

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 \$375 each (Only \$300 when you buy a banner too!)
Custom designed in house by Sterling Rail's graphics department (or you can provide your own design if you prefer)
Sent out to over 15,000 railroad contacts

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 large yellow banner for a 'Leaderboard Ad 582 x 100 px'. Below it is a 'CLEARANCE!' banner with a 'Click Here for Reduced Price Listings!' link. A central banner promotes 'Sterling Rail® Newsletters Daily & Weekly Express' with a sign-up form.
- Wanted:** A red banner with a list of items for sale/wanted, 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, Misc., 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, Tank Car Culverts, and Trucks.
- Locomotives For Sale:** A grid of four locomotive listings with photos and descriptions. The first listing is for a 'CF7 Call for details'. The others include 'ValveCar TSR 340 Complete Incl rail train bogeys, 27 no. with tow bars 1435mm gauge Location: South Africa', 'SW1500 #190014 Alignment Control Couplers No free move available Excellent Runner Wheels: 2-3/4" - 3" AAR Control Stand Ready for Service Call for Pricing Location: NC', and 'SW1500 #190013 7321 Couplers w/ Stop Blocks Possible free move to CSX interchange Excellent Runner Wheels: 2-13/16"-3" AAR Cntrl Stand Ready for Service Call for Pricing Location: OK'.
- Skyscraper Side Ad:** A vertical yellow banner on the right side of the page that reads '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