

railwaysuppliers.ca

Media Planner

Reach railway suppliers responsible
for over \$10 billion in sales.

FOR MORE INFORMATION, PLEASE CONTACT:

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CARS  ACFCF

NAYLOR 
ASSOCIATION SOLUTIONS



The CARS Advantage



We are the **only national trade and advocacy association** representing rail suppliers for the freight rail and transit industry across Canada.



CARS members account for more than **\$9 billion** in sales each year, which breaks down to **\$4 billion in domestic sales** and **\$5 billion in export sales**.



The rail industry employs more than 93,000 people in Canada: 33,000 by the railways and 60,000 by railway suppliers.

About Us

We represent companies selling products and services to railways and transits domestically and internationally. We are an advocacy group that promotes a competitive frame work for research and development and the vitality and importance of the rail supply sector and railways in Canada.

Readership

Our bi-annual magazine keeps our members and industry leaders up-to-date on key industry information. Inside Track is distributed to:

- Transit authorities
- Rail-related public servants
- Procurement and purchasing leaders
- Members of Parliament
- Ministers and Senators
- Railway executives
- VIA and international trade commissioners

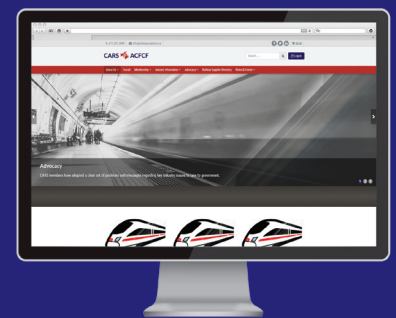
Source: 2017 CARS Marketing Questionnaire

CARS Product Menu

Inside Track
Bi-annual Magazine



Website Sales
www.railwaysuppliers.ca



Audience Retargeting

Use CARS' audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

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Inside Track

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-Color Rates	1x	2x
Double Page Spread	\$ 4,289.50	\$ 3,859.50
Outside Back Cover	\$ 3,749.50	\$ 3,459.50
Inside Front or Inside Back Cover	\$ 3,509.50	\$ 3,219.50
Full Page	\$ 2,919.50	\$ 2,629.50
1/2 Page	\$ 1,819.50	\$ 1,639.50
1/3 Page	\$ 1,509.50	\$ 1,359.50
1/4 Page	\$ 979.50	\$ 879.50
1/6 Page	\$ 809.50	\$ 729.50
1/8 Page	\$ 629.50	\$ 569.50

Black-and-White Rates	1x	2x
Full Page	\$ 1,869.50	\$ 1,679.50
1/2 Page	\$ 1,169.50	\$ 1,049.50
1/3 Page	\$ 859.50	\$ 769.50
1/4 Page	\$ 679.50	\$ 609.50
1/6 Page	\$ 519.50	\$ 469.50
1/8 Page	\$ 419.50	\$ 379.50

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

Leaderboard | \$900

Run Of Site Rectangle | \$900

First TOC Mobile Banners | \$500

Digital Bellyband & 2nd TOC Mobile Banners | \$950

HTML5 Ad | \$2,500

Digital Video Sponsorship | \$800

Large Insert | \$1,000

Medium Insert | \$750

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.. (Rates as of August 2018)

Digital Edition

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Inside Track is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$900

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Run of Site Rectangle (all views) | \$900

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 First TOC Mobile Banner | \$500

4 2nd TOC Mobile Banner Comp with Bellyband

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$2,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$800

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$1,000

• Medium Insert | \$750

Digital Bellyband and 2nd TOC Mobile Banner | \$950

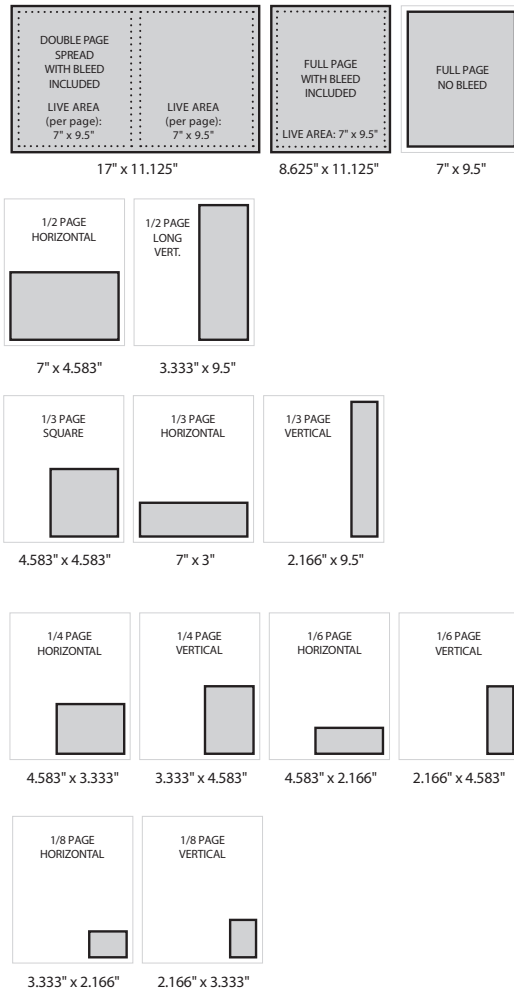
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

Inside Track

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



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.

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/adupload

Production Services, 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.

Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"
 1 Page / 2 surface: 8.375" x 10.875"
 Postcards: 6" x 4.25"
 Heavy Card Stock Insert: 8.25" x 10.75"

Digital Edition

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Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created..

CARS Website Advertising

www.railwaysuppliers.ca

Advertising on the CARS website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to railwaysuppliers.ca to learn about upcoming association events, discover ways to maximize their CARS membership, view the latest issues of *Inside Track* digital edition. Advertising on railwaysuppliers.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of railway professionals.

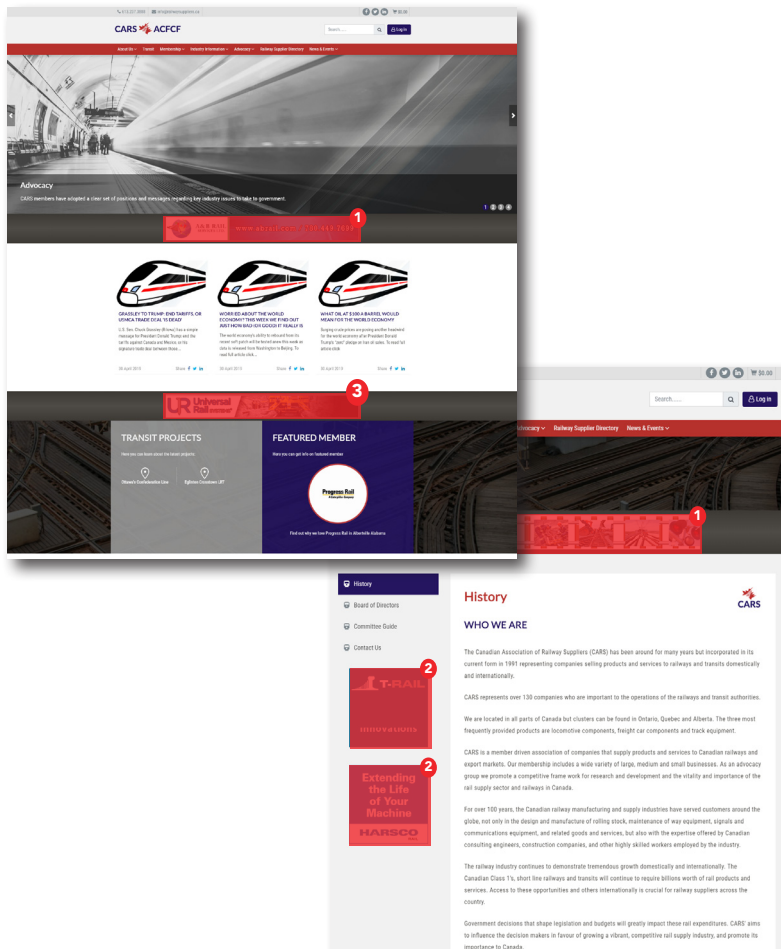
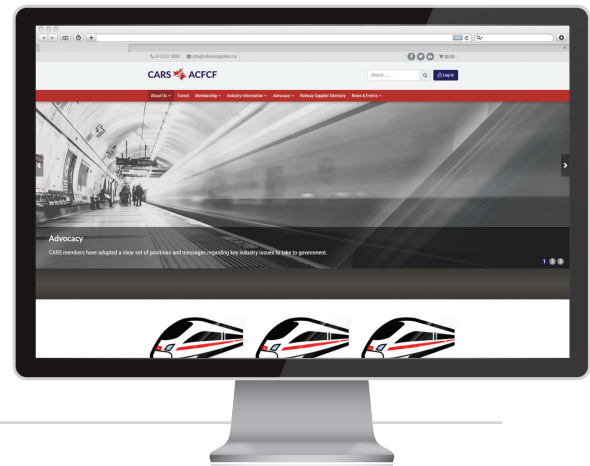
Features of CARS website advertising:

- Cross-promoted in other CARS 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, railwaysuppliers.ca receives:

- More than 1,300 unique visitors per month
- Nearly 1,500 visits per month
- Nearly 6,000 page views per month
- Sessions lasting longer than 2 minutes

*Traffic numbers from 7/2018 - 12/2018



1 Upper Leaderboard | \$4,080

Run-of-site with 4 advertisers running through the leaderboard on the home page and all sub pages (728 x 90 and 320 x 50 pixels).

2 Square Tiles | \$3,225

Two positions displayed on all sub pages with only 3 advertisers running through each position (200 x 200 pixels).

3 Lower Leaderboard | \$5,500

Exclusive leaderboard position on the home page (728 x 90 and 320 x 50 pixels).

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AUDIENCE RETARGETING

EXTEND YOUR REACH beyond CARS' website and keep your brand top of mind with leading freight rail and transit industry professionals. **CARS members account for more than \$10 billion in sales each year.** In addition to that, those members and other industry professionals contribute to over **79,400 pageviews every year** to CARS' website. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

Targeting Tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the *category* or *keywords* of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
12-Month Contract	6-Month Contract	3-Month Contract
24,000 Approximate Impression Goal Monthly	36,000 Approximate Impression Goal Monthly	48,000 Approximate Impression Goal Monthly
INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics 	INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Strategic Insights/Recommendations 	INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Customized Campaign Reporting ✓ Campaign Optimization ✓ Creative Optimization ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact: