

GAUGE™ RAIL- ROADING



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

RATE CARD #18 **2020 ADVERTISING RATES**

EFFECTIVE WITH THE
FEB/MAR 2020 ISSUE (Run 310)

Contact Info and Personnel

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 Ste. 6
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 -	\$6.99 USA / Canada
U.S. Subscription per year (6 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 the invoice is paid within 30 days of the 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 late fee of up to 10% of the outstanding balance may be imposed if full payment is not received by the due date.**

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. We also cannot accept ads produced with Microsoft Publisher, CorelDRAW or Freehand. If you use these programs, convert your ad to a PDF file and send that.

PDF files must be produced at the "PRESS" setting. All color ads must be submitted in CMYK color mode.

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.

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.

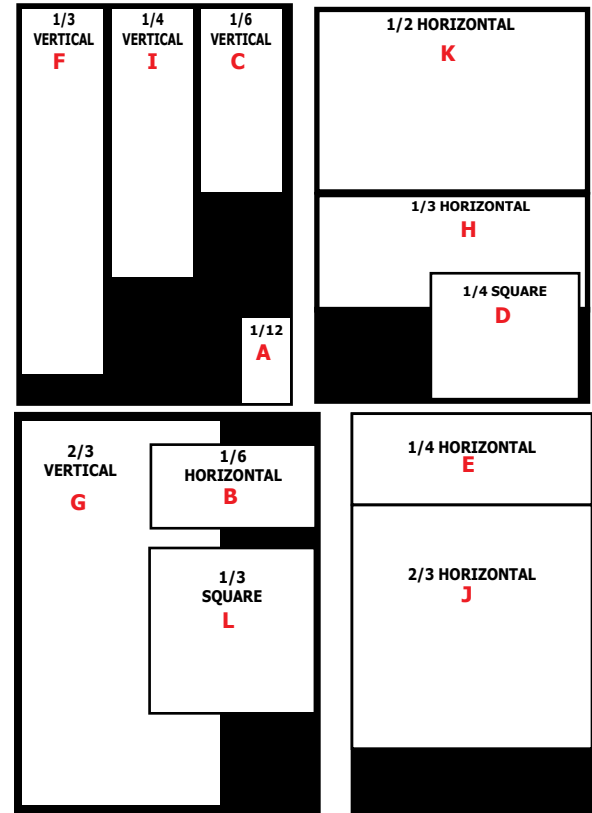
We are members of:

- 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	6 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	6 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	6 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 Special Advertising Packages

12-Month Ad Packages

COLOR AD + Large OGR Forum Banner Ad*

AD SIZE	6x 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 AD + Large OGR Forum Banner Ad*

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

SMALL BUSINESS COLOR AD + OGR Forum Banner Ad*

AD SIZE	6x Rate Card	15% Discount	Full Banner Rate	Package Banner Rate	12 Month Rate Card	12 Month Discounted Rate	Monthly Payment	Annual Savings
1/6 Page + 120X50 Banner	\$273	\$232	\$499	\$164	\$7,899	\$3,592	\$299	\$4,307
1/6 Page + 250X50 Banner	\$273	\$232	\$599	\$214	\$9,099	\$4,192	\$349	\$4,907
1/12 page + 120X50 Banner	\$134	\$114	\$499	\$184	\$6,926	\$3,005	\$250	\$3,921

PRINT & DIGITAL MAGAZINE ONLY - No OGR Forum Banner Ad


AD SIZE	COLOR	B&W
Full Page	\$1,982.10 per issue	\$1,211.10 per issue
2/3 Page	\$1,387.10 per issue	\$848.10 per issue
1/2 Page	\$991.10 per issue	\$606.10 per issue
1/3 Page	\$673.40 per issue	\$411.40 per issue
1/4 Page	\$505.10 per issue	\$309.10 per issue
1/6 Page	\$292.30 per issue	\$212.30 per issue
1/12 Page	\$145.20 per issue	\$123.20 per issue

Contact Alan "The Adman" Arnold - adman@ogaugerr.com
800-980-OGRR (6477)

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



2019 AD DEADLINES and PRODUCTION SCHEDULE

	APR/MAY 2019 RUN 305	JUN/JUL 2019 RUN 306	AUG/SEP 2019 RUN 307	OCT/NOV 2019 RUN 308	DEC/JAN 2019/2020 RUN 309	FEB/MAR 2020 RUN 310
ADVERTISING DEADLINE	<u>1/15/19</u>	<u>3/25/19</u>	<u>5/21/19</u>	<u>7/23/19</u>	<u>09/17/19</u>	<u>11/19/19</u>
SUB COPIES MAILED	<u>3/5/19</u>	<u>5/6/19</u>	<u>7/10/19</u>	<u>9/9/19</u>	<u>11/4/19</u>	<u>1/10/20</u>
DEALER COPIES SHIPPED	<u>3/11/19</u>	<u>5/10/19</u>	<u>7/15/19</u>	<u>9/13/19</u>	<u>11/8/19</u>	<u>1/15/20</u>
NEWSSTAND ON SALE DATE	<u>3/19/19</u>	<u>5/28/19</u>	<u>7/23/19</u>	<u>9/24/19</u>	<u>11/19/19</u>	<u>1/28/20</u>