



Publication Guidelines and Exposure Opportunities for O Gauge Railroading Advertisers

OGR Publishing Co. editorial philosophy

O Gauge Railroading is an independent, special interest consumer magazine designed to appeal to, and serve the interests of, the O gauge and O scale hobby community. Now 50 years old (as of 2019), the magazine, in both its print and digital forms, is widely considered to be a leader in its publishing niche, and its associated OGR Online Forum at www.ogaugerr.com is the primary (and leading) go-to Internet source for news, information, advice, and interpersonal communication between hobbyists.

Operational control of OGR Publishing Company is vested in a business partnership with responsibility for all aspects of the overall operation, including the magazine and associated products.

The purpose of these Guidelines is to provide manufacturers, suppliers, and other advertisers with basic information about the magazine, and opportunities available to them, in addition to paid advertising, for additional exposure to their respective products and services.

Product Showcase announcements

Newly announced or recently released products are always welcome for listing in the magazine's Product Showcase section. There is no real limit to the number of items that may be submitted for publication, but due to space limitations, fairness to other contributors, and in order to provide some diversity of products for readers to consider, only two or three items from a given manufacturer or supplier are presented in a given issue. The Product Showcase listing is provided gratis to the entity providing the listed material.

All that is required from the submitting agent is a high-resolution JPEG image of the product itself, along with about 100 words of text describing the item, listing the most notable features, providing availability details and price (including any tax or shipping charge), and a website and/or physical address where additional information can be obtained by the consumer. A consumer phone number may also be provided, if desired. All Product Showcase submissions should be sent to allan@ogaugerr.com.

Product reviews

Erecting Shop section items selected for critical evaluation and review are chosen at the sole discretion of the magazine editor and the individual reviewer (currently Eric Siegel, although reviews from others are accepted and published on occasion). The editor of the magazine does not exercise influence over the items selected for review because these reviews are intended to be as independent, unbiased, comprehensive, detailed, critical, and fair as possible. If an item under review is, in the course of evaluation, determined to have some significant deficiency, the supplier is contacted for comment. If the deficiency is serious and cannot be corrected, the review will likely not be published. This is done in fairness to the supplier since what is perceived by readers as an overall negative review would not serve the best interests of either the supplier or prospective buyers.

Feature articles

The main feature section of *OGR* (23 full ad-free pages) is devoted exclusively to layout feature articles and how-to-do-it articles relevant to 3-rail O gauge, 2-rail O scale, and On30 or On3 narrow gauge layouts and modeling. The magazine in recent years has increasingly evolved into an operator-oriented publication due to increased interest in that aspect of the hobby spurred by more detailed and realistic models and sophisticated but easy-to-use control systems. Also, since *OGR's* primary competitor has a collector-oriented perspective, *OGR* enjoys a decided advantage in being targeted to the established and expanding operator community. Collector interests are nevertheless still addressed in *OGR* in the Collector's Gallery column that appears in every issue.

Editorial content for the main feature section is determined by the editor based on an editorial formula that attempts to provide a reasonable balance of articles suited to diverse interests. Virtually all articles in the main feature section are provided by non-staff hobbyist contributors who are compensated upon publication for their submissions. Photos to be published are selected by the editor, and text is edited (or written/re-written, if necessary) by the editor, and subsequently copy edited and proofed by a contracted proofreader. The magazine is designed by an independent graphics team working in concert with the editor.

Contributors are advised that the planned date/issue of publication for their article is entirely in the purview of the editor, and may be adjusted due to a number of factors consistent with the editorial mix planned for a given issue and the space available in a given issue. Contributors are free to withdraw their article at any time prior to a given issue's scheduled editorial deadline.

Although the main feature section of the magazine is ad-free and must remain independent of advertiser influence, every effort is still made to provide readers with contact information related to products noted by authors in their editorial material. For example, if an author describes a specific product in his or her text, the editor will make every effort to provide, at minimum, a Web link to source information for that product. This information alone has, in recent times, been reported by a number of advertisers to notably increase sales of the item mentioned in editorial content.

OGR Online Forum

For those advertisers who would like to promote their products and services to the membership by becoming a "Forum Sponsor," the full details of how to become a sponsor/advertiser are available by contacting Alan Arnold at adman@ogaugerr.com. There are a multitude of sponsorship levels depending on your investment budget that will allow you to combine online marketing with traditional magazine advertising. While these forum sponsorships are designed to encompass print and online opportunities, forum-only advertising is available on a limited basis.