

# **GAUGE™ RAIL- ROADING**

## ***RATE CARD #16A 2018 ADVERTISING RATES***

EFFECTIVE WITH THE  
JANUARY 2018 ISSUE (Run 296)



A magazine for operators and collectors of all types of O Gauge Trains.

## Contact Info and Personnel

Publisher Emeritus: **Rich Melvin**  
Publisher: **Alan Arnold**  
Editor-in-Chief: **Allan Miller**  
Special Projects Editor: **Ed Boyle**  
Associate Editor: **Jim Barrett**

Accounting:  
**LaKeeta Arnold**  
accounting@ogaugerr.com

Advertising Sales Manager:  
**Alan "The Adman" Arnold**  
800-980-6477  
advertising@ogaugerr.com

**MAILING ADDRESS:**  
OGR Publishing, Inc.  
1310 Eastside Centre Court 6111  
Mountain Home, AR 72653

## Distribution

Distribution is to the USA, Canada and foreign countries through direct-to-publisher subscriptions and renewals, direct mail, hobby stores, book and magazine wholesalers.

Distributed to hobby stores via OGR Publishing, Inc.  
Distributed to newsstands and bookstores by CMG.

Single copy -	\$5.95 USA / Canada
U.S. Subscription per year (7 issues)	\$34.95 USD
Canadian Subscription per year	\$44.95 USD
Foreign Subscription per year	\$59.95 USD

## Contract Conditions

The acceptance or execution of an insertion order is subject to OGR Publishing, Inc. approval of copy text, display and illustrations. All copy, text, display and illustrations are published with the understanding that the person placing the ad, advertiser and advertising agency are fully authorized and have secured the proper written consents for the use of names, trade styles, pictures, logos, colors or other material owned by others but used in the ad. Advertiser and its agency agree to hold OGR Publishing, Inc. harmless from any and all liability, loss and expense of any nature arising out of such publication. All advertising is accepted subject to our current rate card in effect at time of submission of ad. Rates are subject to change and will be considered changed when a new rate card is published. Rates will be charged at the highest rate unless an advertising insertion order agreement is in effect for multiple insertions or special package discounts. Canceling an advertising agreement for any reason before completion of the contract will result in a retroactive adjustment of the rate to full rate card rates for the space used at the entered frequency. Cancellation of the ad contract before completion nullifies all discount and position requirements. Orders for specific units of space and specific dates of insertion are necessary. Orders specifying a special position accepted in advance are subject to availability. Once reserved, special position ads cannot be canceled, except by written notice 60 days prior to closing date. All orders accepted by OGR Publishing, Inc. are contingent upon acts of God, fire, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond its control.

Cancellations or changes in orders cannot be accepted after closing date. OGR Publishing, Inc. reserves the right to cancel a contract upon default of payments or breach of any provisions herein, and all unpaid charges and shortages shall become immediately due and payable. OGR Publishing, Inc. will have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to OGR Publishing, Inc. for advertising, which advertiser or its agent ordered and which advertising was published. In the event of legal action, OGR Publishing, Inc. will have the right to recover all legal fees involved from the advertiser. All advertising agreements or other contracts executed between the Publisher and the advertiser or their agent shall be considered governed by the laws of the State of Ohio. OGR Publishing, Inc. reserves the right to reject any advertising for any reason at any time without liability, even though previously acknowledged or accepted. Publisher will not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error. OGR Publishing, Inc. shall have no liability for errors in key numbers or advertisers index. No conditions, printed or implied otherwise appearing in contracts, orders of copy instructions that conflict with OGR Publishing, Inc. policies will be binding on OGR Publishing, Inc. OGR Publishing, Inc. will not be bound by other conditions unless agreed upon in writing prior to acceptance of the order.

## Mechanical Requirements

*O Gauge Railroad* magazine trim size is 8-1/4" wide by 10-1/2" high. Bleed ads must allow 1/8" (.125) for bleed on all four sides of the ad. Bleed ads are available only in full page, 2/3 page horizontal and 1/2 page horizontal ads.

Bleed ads should hold live matter to 3/8" (.375) from the trim size on all bleed sides. Live material on double page ads should be kept 1/2" (.5) from the center gutter on each page. Photographs and/or artwork in a two-page spread may be distorted by material going into the center gutter. Publisher will not be subject to any liability whatsoever for bleed ads extending past these margins. All ad sizes are maximum sizes including borders.

Publisher reserves the right to reduce in size any ad that exceeds specified size and charge for the production work. Ad production/alteration work will be charged at \$65 per hour.

## Commissions and Discounts

15% discount for camera-ready ads **if invoice is paid within 30 days of invoice date.** A 2%, 10 days discount is also available if invoice is paid in advance or within 10 days of invoice date. A remittance must accompany the first insertion order for orders not placed through a recognized agency unless satisfactory credit arrangements have been made. Design, mechanical and second color charges are not subject to commission or 15% discount.

A "camera-ready ad" is defined as ads that do not require any work by OGR Publishing, Inc. or its contractors. When work is required for any reason including insertion of images, text changes, or electronic corrections, ads are not considered camera-ready and the 15% discount will not be allowed. Ad production charges of \$65 per hour may also apply. Frequency discounts apply only to written advertising insertion orders or agreements and the completion and acceptance of a Business Profile Form. Contract ads will be repeated as run in previous issues unless changes are received by camera-ready closing date.

## Ad Design & Production

If you cannot produce your own ad, we can produce an eye-catching ad for you! Ad production is billed at \$65 per hour, and many ads can be completed in less than two hours. We can shoot professional, high-resolution, color digital photos of your product for inclusion in your ad. We will send you all the camera-original digital files, which you will then be able to use in your own literature or on your web site. The digital photos will be color, even if you have purchased a black and white ad. We will shoot up to six pictures of your product for a flat fee of \$65.

OGR Publishing, Inc. retains the rights to all photos taken by OGR staff.

**Contact Alan Arnold at 800-980-6477 for help in producing your ad.**

## Electronic File Formats

Acceptable electronic file formats include psd, tif, jpg (high quality) and PDF files. If you work in Photoshop, flatten the image and send the flattened version of the file in the psd or tif format.

Ads submitted in Microsoft Word are NOT acceptable as camera-ready ads. Ad production charges will apply and the ad will not qualify for the 15% camera-ready discount. We cannot accept Microsoft Publisher, CorelDRAW or Freehand files. If you use these programs, convert your ad to a PDF file.

PDF files must be produced at the "PRESS" setting.

All color ads must be submitted in CMYK color mode.

A hard copy of the ad (in color if the ad is color) must accompany all advertising. The hard copy may be included with the files submitted on a CD or mailed separately. Black and white ads may be faxed to 330-757-3771. Advertisers not sending hard copies will lose any discounts that they are otherwise entitled to.

Publisher will not be subject to any liability whatsoever if any ad fails to reproduce properly due to non-receipt of hard copy, poor hard copy quality or incompatible file format.

File Transfer Protocol (FTP) service is available for uploading your ads directly to our ad server. If you would like to submit your ads via FTP, contact the publisher via E-mail at [publisher@ogaugerr.com](mailto:publisher@ogaugerr.com).

## Dealer Roundhouse

Dealer Roundhouse is a special advertising section in O Gauge Railroading magazine available only to hobby retailers who carry O Gauge Railroading magazine in their stores. The ad includes your store name, address, telephone number, web address, up to four manufacturers' logos and up to 150 characters of copy. The cost is \$150 annually for seven consecutive issues. No agency commission.

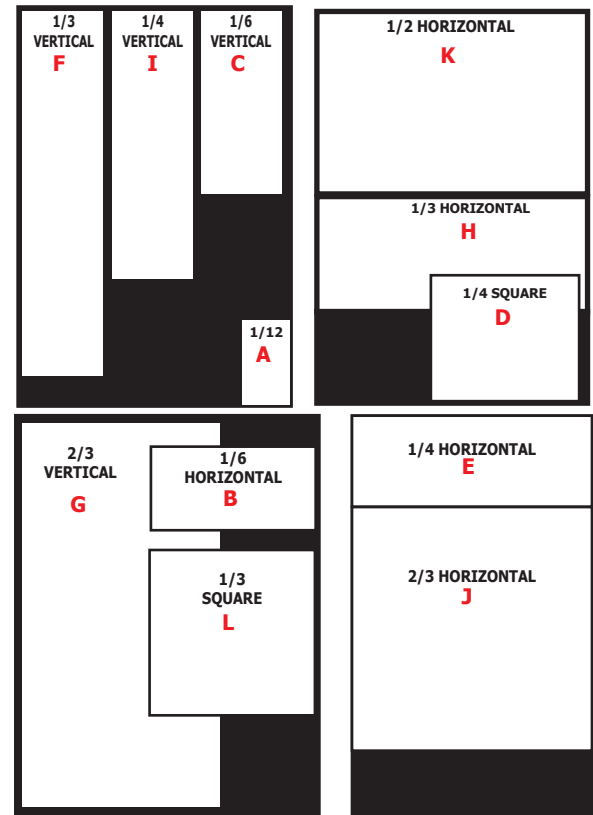
## We are members of:

- Lionel Collectors Club of America
- Lionel Operating Train Society
- Model Railroad Industry Association
- Toy Train Operators Society
- Train Collectors Association



## Print Ad Dimensions

AD SIZE	WIDTH	HEIGHT
Full Page	7-1/8" (7.125)	9-3/4" (9.75)
Full Page Bleed	8-1/2" (8.5)	10-3/4" (10.75)
2/3 Page Horizontal (J)	7-1/8" (7.125)	6-7/16" (6.437)
2/3 Page Horizontal Bleed	8-1/2" (8.5)	7-1/16" (7.062)
2/3 Page Vertical (G)	4-11/16" (4.687)	9-3/4" (9.75)
1/2 Page (K)	7-1/8" (7.125)	4-13/16" (4.812)
1/2 Page Bleed	8-1/2" (8.5)	5-1/2" (5.5)
1/3 Page Horizontal (H)	7-1/8" (7.125)	3-1/8" (3.125)
1/3 Page Vertical (F)	2-1/4" (2.25)	9-3/4" (9.75)
1/3 Page Square (L)	4-11/16" (4.687)	4-13/16" (4.812)
1/4 Page Horizontal (E)	7-1/8" (7.125)	2-5/16" (2.312)
1/4 Page Vertical (I)	2-1/4" (2.25)	7-1/4" (7.25)
1/4 Page Square (D)	4-11/16" (4.687)	3-1/2" (3.5)
1/6 Page Horizontal (B)	4-11/16" (4.687)	2-5/16" (2.312)
1/6 Page Vertical (C)	2-1/4" (2.25)	4-13/16" (4.812)
1/12 Page (A)	2-1/4" (2.25)	2-5/16" (2.312)



**Publication trim size is 8-1/4" X 10-1/2"**

## Color Ad Rates

	1 TIME RATE	3 TIME RATE	7 TIME RATE
Full Page	\$2,819	\$2,312	\$1,872
Additional Page	\$2,263	\$1,856	\$1,503
2/3 Page (G or J)	\$1,973	\$1,618	\$1,310
Half Page (K)	\$1,410	\$1,156	\$936
1/3 Page (F, H or L)	\$958	\$786	\$636
1/4 Page (D, E or I)	\$719	\$589	\$477
1/6 Page (B or C)	\$411	\$337	\$273
1/12 Page (A)	\$201	\$165	\$134

### COVER RATES

	1 TIME RATE	3 TIME RATE	7 TIME RATE
Cover 2 (Inside Front)	N/A	\$2,595	\$2,335
Cover 3 (Inside Back)	N/A	\$2,405	\$2,165
Cover 4 (Back Cover)	N/A	\$2,695	\$2,450

## Black & White Ad Rates

	1 TIME RATE	3 TIME RATE	7 TIME RATE
Full Page	\$1,658	\$1,360	\$1,101
Additional Page	\$1,411	\$1,157	\$937
2/3 Page (G or J)	\$1,161	\$952	\$771
Half Page (K)	\$829	\$680	\$551
1/3 Page (F, H or L)	\$564	\$462	\$374
1/4 Page (D, E or I)	\$423	\$347	\$281
1/6 Page (B or C)	\$290	\$238	\$193
1/12 Page (A)	\$169	\$139	\$112



# O Gauge Railroading magazine Print and Digital Advertising Packages

## 12-Month Ad Packages\*

### COLOR PRINT AD + 250 x 50 pixel Banner Ad

AD SIZE	7x Rate Card	15% Discount	Full Banner Rate	Pkg 250x50 Banner Rate	12 Month Rate Card	12 Month Discounted Rate	Monthly Payment	Annual Savings
Cover 2, 3 or 4	\$2,335	\$1,985	\$599	\$184	\$23,533	\$16,103	\$1,342	\$7,430
Full Page	\$1,872	\$1,591	\$599	\$184	\$20,292	\$13,346	\$1,112	\$6,946
Two-Thirds Page	\$1,310	\$1,114	\$599	\$204	\$16,358	\$10,243	\$854	\$6,115
Half Page	\$936	\$796	\$599	\$224	\$13,740	\$8,257	\$688	\$5,483
One-Third Page	\$636	\$541	\$599	\$244	\$11,640	\$6,712	\$559	\$4,928
Quarter Page	\$477	\$405	\$599	\$264	\$10,527	\$6,006	\$501	\$4,521

### BLACK & WHITE PRINT AD + 250 x 50 pixel Banner Ad

AD SIZE	7x Rate Card	15% Discount	Full Banner Rate	Discounted Package Banner Rate	12 Month Rate Card	12 Month Discounted Rate	Monthly Payment	Annual Savings
Full Page BW	\$1,101	\$936	\$499	\$184	\$13,695	\$8,759	\$730	\$4,936
Two-Thirds Page BW	\$771	\$655	\$499	\$204	\$11,385	\$7,035	\$586	\$4,350
Half Page BW	\$551	\$468	\$499	\$224	\$9,845	\$5,966	\$497	\$3,879
One-Third Page BW	\$374	\$318	\$499	\$244	\$8,606	\$5,153	\$429	\$3,453
Quarter Page BW	\$281	\$239	\$499	\$264	\$7,955	\$4,840	\$403	\$3,115
One Twelfth Page BW	\$112	\$95	\$499	\$264	\$6,772	\$3,834	\$320	\$2,938

### SMALL BUSINESS COLOR PACKAGES

AD SIZE	7x Rate Card	15% Discount	Full Banner Rate	Discounted Package Banner Rate	12 Month Rate Card	12 Month Discounted Rate	Monthly Payment	Annual Savings
One Sixth Page 120X50 Banner	\$273	\$232	\$499	\$164	\$7,899	\$3,592	\$299	\$4,307
One Sixth Page 250X50 Banner	\$273	\$232	\$599	\$214	\$9,099	\$4,192	\$349	\$4,907
One Twelfth Page 120X50 Banner	\$134	\$114	\$499	\$184	\$6,926	\$3,005	\$250	\$3,921

Contact Alan "The Adman" Arnold - [adman@ogaugerr.com](mailto:adman@ogaugerr.com)

800-980-6477

\* You must fulfill a full 12-month schedule to lock in these special rates.





# ***2018 ADVERTISING DEADLINES***

<b>ISSUE DATE RUN NUMBER</b>	<b>NON CAMERA READY ADS</b>	<b>CAMERA READY ADS</b>	<b>SUB COPIES MAILED</b>	<b>NEWSSTAND ON-SALE DATE</b>
<b>APR/MAY 2018 RUN 298</b>	<b>12/13/17</b>	<b>12/20/17</b>	<b>2/6/18</b>	<b>2/20/18</b>
<b>JUN/JUL 2018 RUN 299</b>	<b>2/16/18</b>	<b>2/23/18</b>	<b>4/3/18</b>	<b>4/24/18</b>
<b>AUG/SEP 2018 RUN 300</b>	<b>4/19/18</b>	<b>4/26/18</b>	<b>6/7/18</b>	<b>6/26/18</b>
<b>OCT/NOV 2018 RUN 301</b>	<b>6/21/18</b>	<b>6/28/18</b>	<b>8/10/18</b>	<b>8/28/18</b>
<b>DEC 2018 RUN 302</b>	<b>8/16/18</b>	<b>8/23/18</b>	<b>10/5/18</b>	<b>10/23/18</b>
<b>JAN 2018 RUN 303</b>	<b>9/21/18</b>	<b>9/28/18</b>	<b>11/14/18</b>	<b>11/27/18</b>
<b>FEB 2018 RUN 304</b>	<b>10/17/18</b>	<b>10/24/18</b>	<b>12/11/18</b>	<b>12/25/18</b>