

• Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published.

• Publisher shall 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.

• Publisher is not responsible for mistakes in production of ad copy not submitted in writing.

• Publisher shall have no liability for errors in key numbers or advertisers index.

• Conditions other than rates are subject to change by publisher without notice.

• No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

• Cancellations must be received by the reservation closing date or advertiser will be held responsible for payment of space reserved.

• White River Productions, Inc. believes that our readers are as important as you—our advertisers. Therefore, we try to handle all reader's advertising complaints promptly and carefully. Your help in expediting this process if a situation occurs is appreciated.

Mailing Instructions

Insertion orders and material should be sent via U.S. Postal Service to:
Advertising Department
Railroads Illustrated
PO Box 9580
Kansas City, MO 64133

Make checks payable to White River Productions, Inc.
and mail to:
White River Productions
PO Box 9580
Kansas City, MO 64133

Questions? Call 877-787-2467

Railroads Illustrated is devoted to and is the source of information for classic and current railroad operations and equipment in North America.

Railroads Illustrated covers historic railroading and new developments with feature articles and news columns covering railroading coast to coast and in Canada.

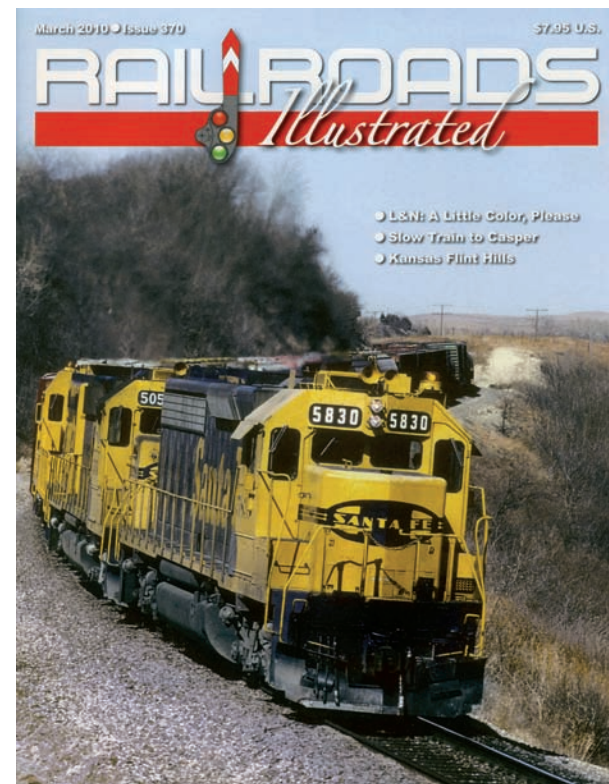
Ad Sizes:

1/2 page

1/4 page

Advertising Rate Card #7

Effective March 1, 2010



Published by

WHITERIVER
PRODUCTIONS

PO Box 9580, Kansas City, MO 64133
816-285-6560 / Fax: 816-285-6568
Email: ads@whiteriverproductions.com
Web site: <http://www.whiteriverproductions.com>

Personnel
 Publisher..... Kevin EuDaly
 Editor Cinthia Priest
 Advertising Sales Manager..... Nadean EuDaly

Circulation
 Estimated average paid circulation for the calendar year will be calculated from direct-to-publisher subscriptions, direct mail, space advertising and distribution to retail outlets.

- Single copy — \$7.95
- Per year (12 issues) U.S. — \$49.95
- Per year (12 issues) outside U.S. — \$79

Issuance & Closing Dates

RRI is published monthly. Complete ad material reserved by the closing date must be received no later than the ad material due date specified below. Allow additional time for special preparation requirements such as photography or separations to be provided to the advertiser by the publisher. Contract ads will be repeated as run in previous issue unless new material is received by material due date.

Advertising Closing Dates

Cover Date	Closing Date	Ad Material Due Date	Publication Date	Retail On Sale
January	Oct. 27	Nov. 7	Dec. 1	Dec. 15
February	Nov. 27	Dec. 7	Jan. 1	Jan. 15
March	Dec. 27	Jan. 7	Feb. 1	Feb. 15
April	Jan. 27	Feb. 7	Mar. 1	Mar. 15
May	Feb. 27	Mar. 7	Apr. 1	Apr. 15
June	Mar. 27	Apr. 7	May 1	May 15
July	Apr. 27	May 7	Jun. 1	Jun. 15
August	May 27	Jun. 7	Jul. 1	Jul. 15
September	Jun. 27	Jul. 7	Aug. 1	Aug. 15
October	July. 27	Aug. 7	Sep. 1	Sep. 15
November	Aug. 27	Sep. 7	Oct. 1	Oct. 15
December	Sep. 27	Oct. 7	Nov. 1	Nov. 15

Terms

Payment in full is due 30 days from invoice date. Payment in advance on display ads earns a discount (see rate table—payment must be received by the Ad Material Due Date above). It is understood that all orders accepted for space are subject to our credit requirements. We accept money orders and checks drawn on U.S. banks in U.S. funds, Visa and MasterCard. Make checks payable to White River Productions, Inc.

General Rate Policy

Rates are based on the total number of insertions during a contract year. Four insertions of the same or varied sizes earn frequency discounts. For example, two full-page ads and two half-page ads earn the 4-time rate for both sizes of space. Multiple ads in a single issue count as one insertion.

Position Requests

Special position requests will be taken under consideration on a first come, first serve basis.

Inserts and Bind-In Cards

Ad size	Rate per time
Consult Advertising Department for specifications	\$370.00

General Advertising Rates

Ad size	Rates Per Insertion			
	1 time	4 times	prepay	4 times prepay
Two-Page Spread	\$1200	\$1050	\$1140	\$995
Full Page	\$650	\$600	\$615	\$570
1/2 Page	\$350	\$325	\$330	\$305
1/4 Page	\$200	\$175	\$190	\$165
Inside front or back cover	\$800	\$725	\$760	\$685
Outside back cover	\$900	\$800	\$855	\$760

Mechanical Specifications

Use the following dimensions (in inches) for height and width when submitting ads.

Ad Size	Width (inches)	Height (inches)
Two-page spread*	16.75	9.562
Two-page spread (full bleed)	17.5	11.4
Full Page Bleed**	9	11.4
Full Page	7.312	9.562
1/2 Page (horizontal only)	7.312	4.78
1/4 Page (vertical only)	4.812	3.625

Publisher reserves the right to reduce in size any advertising material which exceeds specified size and charge for the additional work.

*Keep live material (type) 1/4" on either side of the gutter for two-page spread ads.

**Hold live matter 5/16" from the trim. Publisher shall not be subject to any liability whatsoever for bleed ads extending past these margins.

Binding and Paper: Binding method is saddle-stitched and printed on 80 lb. glossy paper.

Digital Ad Submission: Please provide your ad electronically via email at ads@whiteriverproductions.com or disk (either cd or dvd) along with a hardcopy print. Acceptable programs, file formats, and font information should be obtained from the Advertising Department or at www.whiteriverproductions.com prior to submission of ad. Publisher recommends 300 dpi resolution for images and 600 dpi for line art.

Disks and other re-writable media will not be returned after magazine production.

4/C Process Specifications: Advertisers should supply a 4/C digital proof (e.g., Iris, Kodak, etc.) otherwise publisher cannot be held responsible for color problems during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB will be converted to the closest CMYK separations.

Production charges: Standard ad production work, including design, typesetting, photo placement, limited text alterations and most other small changes, is included in the cost of the ad. Photography, page alterations, hi-res color scans, color correcting, preparing proofs of ads and sending ads to other organizations incur charges over and above the included

production work stated above. Other work is billed at an hourly rate. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct the files.

General Conditions

Submissions of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of the following General Conditions:

- As used in this section titled "General Conditions," the term "publisher" shall refer to White River Productions, Inc.

- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.

- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.

- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertising copy which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.

- Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.

- Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.

- Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of publisher affecting production or delivery in any manner.