Dec. 15	Dec. 21	Jan. 23	Feb. 9
April	Jan. 18	Jan. 22	Feb. 20	Mar. 9
May	Feb. 18	Feb. 25	Mar. 27	Apr. 13
June	Mar. 18	Mar. 25	Apr. 24	May 11
July	Apr. 15	Apr. 22	May 22	June 8
August	May 20	May 27	June 26	July 13
September	June 17	June 24	July 24	Aug. 10
October	July 15	July 22	Aug. 21	Sept. 7
November	Aug. 18	Aug. 25	Sept. 25	Oct. 12
December	Sept. 16	Sept. 23	Oct. 23	Nov. 9

### Terms

Advertiser or agency will receive a 15% discount if display ad is submitted electronically and if bills are paid within 30 days of invoice date. Production charges are noncommissionable. 2% discount on display invoices paid within 10 days of invoice date, net due in 30 days. Payment in advance on display ads earns 2% cash discount. It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with order/contract from new advertisers. We accept money orders and checks drawn on U.S. banks in U.S. funds, Visa, MasterCard, American Express, and Discover cards.

### General Rate Policy

Rates are based on the total number of insertions during a contract year. 6 or 12 insertions of the same or varied sizes earn frequency discounts. 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.

### General Advertising Rates

Rates Per Insertion	1X	6X	12X	One page 12 issues
<b>Black &amp; White</b>				
1 page	\$3,858	\$3,549	\$3,356	\$3,164
More than 1 page, same issue, per extra page				
2/3 page	3,665	3,372	3,189	3,005
1/2 page	2,874	2,644	2,501	
1/3 page	2,276	2,094	1,980	
1/4 page	1,589	1,462	1,383	
1/6 page	1,235	1,136	1,074	
1/8 page	856	788	745	
1/12 page	675	621	587	
1 1/2 column inch	463	426	403	
1 column inch	297	273	258	
	201	185	175	

### Color Rates

Two-color:	1X	6X	12X	One page 12 issues
1 page	\$4,437	\$4,082	\$3,860	\$3,638
More than 1 page, same issue, per extra page				
2/3 page	4,215	3,878	3,667	3,456
1/2 page	3,296	3,041	2,876	
1/3 page	2,618	2,408	2,277	
1/4 page	1,823	1,682	1,590	
1/6 page	1,420	1,306	1,235	
1/8 page	981	906	857	
1/12 page	759	714	675	
	532	490	463	

### Four-color:

Center spread, when available	\$12,153	\$11,180	\$10,573	\$9,965
1 page	5,401	4,969	4,699	4,429
More than 1 page, same issue, per extra page				
2/3 page	5,131	4,721	4,464	4,208
1/2 page	4,024	3,702	3,501	
1/3 page	3,187	2,932	2,772	
1/4 page	2,225	2,047	1,936	
1/6 page	1,728	1,590	1,504	
1/8 page	1,199	1,103	1,043	

### Cover Rates

Four-color:	1X	6X	12X	One page 12 issues
Second cover	\$6,304	\$5,800	\$5,484	\$5,169
Third cover	6,161	5,668	5,360	5,052
Fourth cover	6,416	5,903	5,582	5,261

### Inserts and Bind-In Cards

Consult Advertising Department for rates and specifications.

### Bleed Ads

There is no additional charge for bleed on full-page and spread ads. Add 10% for two-thirds, half-page horizontal or one-third vertical bleed ads. Bleed not available on other size ads.

### Special Positions

Earned rate plus 10%. Consult Advertising Department for availability.

### Additional Classifications

#### Web Site Directory

Ad size is 1 column inch. Standardized two-color format. Rates per consecutive insertion: 3X — \$130; 6X — \$122; 12X — \$116. No agency commission.

#### Directory of Tourist Lines and Rail Museums

Black & White	4X	6X	12X
3"	\$299	\$241	\$224
2"	203	164	152
1"	104	84	78

#### Two-color

3"	\$344	\$278	\$258
2"	233	188	175

#### Four-color

3"	\$418	\$338	\$314
2"	284	229	213

Rates are per insertion. Format is standard. No agency commission.

#### Word Classified Advertising

Classified advertising is \$1.54 per word, \$25 minimum order, payable in advance. Publisher reserves the right to edit undesirable copy or refuse listings. Count all initials, numbers, name, address, city, state, and zip code. No agency commission. Please supply telephone number and street address for publisher's records. Frequency discounts available.

### Mechanical Specifications

- Binding: saddle-stitched

Unit Sizes	Width	Height
Two-Page Spread**		
Bleed	16.75"	11.0"
Trimming to	16.5"	10.75"
Live Matter*	15.875"	10.125"
Full Page Bleed	8.5"	11.0"
Trimming to	8.25"	10.75"
Live Matter*	7.625"	10.125"
Full Page/Non-Bleed	7.062"	10.062"
<b>Covers:</b> Same as above		
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	2.25"	10.062"
1/3 page square	4.656"	4.937"
1/4 page vertical	2.25"	7.437"
1/4 page square	4.656"	3.625"
1/4 page tower	3.437"	4.937"
1/6 page vertical	2.25"	4.937"
1/6 page horizontal	4.656"	2.375"
1/8 page vertical	2.25"	3.625"
1/12 page	2.25"	2.375"
1 1/2 column inches	2.25"	1.5"
1 column inch	2.25"	1"
<b>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.</b>		
*Hold live matter 5/16" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.		
**Keep live material (type) 1/4" on either side of the gutter for two-page spread ads.		