



Railway Association
of Canada

MEDIA KIT

Reach 100% of the railway operators
and suppliers in Canada with RAC.

Interchange quarterly magazine
RAC Daily Newsletter
Website sales



FOR MORE INFORMATION, PLEASE CONTACT:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com

www.railcan.ca

NAYLOR 
ASSOCIATION SOLUTIONS



Railway Association
of Canada

Railway Association of Canada

RAC is an Industry Leader

- We represent **nearly 100%** of Canada's freight and passenger railways, and more than **70 leading rail supply companies**.
- Our members spend an estimated **\$11 billion** annually on products and services.*
- RAC members are responsible for moving more than **\$280 billion** worth of goods in Canada each year.
- We represent Class 1 and shortline freight railways, as well as intercity, commuter and tourist passenger railways.

Interchange
quarterly magazine
In print & online



RAC Website
railcan.ca



**More than 10,000
visits per month!**

Daily Newsletter



The RAC Advantage

Representing nearly **100% of the industry**, we strengthen the role and capacity of rail to deliver leading services in Canada.

Interchange magazine is sent to all members as well as:

- Railway executives
- Key industry management
- Local, provincial & federal elected government officials
- Public opinion leaders
- Union & supplier reps in Canada & the U.S.

**Last year's magazine
digital editions
averaged over 6,500
page views per issue -
that's 22 pages viewed
per visit!**

Stand out in Canada's \$14.5 billion railway industry. Contact your Naylor account executive today!

*Source: IBISWorld Report 48211CA



Net Advertising Rates

All rates include an ad link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full Colour Rates	1x	2x	3x	4x
Double-Page Spread	\$4,199.50	\$3,989.50	\$3,779.50	\$3,569.50
Outside Back Cover	\$3,719.50	\$3,579.50	\$3,439.50	\$3,289.50
Inside Front or Inside Back Cover	\$3,469.50	\$3,329.50	\$3,189.50	\$3,039.50
Full Page	\$2,839.50	\$2,699.50	\$2,559.50	\$2,409.50
1/2 Page	\$1,789.50	\$1,699.50	\$1,609.50	\$1,519.50
1/3 Page	\$1,489.50	\$1,419.50	\$1,339.50	\$1,269.50
1/4 Page	\$989.50	\$939.50	\$889.50	\$839.50
1/6 Page	\$809.50	\$769.50	\$729.50	\$689.50
1/8 Page	\$629.50	\$599.50	\$569.50	\$539.50

Black and White Rates	1x	2x	3x	4x
Full Page	\$1,849.50	\$1,759.50	\$1,659.50	\$1,569.50
1/2 Page	\$1,179.50	\$1,119.50	\$1,059.50	\$999.50
1/3 Page	\$889.50	\$849.50	\$799.50	\$759.50
1/4 Page	\$689.50	\$659.50	\$619.50	\$589.50
1/6 Page	\$539.50	\$509.50	\$489.50	\$459.50
1/8 Page	\$429.50	\$409.50	\$389.50	\$369.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Digital Edition Sponsorship | \$725 per issue

Digital Edition Toolbar | \$575 per issue

Digital Edition Skyscraper | \$825 per issue

Digital Edition Belly Band | \$1025 per issue

Digital Edition Leaderboard | \$1025 per issue

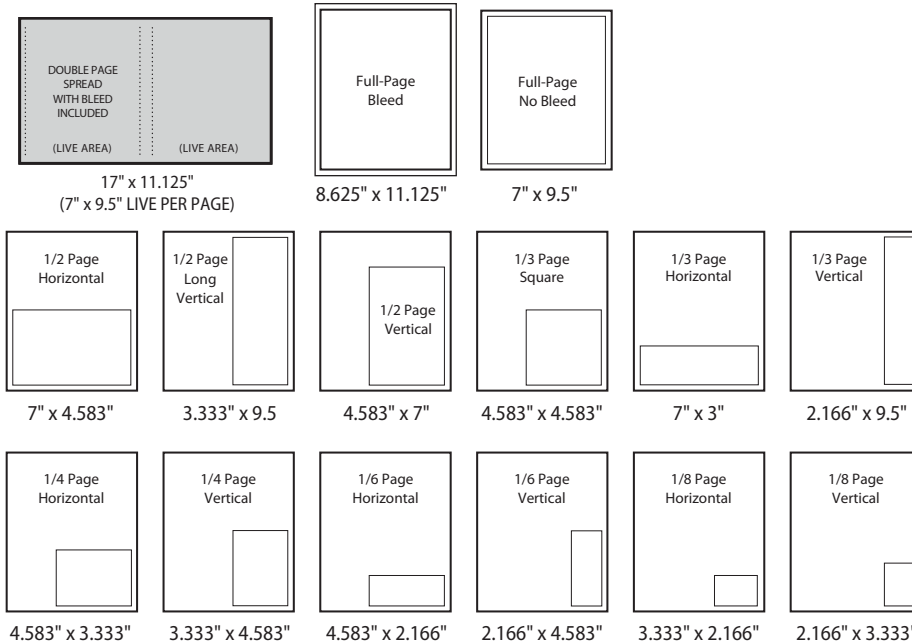
Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of May 2016)

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875" Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875" Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875" Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Digital Edition - For more information, visit: www.naylor.com/onlinepecs

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition – www.railcan.ca/publications/interchange

In addition to print, *Interchange* is also available to members in a digital version. Viewers can flip through the pages, forward articles to colleagues and click on ads to be redirected to the advertiser's website. *Each issue is emailed to readers as well as posted on the RAC's website. An archive of issues is available, securing your ad a lasting online presence.*

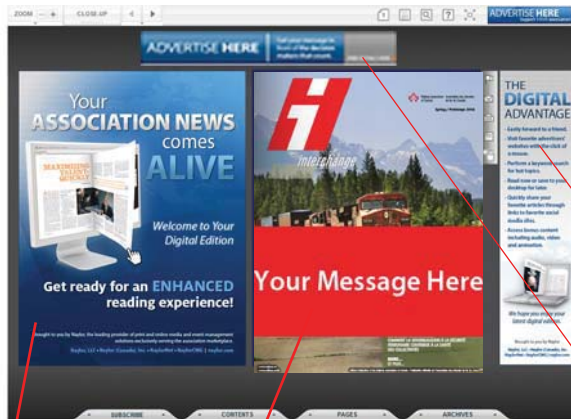
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the the issue online or download and print for later**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Edition Belly Band (603 x 324 pixels) | \$1025

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

Digital Sponsorship Max (543 x 705 pixels) | \$725

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

Digital Edition Toolbar (250 x 50 pixels) | \$570

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Edition Skyscraper (200 x 783 pixels) | \$825

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Digital Edition Leaderboard (728 x 90 pixels) | \$1025

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs

RAC Daily Newsletter

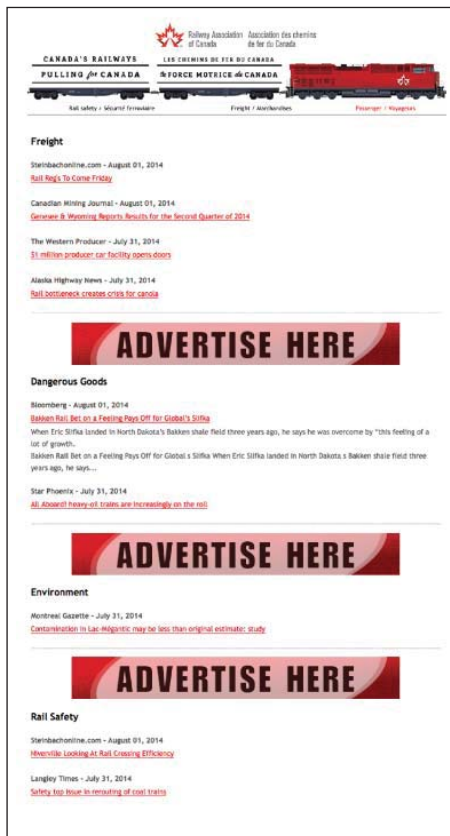


About the RAC Daily Newsletter

Now more than ever, professionals consume information on the go. Our RAC Daily Newsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of on decision-makers on a daily basis, from Monday - Friday.
- In addition to RAC members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other RAC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Horizontal Banner (468 x 60 pixels)

12 Months | \$4,625

- Only four spots available – NO ROTATION

Distributed daily to Canada's railway suppliers

Sections include

- Hot Topics
- Rail Safety
- News Briefs
- Upcoming Events

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Distributed daily with updated industry news!

Advertising on the RAC Website – www.railcan.ca

Advertising on the RAC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to railcan.ca to learn about upcoming association events, discover ways to maximize their RAC membership, view the latest issues of *Interchange* magazine's digital edition and stay up to date with industry news and information. Advertising on railcan.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of railway industry professionals.

Features of RAC website advertising:

- Cross-promoted in other RAC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

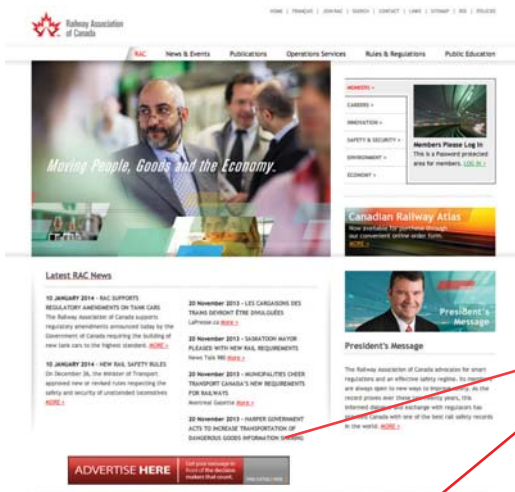
On average, railcan.ca receives:

- More than 7,727 unique visitors per month
- Nearly 10,326 total visits per month
- More than 20,658 page views per month

*Traffic numbers from February 2016 - August 2016



Homepage



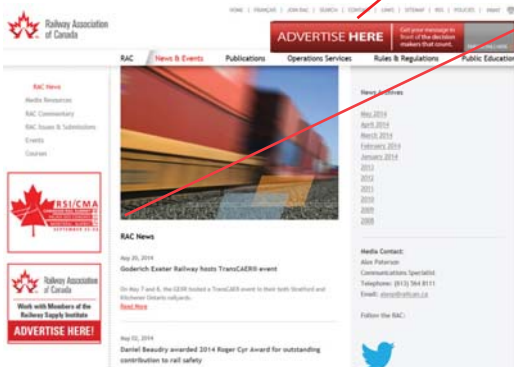
Horizontal Banner | 12 months - \$3,775

- Run of site
- 4 rotations
- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Rectangle Ad | 12 months - \$2,425

- Sub pages only
- 2 positions, 4 rotations each
- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Subpage



Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- Acoustics/Track Noise
- Asset Management
- Associations/Institutions
- Attorneys
- Ballast
- Batteries
- Bearings
- Bogies, Axles, Wheelsets and Suspension Components
- Brake Equipment
- Bridge Beams/Bearings/Parapets
- Bridge Maintenance/Monitoring
- Cables/Cable Accessories
- Car Hire and Leasing
- Circuit Breakers
- Civil Engineering Products/Services
- Cleaning Materials/Services
- Closed Circuit Television
- Clothing/Workwear
- Communications Systems and Equipment
- Composite Materials
- Computer Hardware and Software Management Systems
- Condition Monitoring Systems
- Connectors
- Construction/Building Services
- Consulting Services
- Contracting Services
- Corporate Identity/Decals/Liveries
- Corrosion Protection
- Couplers, Buffers and Drawgear
- Cranes, Rerailing and Lifting Equipment
- Current Collection Equipment
- Depot and Workshop Equipment
- Design Services
- Diesel Engines for Rail Traction
- Door Systems/Equipment
- Earthworks Stabilization
- Electrification Equipment
- Electronic Design/Manufacture/Supply
- Emergency Equipment
- Enclosures
- Engineering Tools and Equipment
- Environmental Consultancy Control/Protection/Testing
- Escalators/Travelators
- Event Recorders
- Exhaust Systems
- Fare Collection, Tickets and Ticketing Equipment
- Fasteners
- Fencing
- Fire Protection/Detection/Control
- Fixing Systems
- Freight Rolling Stock
- Freight Vehicle Equipment and Components
- Gauging Equipment
- Gears/Gearboxes
- General Engineering
- Geotechnical Engineering Equipment/Services
- Government Services
- Graffiti Protection/Removal
- Graphic Design
- GRC (Glass-Reinforced Concrete) Fixtures/Fittings
- Heating, Ventilation and Air-Conditioning (HVAC) Equipment
- Hoses
- Hydra
- Infrastructure Maintenance
- Infrastructure Services
- Inspection Services
- Inspection Vehicles
- Insurance Services
- In-Vehicle Storage Equipment
- Level Crossings
- Lighting
- Locomotives
- Lubricants
- Measuring Equipment
- Noise and Vibration Control
- On-Board Entertainment Systems
- On-Board Power Supply Equipment/Systems
- Paints and Coatings
- Passenger Information Systems
- Passenger Rolling Stock
- Passenger Vehicle Equipment/Components
- Permanent Way Design
- Plant Hire
- Platform Doors

Continued on next page...

Index of Advertisers Categories (continued)

- | | | |
|--|--|---|
| <input type="checkbox"/> Points/Crossings and Components | <input type="checkbox"/> Security Equipment/Services | <input type="checkbox"/> Trackside Power Supply Equipment |
| <input type="checkbox"/> Portable Buildings | <input type="checkbox"/> Sensors | <input type="checkbox"/> Traction and Power Control Equipment for Rail Vehicles |
| <input type="checkbox"/> Possession Management | <input type="checkbox"/> Signage | <input type="checkbox"/> Traction/Rolling Stock Spares |
| <input type="checkbox"/> Power Converters/Inverters | <input type="checkbox"/> Signalling Maintenance/Renewal | <input type="checkbox"/> Trade/Technical Publications |
| <input type="checkbox"/> Power Tools | <input type="checkbox"/> Signalling/Train Control Systems | <input type="checkbox"/> Train Operators |
| <input type="checkbox"/> Power Transmission Systems for Vehicles | <input type="checkbox"/> Simulation Systems | <input type="checkbox"/> Train Washing Plant/Equipment |
| <input type="checkbox"/> Pre-cast Concrete Units | <input type="checkbox"/> Sleepers | <input type="checkbox"/> Training Services |
| <input type="checkbox"/> Profile Measuring Equipment | <input type="checkbox"/> Station Equipment/Furnishings | <input type="checkbox"/> Tunnel Maintenance |
| <input type="checkbox"/> Project Management | <input type="checkbox"/> Surge Protection | <input type="checkbox"/> Uninterruptable Power Supplies |
| <input type="checkbox"/> Quality Assurance/Control | <input type="checkbox"/> Switchgear Equipment | <input type="checkbox"/> Vegetation Control |
| <input type="checkbox"/> Rail Fastenings | <input type="checkbox"/> Switch-Heating Control/Monitoring Equipment | <input type="checkbox"/> Vehicle Lifting Equipment |
| <input type="checkbox"/> Rail Lubricators | <input type="checkbox"/> Technical Documentation | <input type="checkbox"/> Vehicle/Vehicle Component Maintenance/Repair/Overhaul |
| <input type="checkbox"/> Rail Welding | <input type="checkbox"/> Test/Monitoring Equipment | <input type="checkbox"/> Weighing Systems |
| <input type="checkbox"/> Rails | <input type="checkbox"/> Toilet Systems | <input type="checkbox"/> Welding Products/Services |
| <input type="checkbox"/> Recruitment/Personnel Services | <input type="checkbox"/> Tools | <input type="checkbox"/> Wheel Flange Lubrication |
| <input type="checkbox"/> Relays/Relay Control Boxes | <input type="checkbox"/> Total Rail Systems | <input type="checkbox"/> Windows/Windcreens and Related Equipment |
| <input type="checkbox"/> Remote Control/Tracking Equipment | <input type="checkbox"/> Track Maintenance Equipment/Services | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Research/Development/Testing | <input type="checkbox"/> Track Materials/Permanent Way Equipment | _____ |
| <input type="checkbox"/> Risk Assessment | <input type="checkbox"/> Track Recording/Monitoring Systems | _____ |
| <input type="checkbox"/> Road-Rail Vehicles | <input type="checkbox"/> TrackagePestControl | |
| <input type="checkbox"/> Safety Equipment/Services | | |
| <input type="checkbox"/> Seats/Seating Materials | | |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories \$20 = \$** _____

Initial: _____ **Date:** _____

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with the Railway Association of Canada and strongly encourage our members to do business with vendors that support our association. Members know they can confidently select the quality products and services featured within the official resources of RAC.

A&B Rail Services	Herzog Railroad Services Canada, Ltd.	Racine Railroad Products
A&K Railroad Materials Canada, Inc.	HGC Engineering, Ltd.	Rail Construction Equipment Co.
Abloy Canada	Hi-Rail Leasing	Railquip, Inc.
Absopulse Electronics, Ltd.	Hougen Canada	RailTerm
Alcoa Fastening Systems	Kasgro Rail Car Management	Red River College
American Railcar Industries, Inc.	Koppers, Inc.	Roll Form Group
American Turbocharger Technologies	L.B. Foster Company	Rotobec, Inc.
Amglo Kemlite Laboratories, Inc.	Lat-Lon, LLC	RTC Rail Solutions, Ltd.
Halogen Lamp Division	Locomotive Systems Training, Inc.	Sandy Cooke Consulting, Inc.
Amsted Canada, Inc.	London Business Conferences Group	Services Techniques DHG
Amsted RPS	Loram Maintenance of Way, Inc.	Signal Training Solutions, Inc.
AREMA	M.F. Wirth Rail Corporation	Sieb Sales & Engineering, Inc.
ATP - Aero Transportation Products	MacBone Industries, Ltd.	Siemens Industry, Inc.
Auto Truck Group	Marathon Drilling Co., Ltd.	Smith Systems, Inc.
CANAC, Inc.	Mass Electric Construction Company	Softrail, Inc.
Canadian Pacific Railway	Mecfor, Inc.	Soulanges Railway Services, Inc.
Cando Rail Services, Ltd.	Messe Berlin GmbH	Southern Railway of British Columbia
CCI Thermal Technologies, Inc.	Miner Enterprises	Stantec Consulting, Inc.
CÃ©gep de Sept-Iles	Moley Magnetics, Inc.	Sumitomo Canada., Ltd.
CN-Canadian National	Motive Power Resources	Summit Customs Brokers
Cyclonaire Corp	Nathan Airchime, Inc.	Surette Battery Company Ltd.
Davanac, Inc.	NDT Technologies, Inc.	The Canadian Heartland Training Railway Services, Inc.
Diversified Metal Fabricators	New York Air Brake Corp./Knorr Brake Ltd.	The Greenbrier Companies
Dixie Precast	North American Rail Products	Therm-Omega-Tech, Inc.
DLL, Inc.	NRE	Trackmobile, Inc.
E. I. du Pont Canada Company	Omaha Track, Inc.	T-Rail Products, Inc.
ENSCO, Inc.	Ontario Steel Haulers, Inc.	Transtronic, Inc.
Entretien Ferroviaire Boivin, Inc.	ORX	TTX
Falcon Equipment, Ltd.	Plasser American Corporation	United Steel and Fasteners, Inc.
FreightCar America, Inc.	PNR RailWorks, Inc.	Versa-Steel, Inc.
GAI Consultants, Inc.	PortaCo, Inc.	VIA Rail Canada
Graham-White Mfg. Company	PowerRail Distribution	voestalpine Nortrak Ltd.
Great Plains Rail	Procor Limited	VTG Rail
Gross & Janes Co.	Progress Rail Services	Wheel Rail Seminars, LLC
H. Broer Equipment Sales & Service, Inc.	R.P.M. Tech, Inc.	Whiting Equipment Canada, Inc.
Hayward Baker Corporate Office		