

RAILWAY ASSOCIATION OF CANADA

MEDIA KIT



**REACH NEARLY 100% OF THE RAILWAYS
AND RAILWAY SUPPLIERS IN CANADA
WITH RAC.**

Interchange Quarterly Magazine | Membership Directory
RAC Daily Newsletter | RAC Website

FOR MORE INFORMATION, PLEASE CONTACT:

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Railway Association
of Canada



Railway Association
of Canada



ADVOCATING ON BEHALF OF CANADA'S RAILWAY INDUSTRY

The Railway Association of Canada represents nearly 100% of Canada's freight and passenger railways, and more than 70 leading railway supply companies.

- RAC members spend more than **\$10 billion annually** on products and services.
- RAC members are responsible for moving **more than \$280 billion worth of goods** in Canada each year.
- RAC represents Class 1 and shortline freight railways, as well as intercity, commuter and tourist passenger railways.

THE RAC ADVANTAGE

Representing nearly **100% of Canada's railway industry**, RAC advocates on behalf of its members and associate members to ensure that the rail sector remains globally competitive, sustainable and, most importantly, safe. *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.**

**CONTACT YOUR NAYLOR
REPRESENTATIVE TODAY!**

NAYLOR 
ASSOCIATION SOLUTIONS



PRINT MEDIA

The Railway Association of Canada's print products reach every member of the RAC. Our print products include *Interchange* magazine and the annual Membership Directory.



ONLINE MEDIA

The RAC's online communications products include the RAC Daily Newsletter, which is sent to primary contacts at RAC member and associate-member companies, and the digital edition of *Interchange* magazine. Advertisement space is also available on RAC's website, www.railcan.ca.



PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Railway Association of Canada and we are happy to showcase vendors that support our association through our selection of print and online media properties.

A&K Railroad Materials Canada, Inc.

Abloy Canada

Absopulse Electronics Ltd.

American Railcar Industries, Inc.

American Turbocharger Technologies

Amsted Canada, Inc.

Atlantic Industries Ltd.

Avtec, Inc.

Battle River Railway, NGC, Inc.

Blastech, a TF Warren Company

Brandt Road Rail Corp.

CAD Railway Industries Ltd.

CANAC, Inc.

Canadian Pacific Railway

Cando Rail Services Ltd.

CCI Thermal Technologies, Inc.

Cégep de Sept-Îles

Cleveland Track Material, Inc.

CN-Canadian National

Cyclonaire Corp.

D.A. International Casting Company

Davanac, Inc.

Diesel Electric Service

Diversified Metal Fabricators

Dixie Precast

Drain-All Ltd.

Ekyrail Enterprises, Inc.

Encore Rail Services

Entretien Ferroviaire Boivin, Inc.

Eutectic Canada, Inc.

EVRAZ Railway Products

Fabrication Specialties, Inc.

Falcon Equipment Ltd.

FreightCar America, Inc.

GAI Consultants, Inc.

Graham-White Mfg. Company

Great Plains Rail

H. Broer Equipment Sales & Service, Inc.

HATCH Corporation

Hayward Baker Corporate Office

Herzog Railroad Services Canada Ltd.

Hi-Rail Leasing

Hougen Canada

Hydra-Tech International

J.Lanfranco Fastener Systems Inc.

Kasgro Rail Car Management

Kenwood Electronics Canada Inc.

Koppers Inc.

Krewe

L.B. Foster Company

Lat-Lon, LLC.

Le Groupe TRAQ

Locomotive Systems Training, Inc.

Lonza

Loram Maintenance of Way, Inc.

M.F. Wirth Rail Corporation

Marathon Drilling Co. Ltd

Mass Electric Construction Company

Mecfor inc.

Messe Berlin GmbH

Miner Enterprises

Modern Track Machinery Canada Ltd.

Moley Magnetics, Inc.

Montana Hydraulics, LLC.

Motive Equipment, Inc.

Motive Power Resources

Nathan Airchime, Inc.

National Steel Car Ltd.

NDT Technologies, Inc.

New York Air Brake Corp./Knorr Brake Ltd.

North American Rail Products

Northern Plains Railroad

NRE

Omaha Track, Inc.

OMNI Products Inc.

Ontario Northland Transportation Commission

Ontario Steel Haulers, Inc.

Ontario Trap Rock

On-Track Railway Operations Ltd.

Plasser American Corporation

PNR RailWorks, Inc.

PortaCo, Inc.

PowerRail

Presto Geosystems

Procor Ltd.

Progress Rail Services

Progressive Rail

QM LP

QMP Ltd.

Racine Railroad Products

Rail Cantech, Inc.

Rail Construction Equipment Co.

Rail Direct, Inc.

Railquip, Inc.

Railroad Component Rebuilds

Rails Company

RailTerm

RB&C Maintenance of Way

Red River College

RJ Corman Railroad Group

Roll Form Group

RTC Rail Solutions Ltd.

Salco Products, Inc.

Sandy Cooke Consulting, Inc.

Schaefer, Inc.

Services Techniques DHG

Sieb Sales & Engineering Inc.

Siemens Industry, Inc.

Signal Training Solutions, Inc.

Smith Systems, Inc.

Softrail, Inc.

Soulanges Railway Services, Inc.

Spectrum

Stantec Consulting Inc.

Star Headlight & Lantern Co., Inc.

Sumitomo Canada Limited

Summit Customs Brokers

Surette Battery Company Ltd.

The Canadian Heartland Training Railway Services, Inc.

The Greenbrier Companies

The Toronto Terminals Railway Company Ltd.

Therm-Omega-Tech, Inc.

TNT Equipment Sales & Rental, Inc.

Trackmobile, Inc.

T-Rail Products, Inc.

Transtronic, Inc.

TrinityRail

TTX

United Steel and Fasteners, Inc.

Universal Rail Systems

Versa-Steel, Inc.

Vertex Railcar Corporation

VIA Rail Canada

VTG Rail

Wheel Rail Seminars, LLC.

Whiting Equipment Canada Inc.

Willamette Valley Company

WSP Canada, Inc.

INTERCHANGE MAGAZINE

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	3x	4x
Double Page Spread	\$4,329.50	\$4,109.50	\$3,899.50	\$3,679.50
Outside Back Cover	\$3,799.50	\$3,649.50	\$3,509.50	\$3,359.50
Inside Front or Inside Back Cover	\$3,549.50	\$3,399.50	\$3,259.50	\$3,109.50
Full Page	\$2,919.50	\$2,769.50	\$2,629.50	\$2,479.50
1/2 Page	\$1,839.50	\$1,749.50	\$1,659.50	\$1,559.50
1/3 Page	\$1,529.50	\$1,449.50	\$1,379.50	\$1,299.50
1/4 Page	\$1,019.50	\$969.50	\$919.50	\$869.50
1/6 Page	\$829.50	\$789.50	\$749.50	\$709.50
1/8 Page	\$649.50	\$619.50	\$579.50	\$549.50

RAC members and associate members receive 10% discount off of the net rates

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,899.50	\$1,799.50	\$1,709.50	\$1,609.50
1/2 Page	\$1,209.50	\$1,149.50	\$1,089.50	\$1,029.50
1/3 Page	\$919.50	\$869.50	\$829.50	\$779.50
1/4 Page	\$709.50	\$669.50	\$639.50	\$599.50
1/6 Page	\$559.50	\$529.50	\$499.50	\$479.50
1/8 Page	\$439.50	\$419.50	\$399.50	\$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 | \$750 per issue

Digital Edition Skyscraper | \$850 per issue

Digital Edition Leaderboard | \$1,055 per issue

Digital Edition Toolbar | \$595 per issue

Digital Edition Belly Band | \$1,055 per issue

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 August 2017)

INTERCHANGE MAGAZINE



Railway Association
of Canada

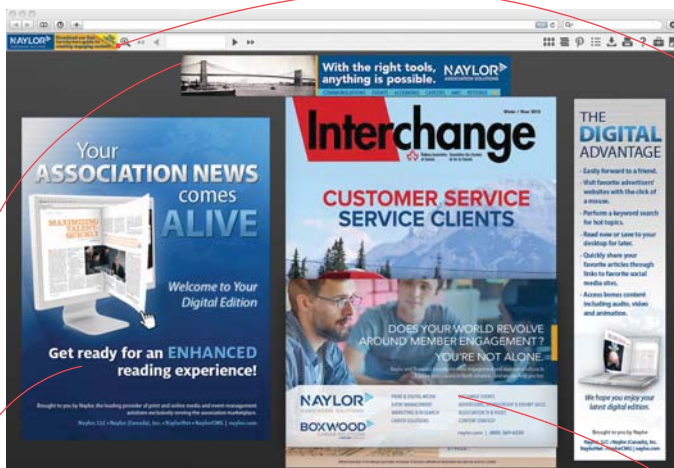
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- **Link your ad to the landing page of your choice**
- **Increase traffic to your website**
- **Interact with viewers to facilitate the buying process**
- **Generate an immediate response from customers**
- **Members and readers receive each issue via email and each new issue is posted on RAC's website. A full archive of past issues is available, ensuring longevity for your online presence.**



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

INTERCHANGE DIGITAL EDITION



Toolbar | \$595

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$850

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

Belly Band | \$1,055

The Belly Band 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. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$1,055

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship MAX* | \$750

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>



INTERCHANGE MAGAZINE

INDEX OF ADVERTISERS CATEGORIES (PAGE 1 OF 2)

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 RAC 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
- 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
- Points/Crossings and Components
- Portable Buildings
- Possession Management
- Power Converters/Inverters
- Power Tools
- Power Transmission Systems for Vehicles
- Pre-cast Concrete Units

(Continued on next page)



INTERCHANGE MAGAZINE

INDEX OF ADVERTISERS CATEGORIES (CONTINUED)

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 RAC 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.

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

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$_____

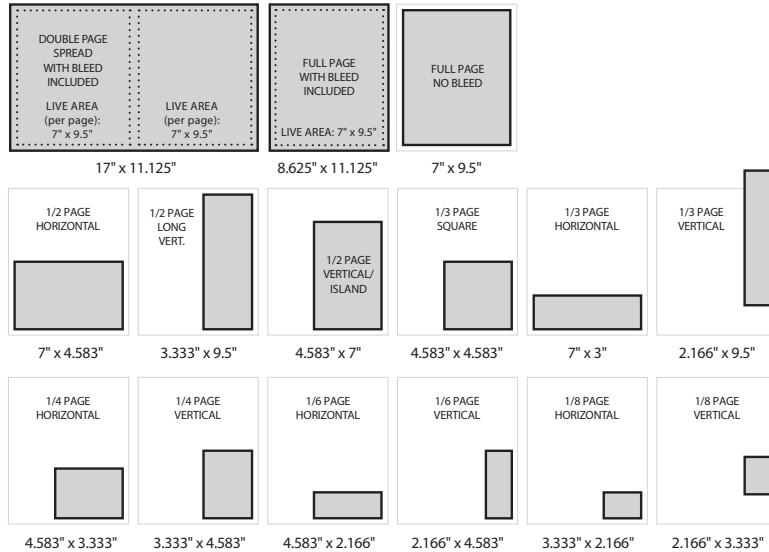
Initial: _____ Date: _____



PRINT ADVERTISING SPECIFICATIONS

INTERCHANGE MAGAZINE

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 greyscale 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 greyscale 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

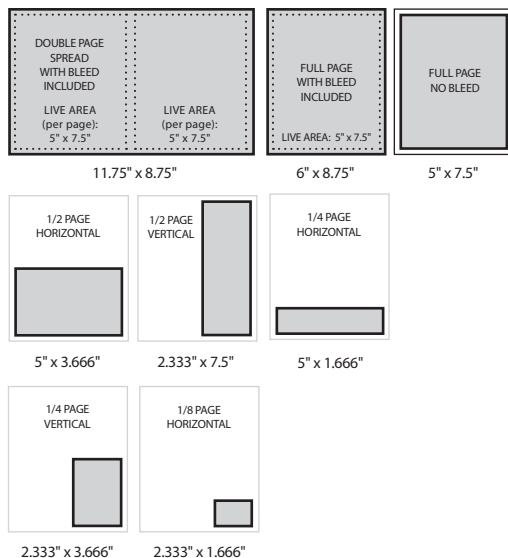
Go to the Naylor website at www.naylor.com

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.

MEMBERSHIP DIRECTORY

Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Interchange

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"

Membership Directory

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

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RAC WEBSITE

Advertising on the RAC Website – www.railcan.ca

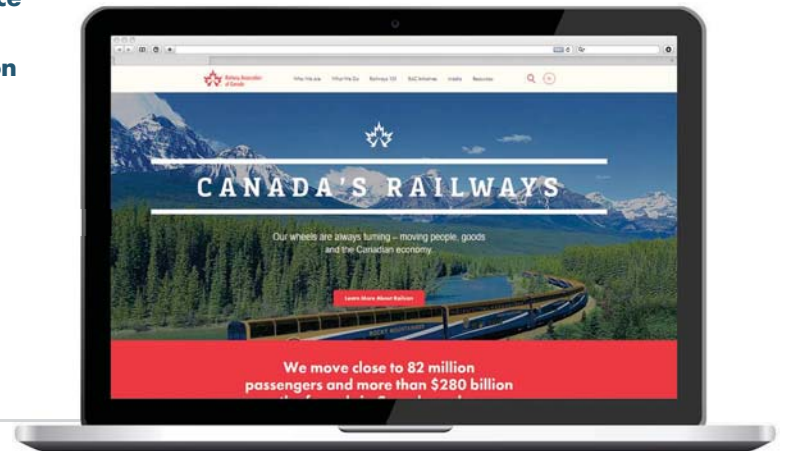
Advertising on the RAC website is a great way to reach member and non-member visitors and reinforce your marketing message. Audiences visit railcan.ca to learn about upcoming association events, discover ways to maximize their RAC membership, view the latest issues of Interchange magazine, and stay up 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**

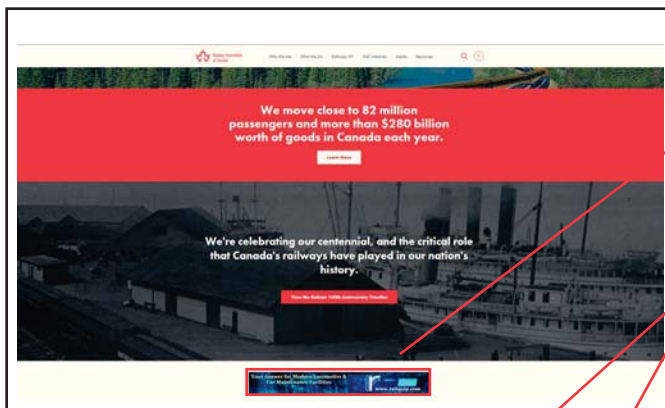
On average, railcan.ca receives:

- **More than 6,900 unique visitors per month**
- **More than 9,400 total visits per month**
- **More than 17,800 page views per month**

*Traffic numbers from 02/2017 - 08/2017



Homepage



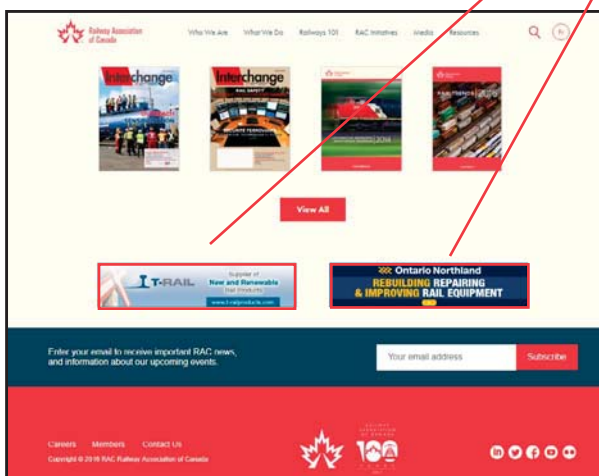
Leaderboard | \$4,175 (12 months)

Located on the homepage of RAC's website. This position has a max of 4 rotations. (728 x 90 pixels)

Custom Banner | \$2,675 (12 months)

Located on all sub-pages only. Two banner positions available with a total of 4 rotations max each. (450 x 100 pixels)

Subpage



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

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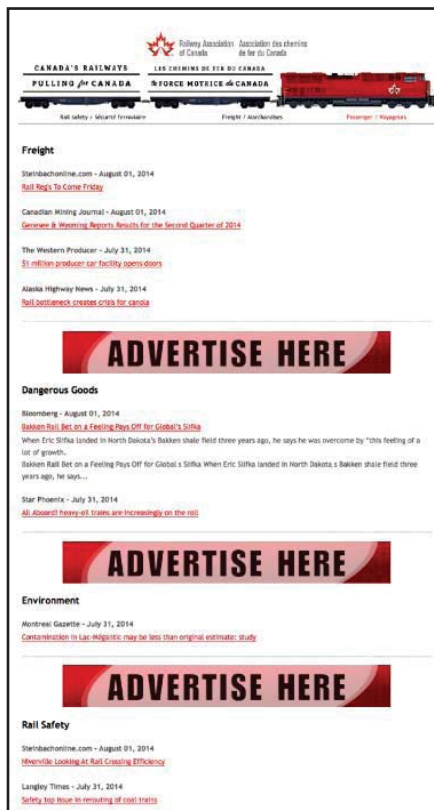
RAC DAILY NEWSLETTER

ABOUT THE NEWSLETTER

Now more than ever, professionals consume information on the go. The 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 decision-makers on a regular basis**
- **Directs visitors to the landing page of your choice to facilitate the purchasing process**
- **Limited available ad space makes each position exclusive**



Horizontal Banner

12 Months | \$4,960

- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed daily to Canada's railway industry

Newsletter includes

- **Industry news**
- **RAC news**
- **Upcoming Events**

* RAC members and associate members receive a 5% discount off the net rates

**Railway industry
news delivered
daily!**

MEMBERSHIP DIRECTORY

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

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

Full-Color Rates	Rates
Double Page Spread	\$3,679.50
Outside Back Cover	\$3,359.50
Inside Front or Inside Back Cover	\$3,109.50
Full Page	\$2,479.50
1/2 Page	\$1,559.50
1/4 Page	\$869.50

RAC members and associate members receive 10% discount off of the net rates

Black-and-White Rates	Rates
Full Page	\$1,609.50
1/2 Page	\$1,029.50
1/4 Page	\$599.50

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Digital Edition Branding Opportunities

Digital Edition Sponsorship | \$515

Digital Edition Skyscraper | \$515

Digital Edition Belly Band | \$775.00

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