

## 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.

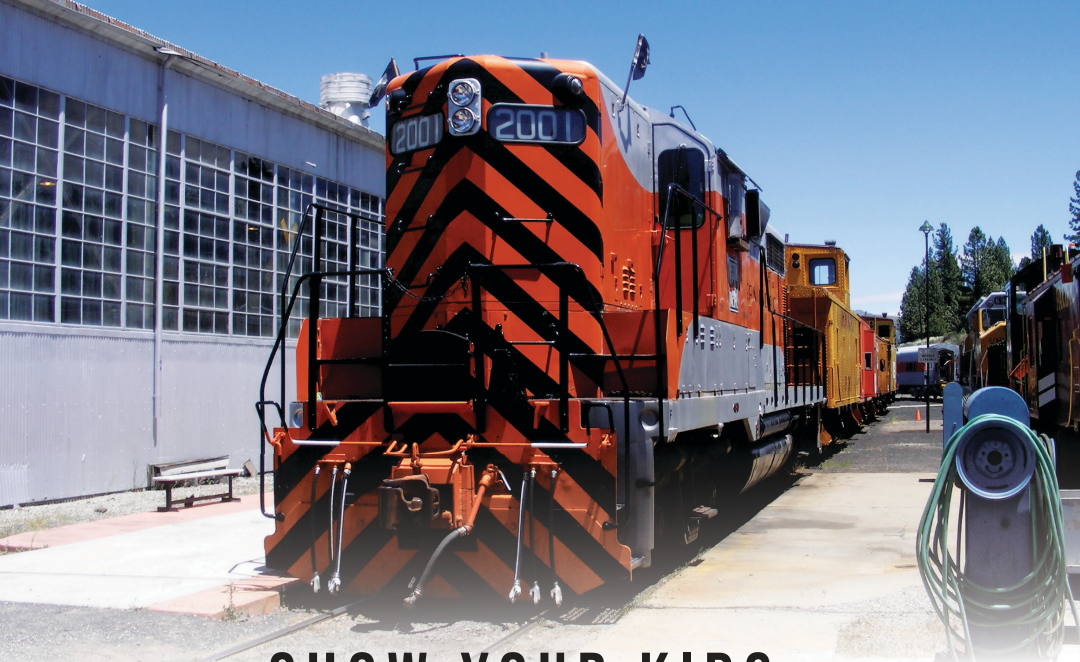
Ad materials due: December 7th.

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.



# SHOW YOUR KIDS NOT ALL TRAIN SETS COME IN A BOX

Discover the Western Pacific Railroad Museum, where you can experience hands-on rail history. Home to North America's largest and most complete collection of Western Pacific trains, the Western Pacific Railroad Museum has over 150 pieces of rolling stock. Tour the vintage passenger cars, and climb aboard to ride the trains and even operate a locomotive.

Located in California's beautiful Feather River Country, the Western Pacific Railroad Museum offers train rides each weekend from Memorial Day to Labor Day, and features Pumpkin Trains in October and Santa Trains in December. Reservations are recommended for Run-A-Locomotive. For more information, call 530-832-4131, or visit [www.WPLives.org](http://www.WPLives.org).

## ADMISSION

Adults 19 and up \$ 8.00  
Youth 4-18 \$ 4.00  
Children under 3 FREE  
Family Pass \$20.00

## MUSEUM HOURS

Shop the museum store and visit the museum  
April 1 - 30 Thursday - Sunday, 10 AM - 4 PM  
May 4 - Sept 9 Daily 10 AM - 4 PM  
Sept 10 - Oct 13 Thursday - Sunday, 10 AM - 4 PM



[www.wplives.org](http://www.wplives.org)

700 Western Pacific Way near Old Town, Portola, California  
Western Pacific Railroad Museum is operated by the Feather River Rail Society



**EFFECTIVE  
MARKETING  
OPPORTUNITIES!**

## Get on Board

with Advertising in *Trains* and *Classic Trains* Magazines!



### Double your reach in 2018

From serious railroad enthusiasts to railroad professionals, *Trains* magazine is read by anyone with a passion for railroading. *Trains* is the world's largest circulation magazine about railroading, which makes it a unique environment to showcase your marketing message.

*Classic Trains* magazine is devoted to the golden years of railroading — the popular and colorful period from about 1920 to 1980. *Classic Trains* is the ideal venue to market items pertaining to railroad history.

Contact your sales rep for a sample issue and for more information on the *Trains* and *Classic Trains* audiences.



# 5 Routes to Success!

Give railfans 5 routes to reach YOUR destination with advertising in *Trains* and *Classic Trains* magazines!

Affordable, long-term visibility that generates results! Reasonable rates and flexibility make these titles the perfect vehicles for your advertising dollars.

## 1 **Ride This Train! Display Ad**

Display ad appears in a special section in the May through October issues of *Trains*, and the Summer and Fall issues of *Classic Trains*.

## **Year-Round Display Ad**

Display ad appears throughout the magazine in other issues.

## 2 **Railroad Attraction Directory**

A year-round reference in *Trains* and *Classic Trains*, organized by state.

## 3 **Website Advertising**

Provides an excellent targeted online ad environment with powerful content and robust traffic.

## 4 **Email Newsletter**

Delivers a high impact cost-efficient message that generates immediate results.

## 5 **Trains E-blast**

Helps railroads and museums promote their events.



**CONTACT** Mike Yuhas • 262-798-6625 • [myuhas@trains.com](mailto:myuhas@trains.com)

**Trains** MAGAZINE

**Classic Trains**  
THE GOLDEN YEARS OF RAILROADING

*Ride This Train!* comes your way as a pull-out supplement in the May issue of *Trains*, and as a special advertising section in the June–October issues of *Trains* and the Summer and Fall issues of *Classic Trains*.

Featuring listings of every heritage railroad and museum in North America, this special section is a go-to resource for vacationing families and railfans.



## 1st Stop ... Ride This Train! and Year-Round Display Ads

You'll qualify for the best rate if you advertise in every issue of *Trains* and *Classic Trains*. Traveling railfan families rely on *Ride This Train!* when making vacation plans. Each issue of both magazines delivers a solid audience of railroad enthusiasts.

### Additional value at no extra charge!

In the May issue of *Trains*, the reader service card allows your customers to get more information about your attraction. We'll send you their names and addresses to print on your literature and mail. Use this exclusive program for extra reach to thousands of enthusiastic potential customers. Just run a 1/12-page ad or larger.

#### Ride This Train! Important Dates

Issue	Closing Date	Materials Due	On-Sale Date
May <i>Trains</i>	Feb 21	Feb 28	Apr 10
June <i>Trains</i>	Mar 21	Mar 28	May 8
Summer <i>Classic Trains</i>	Apr 3	Apr 10	May 22
July <i>Trains</i>	Apr 25	May 2	June 12
August <i>Trains</i>	May 22	May 30	July 10
September <i>Trains</i>	June 26	July 3	Aug 14
Fall <i>Classic Trains</i>	July 10	July 17	Aug 28
October <i>Trains</i>	July 25	Aug 1	Sept 11

#### Rates (effective 2018)

Four-Color	Trains			Classic Trains	
	1X	3X	6X	1X	2X
Rate per insertion					
Full page	\$5,401	\$4,861	\$4,645	\$3,571	\$3,286
2/3 page	4,024	3,622	3,461	2,661	2,448
1/2 page	3,187	2,868	2,741	2,107	1,939
1/3 page	2,225	2,003	1,914	1,471	1,354
1/4 page	1,728	1,556	1,486	1,143	1,051
1/6 page	1,199	1,079	1,031	793	729
1/12 page	648	583	557	429	394
Black and White	Trains			Classic Trains	
Rate per insertion	1X	3X	6X	1X	2X
Full page	\$3,858	\$3,472	\$3,318	\$2,551	\$2,347
2/3 page	2,874	2,587	2,472	1,900	1,748
1/2 page	2,276	2,049	1,958	1,505	1,385
1/3 page	1,589	1,431	1,367	1,051	967
1/4 page	1,235	1,111	1,062	816	751
1/6 page	856	771	737	566	521
1/12 page	463	417	398	306	282

See the next page for ad sizes.

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



# 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"
	15.875"	10.125"
Full Page Bleed	8.5"	11.0"
Trimming to Live Matter	8.25"	10.75"
	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 ( <i>Trains</i> only)	3.437"	4.937"
1/6 page vertical	2.25"	4.937"
1/6 page horizontal	4.656"	2.375"
1/8 page ( <i>Trains</i> only)	2.25"	3.625"
1/12 page	2.25"	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
<b>BLACK &amp; WHITE — EFFECTIVE JANUARY 2018</b>				
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
<b>FOUR-COLOR — EFFECTIVE JANUARY 2018</b>				
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
<b>COVER RATES</b>				
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 4 ISSUES
<b>BLACK &amp; WHITE — EFFECTIVE SPRING 2018</b>			
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	
<b>COLOR RATES, FOUR-COLOR — EFFECTIVE SPRING 2018</b>			
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	
<b>COVER RATES, FOUR-COLOR — EFFECTIVE SPRING 2018</b>			
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	1X	4X
1 inch		\$129	\$99	\$148	\$114
1.5 inch		190	146	219	168
2 inch		250	192	287	221

## Circulation

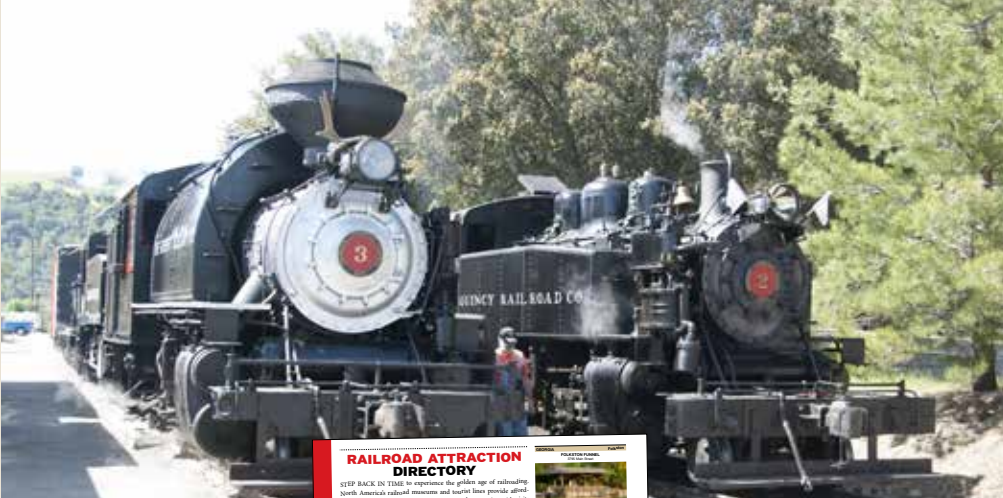
*Trains* total average paid and verified circulation for the six months ended June 30, 2017 is 84,302, as filed with the Alliance for Audited Media, subject to audit.

*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





Get affordable, long-term visibility that generates results with ads in the Railroad Attraction Directory featured in each issue of *Trains* and *Classic Trains* magazines. Organized by state, this year-round reference makes it easy for traveling railfans to find you. Ads follow a prescribed format, and our reasonable rates include all ad production.

# Railroad Attraction Directory

Important Dates			
Issue	Closing Date	Materials Due	On-Sale Date
January <i>Trains</i>	Oct 25	Nov 1	Dec 12
February <i>Trains</i>	Nov 20	Nov 29	Jan 9
March <i>Trains</i>	Dec 21	Jan 3	Feb 13
Spring <i>Classic Trains</i>	Jan 9	Jan 16	Feb 27
April <i>Trains</i>	Jan 24	Jan 31	Mar 13
May <i>Trains</i>	Feb 21	Feb 28	Apr 10
June <i>Trains</i>	Mar 21	Mar 28	May 8
Summer <i>Classic Trains</i>	Apr 3	Apr 10	May 22
July <i>Trains</i>	Apr 25	May 2	June 12
August <i>Trains</i>	May 22	May 30	July 10
September <i>Trains</i>	June 26	July 3	Aug 14
Fall <i>Classic Trains</i>	July 10	July 17	Aug 28
October <i>Trains</i>	July 25	Aug 1	Sept 11
November <i>Trains</i>	Aug 21	Aug 28	Oct 9
December <i>Trains</i>	Sept 26	Oct 3	Nov 13
Winter <i>Classic Trains</i>	Oct 9	Oct 16	Nov 27

Rates EFFECTIVE 2018					
Rate per insertion	4X	6X	12X	1X	4X
<b>Four-Color</b>	<b>Trains</b>			<b>Classic Trains</b>	
3 inches	\$427	\$345	\$320	\$323	\$296
2 inches	289	234	217	221	202
<b>Two-Color</b>	<b>Trains</b>			<b>Classic Trains</b>	
3 inches	\$350	\$284	\$263	\$265	\$243
2 inches	237	192	178	181	166
<b>Black and White</b>	<b>Trains</b>			<b>Classic Trains</b>	
3 inches	\$305	\$247	\$229	\$231	\$211
2 inches	207	167	155	158	144
1 inch	106	86	80	80	74

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



# Website Advertising

# 2018

Reach an extended audience of potential customers with an online advertising program.

TrainsMag.com features commentary and blogs from industry experts, photos, locomotive rosters, live event streaming, maps, Webcams, forums, and News Wire — railroad news from around the country and the globe, sourced and updated throughout the day by the magazine's editors and correspondents.

ClassicTrainsMag.com is designed to inform and entertain, and features stories, photos, and blogs related to railroad history, a railroad reference section, forums, and other exclusive content.

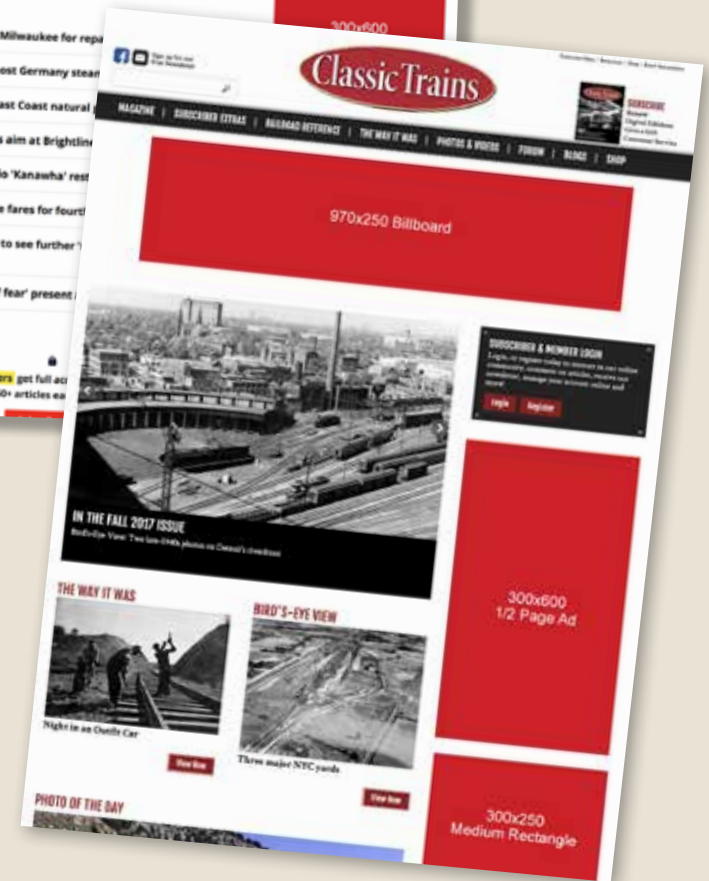
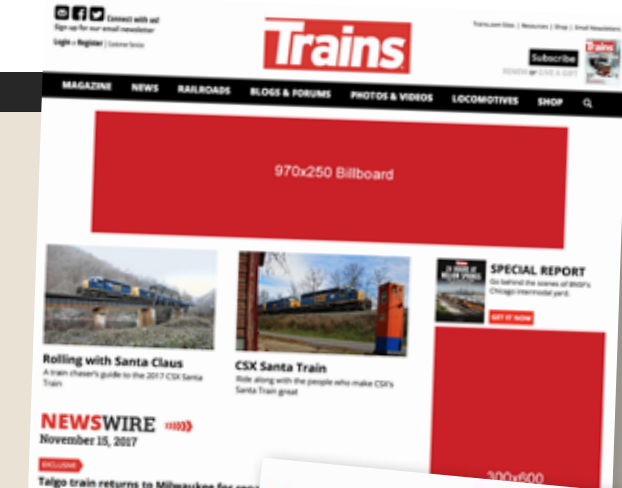
**These sites serve more than 200,000 unique visitors and nearly 1.5 million page views per month.** Your ad is placed on both sites. Ads are rotated with other advertisers and receive a 25% share of voice, to yield an estimated 300,000 ad views per month. Starting at \$350 per month, your campaign is affordable and cost-effective. With a passionate audience flocking to both TrainsMag.com and ClassicTrainsMag.com, you won't find a better value for your online marketing budget.

Website Advertising Rates				
AD UNIT	SIZE (W X H)	NET RATES PER MONTH		
EFFECTIVE JANUARY 2018		1X	6X	12X
Billboard (2 sizes required)*	970 pixels x 250 pixels 320 pixels x 50 pixels	\$725	\$616	\$508
1/2 Page Ad	300 pixels x 600 pixels	675	574	473
Medium Rectangle	300 pixels x 250 pixels	500	425	350

\*Note: On desktop computers, the Billboard is served at 970 x 250. On mobile devices, the 320 x 50 size is served. In order for your ad to be viewed on all platforms, you must supply both sizes.

Ads may be submitted in GIF or JPG format with a maximum file size of 50K. Animation is limited to 15 seconds total with a maximum of four loops.

**Your ad rep can supply the latest figures on page views and answer any other questions about the Trains.com family of websites.**



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





# Newsletter Advertising

# 2018

The *Trains* newsletter is distributed each Monday afternoon to over 110,000 railroad enthusiasts, and the *Classic Trains* newsletter is sent to over 84,000 fans of railroad history on the first Wednesday of the month.

Three types of ads are available in each newsletter:

## INTEGRATED SPONSORSHIP

This native ad blends seamlessly with the editorial content in the newsletter. Big, clean, and bold, each ad includes an impactful image that is 640 pixels wide and up to 400 pixels high. The ad also includes a headline, up to 50 words of text, and two links.

## SPONSOR BANNER

Located at the top of the newsletter, it is the first message that readers see. Sized at 640 pixels wide x 145 pixels high, it is nearly 3X larger than our previous sponsor banner ad, providing an opportunity to deliver a stronger message that drives readers to action.

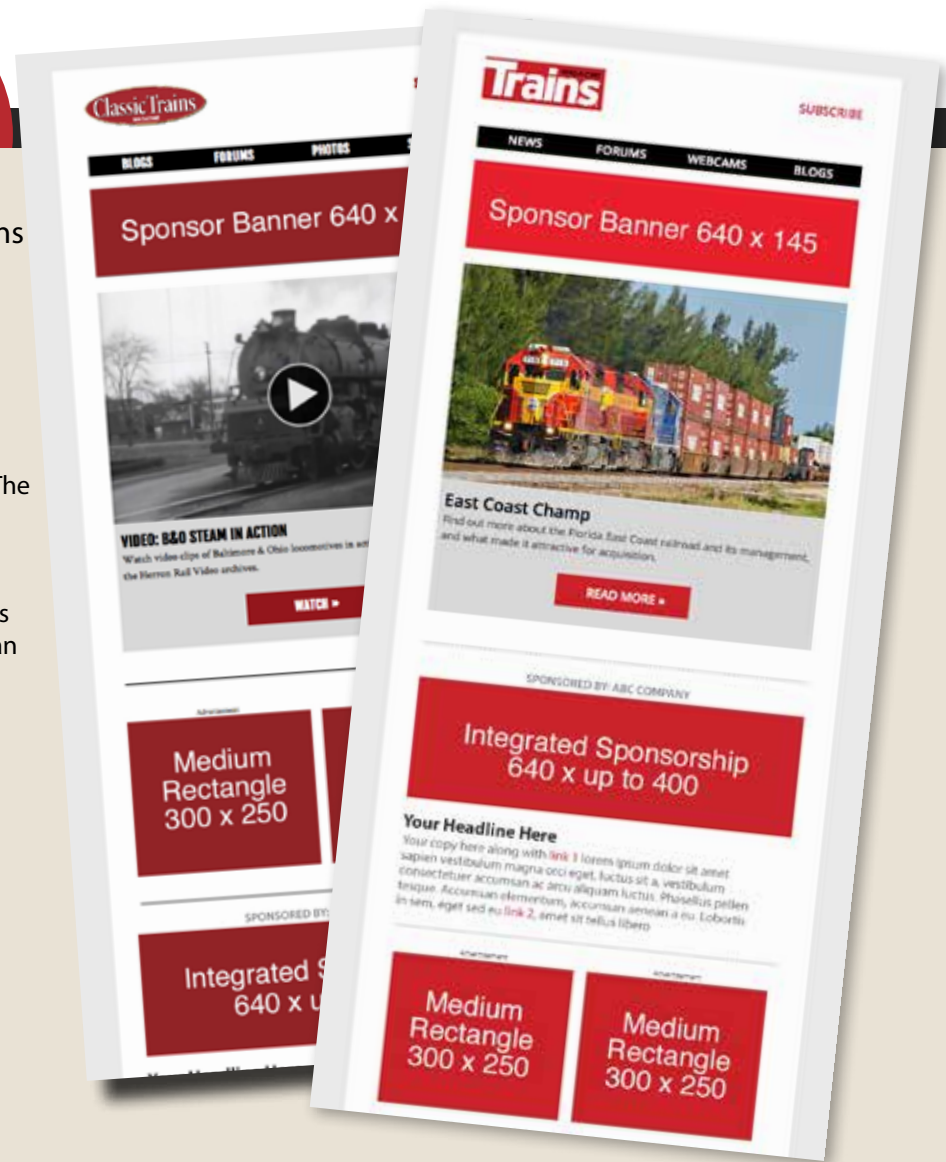
## MEDIUM RECTANGLE

Placed adjacent to content, this ad is 300 pixels wide x 250 pixels high.

Static images only, please; image file size may be up to 15K. All positions are sold on a first-come, first-reserved basis.

<i>Trains</i> Weekly Newsletter					<i>Classic Trains</i> Monthly Newsletter		
EFFECTIVE JANUARY 2018					EFFECTIVE JANUARY 2018		
RATES PER INSERTION	1X	12X	26X	52X	RATES PER INSERTION	1X	12X
Integrated Sponsorship	\$339	\$322	\$305	\$235	Integrated Sponsorship	\$329	\$313
Sponsor Banner	267	253	242	185	Sponsor Banner	260	246
Medium Rectangle	170	161	152	118	Medium Rectangle	165	157

Make your reservations now as positions are limited. Contact your sales representative for up-to-date information on newsletter distribution and ad availability.



A newsletter ad generates immediate response.

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



# E-Blast Advertising

2018

Sent to over 100,000 opt-in recipients of the *Trains* weekly email newsletters, the *Trains* advertiser e-blast service exists solely to help savvy marketers promote their products and services to an active audience of railroad professionals and enthusiasts.

## Benefits

- 100% share of voice — yours is the only message.
- Sent to over 100,000 opt-ins — a huge audience for your marketing message.
- This is the medium to use when you need immediate response.

Reserve your e-blast now! Just \$2,050 per send (current *Trains* print advertisers pay only \$1,625).

Contact us today!

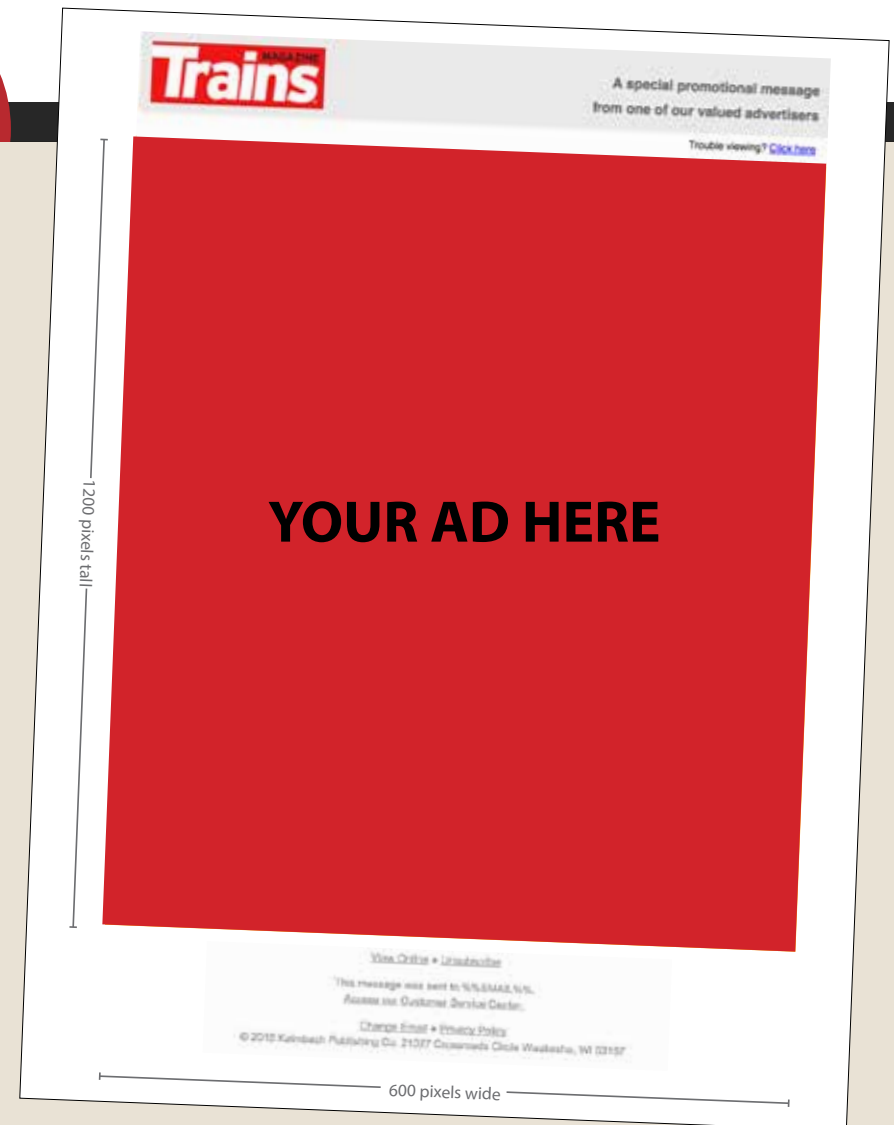
Specifications	
MESSAGE SIZE	FILE FORMATS
600 pixels wide by 1200 pixels tall. Contact your sales representative if you are supplying a different size e-blast.	Artwork may be submitted as HTML or image-based files. Images should be in GIF or JPG formats.

Technical and design assistance is available.

E-blast Rates EFFECTIVE 2018	
Quantity sent	Cost per thousand
5,000–9,999	\$100
10,000–14,999	85
15,000–19,999	70
20,000–up	55

## Geo-target option

Our targeted geographic distribution program directs your message to a specific geographic region. After all, these are the people most likely to visit your attraction.



The ultimate messaging platform that assures rapid delivery and rapid response!

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



# General Rate Policy Payment Terms & Conditions

## 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 non-commissionable. 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 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 Media.
- 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 canceled 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 non-delivery 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 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 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 Media 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.

## Mechanical Specifications

- **Binding:** Saddle-stitched.
- **Complete ad material must be received no later than the ad material due date.** Contract ads will be repeated as run in previous issue unless new material is received by the ad material due date.
- **B/W and 2/C 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 cannot 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, high resolution 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 \$65/hour. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.

• **Provide a printout or proof:** To help ensure that accurate output and placement of your digital ad, publisher recommends that you send one of the following proofs when submitting your final ad: .JPG, screenshot, fax, or mailed printout. If a proof/printout is not received, publisher cannot be responsible for errors or discrepancies that may occur in the final product. Advertiser may supply a color contract proof to be used in place of a printout.

## Send Your Digital Ad To Us

**Via our website:** [adsubmission.kalmbach.com](http://adsubmission.kalmbach.com)

Please send us a printout of your ad to help us ensure accuracy. We compare our output to yours to make sure the elements and version of the ad are correct.

**Fax:** 262-796-0126

## Mailing Instructions:

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

**CONTACT** Mike Yuhas • 262-798-6625 • [myuhas@trains.com](mailto:myuhas@trains.com)

