

Advertising Planner

2016

Sterling Rail[®]

CLASSIFIEDS

Call 512-263-1953 Today!

Welcome aboard Sterling Rail's 2016 Advertising Planner! An advertising campaign in **Sterling Rail[®] Classifieds** provides a unique and dynamic marketing vehicle for your business to get more exposure. There is no better tool for reaching Railroad industry professionals than advertising in Sterling Rail's quarterly print publication.

Sterling Rail, Inc.[®]

P: 512.263.1953 | F: 512.263.9799

info@SterlingRail.com | www.SterlingRail.com

2905 RR 620 North | Austin, TX 78734



Sterling Rail®

CLASSIFIEDS



CLICK HERE to View Current Issue



Each issue of **Sterling Rail® Classifieds** contains Locomotives, Railcars, RR Equipment, MOW Equipment, Passenger Cars, Parts and more both For Sale and Wanted by the wide range of firms comprising the Railroad Industry. Every page features twelve 4-color display ad panels of varying sizes. Sterling Rail offers both PAID and FREE options for advertising as outlined in this brochure. Whichever ad option you choose, we hope you'll agree **Sterling Rail® Classifieds** is your ideal advertising partner in the railroad industry.

About Sterling Rail® Classifieds

Founded: 2009
Frequency: 4x per year
Circulation: 15,000
Total Pages: 64



1/2 Page Panel

Premium Horizontal: (W) 8" x (H) 5"
 Premium Vertical: (W) 5-1/4" x (H) 7-1/2"

1/3 Page Panel

Premium Horizontal: (W) 5-1/4" x (H) 5"
 Premium Vertical: (W) 2-5/8" x (H) 10"

1/4 Page Panel

Premium Horizontal: (W) 8" x (H) 2-1/2"
 Premium Vertical: (W) 2-5/8" x (H) 7-1/2"

FREE Graphic Design

Sterling Rail's in-house graphics department will promptly design purchased ads at no additional cost to you. Ads may also be re-designed multiple times throughout your ad contract.

Advertising Rates & Information

2016 Schedule

The ad reservation deadline for each print edition of **Sterling Rail® Classifieds** is typically the second Monday of the month, one month prior that issue's Cover Date. The publication would then arrive on RR Executives' desks during the first week of that issue's Cover Date. Sterling Rail looks forward to adding your organization to its ever-expanding list of satisfied clients. Should you have any questions regarding advertising in **Sterling Rail® Classifieds**, please don't hesitate to give us a call (512-263-1953) or send us an email at info@SterlingRail.com.

Cover Date	Reservation Deadline
1st Quarter 2016	January 18th
2nd Quarter 2016	April 18th
3rd Quarter 2016	July 18th
4th Quarter 2016	October 17th

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Ad Rates & Dimensions - For Sale, For Lease, Wanted, Services

	1 Issue	4 Issues
Outside Back Cover Bleed: (W) 8-3/4" x (H) 11-1/4" Non-Bleed: (W) 8" x (H) 10"	\$2475	\$2275
Inside Front Cover Bleed: (W) 8-3/4" x (H) 11-1/4" Non-Bleed: (W) 8" x (H) 10"	\$2375	\$2175
Inside Back Cover Bleed: (W) 8-3/4" x (H) 11-1/4" Non-Bleed: (W) 8" x (H) 10"	\$2275	\$2075
Full Page Bleed: (W) 8-3/4" x (H) 11-1/4" Non-Bleed: (W) 8" x (H) 10"	\$2075	\$1875
3/4 Page Panel Premium Horizontal: (W) 8" x (H) 7-1/2"	\$1775	\$1575
2/3 Page Panel Premium Vertical: (W) 5-1/4" x (H) 10"	\$1575	\$1375
1/2 Page Panel Premium Horizontal: (W) 8" x (H) 5" Premium Vertical: (W) 5-1/4" x (H) 7-1/2"	\$1175	\$975
1/3 Page Panel Premium Square: (W) 5-1/4" x (H) 5" Premium Vertical: (W) 2-5/8" x (H) 10"	\$825	\$725
1/4 Page Panel Premium Horizontal: (W) 8" x (H) 2-1/2" Premium Vertical: (W) 2-5/8" x (H) 7-1/2"	\$645	\$545



Online & Email Advertising available with Sterling Rail!

	1x	3x	6x	12x
Leaderboard Ad Size: 582 x 100 pixels Position: Top of every page	\$800/mo (or \$30 per day)	\$720/mo	\$640/mo	\$560/mo
Skyscraper Side Ad Size: 165 x 600 pixels Position: Left or Right column on every page	\$640/mo (or \$25 per day)	\$560/mo	\$480/mo	\$400/mo
Email Blast Custom designed in house by Sterling Rail's graphics department (or you can provide your own design if you prefer) Sent out to over 12,000 railroad contacts	\$375 each (Only \$300 when you buy a banner too!)			

The screenshot shows the Sterling Rail, Inc. website interface. At the top, there's a navigation bar with 'Home', 'About', 'Advertising Info', 'All Listings', 'For Lease', 'Lease Wanted', and 'Contact us'. A search bar is also present. The main content area is divided into several sections:

- For Sale:** A list of categories including Antrak Charters, Antrak Ready, Ballast Rail Cars, Boxcar Rail Cars, Caboose Rail Cars, Construction Equipment, Covered Hopper Rail Cars, Flat Car Bridges, Flat Rail Cars, Gondola Rail Cars, Hi-Rail Equipment, Locomotives, Locomotive Cranes, Locomotive Parts, Misc. Rail Cars, Open Top Hopper Rail Cars, OTM - Other Track Material, Passenger Rail Cars, Passenger Locomotives, Rail Car Movers, Rail Car Parts, Railroad Equipment, Railroad Ties, Steam Locomotive, Tank Rail Cars, Tank Car Culverts, and Trucks.
- Leaderboard Ad:** A yellow banner with the text 'Leaderboard Ad 582 x 100 px' and a 'Click Here for Reduced Price Listings!' button.
- Newsletters:** A section titled 'Sterling Rail® Newsletters Daily & Weekly Express' with a sign-up form.
- Locomotives For Sale:** A grid of four locomotive listings with images and descriptions.
- Wanted:** A list of categories including Ballast Rail Cars, Boxcar Rail Cars, Caboose Rail Cars, Construction Equipment, Covered Hopper Rail Cars, Dump Rail Cars, Flat Car Bridges, Flat Rail Cars, Gondola Rail Cars, Hi-Rail Equipment, Locomotives, Locomotive Cranes, Locomotive Parts, Misc. Rail Cars, Open Top Hopper Rail Cars, Passenger Rail Cars, Passenger Locomotives, Railroad Rail, Rail Car Movers, Rail Car Parts, Railroad Equipment, Railroad Ties, Refrigerator Rail Cars, Tank Rail Cars, and Trucks.
- Skyscraper Side Ad:** A vertical yellow banner on the right side with the text 'Skyscraper Side Ad 165 x 600 px'.

Paid Online Advertising

Sterling Rail now offers paid web advertising! Whether your company wishes to advertise for only a month or a full year, our web ads put you in an excellent position for maximum exposure throughout the entire site and are a great value for the amount of views the website receives daily. Space will sell quick, so call **(512-263-1953)** or **Email** today to reserve your ad on **SterlingRail.com!**

No-Charge Advertising

A No-Charge Advertising option is also available with both **www.SterlingRail.com** and **Sterling Rail® Classifieds**. With over 15,000 listings and growing daily, **SterlingRail.com** is the best location on the web to find the full range of railroad assets For Sale and Wanted. **SterlingRail.com** is attracting thousands of visitors and adding new content daily and is the ideal vehicle for advertising your items.

In order to take advantage of the No-Charge Advertising option on **SterlingRail.com**, the seller must enter into a Non-Exclusive Listing Agreement with Sterling Rail. All phone calls and emails from prospective Buyers or Sellers would then come through Sterling Rail with Sterling Rail receiving a commission on closed sales. Call us today **(512-263-1953)** to speak with a sales representative and start getting your FREE ad promoted online immediately!

Sterling Rail on the Web (Past 6 Months)

Average Pageviews per Month: 108,732 / Per Day: 3,584
 Average Visits per Month: 21,695 / Per Day: 715
 Average Visit Duration: 3:31 / Pages per Visit: 5
 Average New Listings per Month: 167

Premium Listings available on www.SterlingRail.com!

- Passenger Rail Cars (19)
- Passenger Locomotives (9)
- Railroad Rail (2)
- Rail Car Movers (87)
- Railroad Equipment (233)
- Tank Rail Cars (5)
- Tank Car Culverts (4)
- Trucks (116)

FOR SALE

Passenger Rail Cars
FSPC7608



(2) Ex-SP "Shasta Daylight" Coaches
1949 Built
Aluminum Body,
ISH trucks
Price:
\$18,000-\$25,500
Location: CA

FOR SALE

Passenger Rail Cars
FSPC7612



1955 Pullman
Stainless Steel 52
Seat Coach
Richmond
Fredericksburg &
Potomac # 862
Now a 2 bedroom
one bath home
Price: \$23,000
Location: NM

FOR SALE

Passenger Rail Cars
FSPC7386



Oleander Business
Car
EX CN 53 North
Wind
EX CN 15112
Retired in 1988
Price: \$150,000
Location: WA

FOR SALE

Passenger Rail Cars
FSPC8774



CN White Court
1939 Built
Heavyweight,
originally sleeper
buffet
Now a kitchen-
lounge car
Sharon Couplers
Price: \$33,000 OBO
Location: CO

- Railroad Rail (3)
- Rail Car Movers (63)
- Rail Car Parts (9)
- Railroad Equipment (136)
- Refrigerator Rail Cars (1)
- Tank Rail Cars (105)
- Tank Car Culverts (10)
- Trucks (54)

FOR SALE

Passenger Rail Cars
FSPC6552



55R SP
Barber-Shop

FOR SALE

Passenger Rail Cars
FSPC6476



GN Baggage-
Dormitory Car
EX 5555, 1950

FOR SALE


Passenger Rail Cars
FSPC6250



Union Pacific Budd
Built: 1950

FOR SALE

Passenger Rail Cars
FSPC4583



Private Business
Car
EX 5555, 1950

Premium Online Listing
Passenger Cars & Cabooses Only

\$125 per month OR \$275 for 3 months
(\$100 in savings!)

Due to the high volume of inquiries regarding passenger cars and cabooses, Sterling Rail is now offering Premium passenger car and caboose Listings for sale for as low as \$91.66 per month. Starting **November 1st, 2014** Sterling Rail will no longer broker passenger car and caboose listings and any passenger car and caboose listings that are not paid will be deactivated on our site.

Unlike standard listings, Premium Listings contain your contact information so potential buyers or sellers can contact you directly. To reserve a Premium Listing, fill out the form online [here](#) (or the form below and send it to info@SterlingRail.com). Feel free to call (512-263-1953) or [email](#) if you have any questions or to place or renew your ad!

PREMIUM LISTING RESERVATION

Date:

Sales Rep:

Advertiser:

Contact:

Email:

Address:

City, State, Zip:

Phone:

Fax:

Premium Listing Type:

\$125 - Caboose - 1 month

\$125 - Passenger Car - 1 month

\$275 - Caboose - 3 months

\$275 - Passenger Car - 3 months

Printed Name

Title

Signature

Date