



GENERAL CONDITIONS

Your submission of any advertisement, 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 the American Association of Private Railroad Car Owners, Inc. (AAPRCO)

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 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 ad with the error.

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

Publisher is not liable for delays due to labor strikes, shortage of material, natural or man-made disasters, accidents, fires, acts of God or other contingencies beyond the publisher's control.

Advertiser agrees to indemnify, defend and save harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter or libelous statements in connection with advertising purchased according to the terms of this AAPRCO rate card.

Purchasers of advertising space assume all responsibility for the entire content of any advertisement printed for them in *Private Varnish* and assume responsibility for any claims or costs of litigation claims arising therefrom against themselves or the publisher.

Conditions other than rates are subject to change 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 closing date or advertiser will be held responsible for payment of space reserved.

CLASSIFIED ADVERTISING

Classified advertising is .45 cents per word. \$10 minimum order, payable in advance. Cash must accompany your classified ad order. No illustrations permitted. Publisher reserves the right to edit undesirable copy or refuse listings. Count all initials, numbers, name, address, city, state and zip code. No agency commission. Please supply telephone number and street address for publisher's records.

CONTACT:

R.J. Barton, 1724 E Todd, Tempe, AZ 85283

For further information, call (480) 831-6520

Rate card #2010-01, Nov. 20, 2010

2010 ADVERTISING RATES & MECHANICAL SPECS

The first-class choice for those advertisers wishing to reach an audience 100% interested in private rail travel, railroading, passenger cars, maintenance, and rebuilding services.

ISSUANCE & CLOSING DATES

Published quarterly

Complete advertisement 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. Contract ads will be repeated as run in previous issue unless new material is received by the ad material due date.

ADVERTISING CLOSING DATES FOR PRIVATE VARNISH

| Closing Dates | Ad Material Dates | Publication Dates |
|---------------|-------------------|-------------------|
| Feb. 15 | Feb. 10 | Mar. 15 |
| May 15 | May 10 | June 15 |
| Aug. 15 | Aug. 10 | Sept. 15 |

ADVERTISING CLOSING DATES FOR THE CHARTER GUIDE

| | | |
|---------|---------|---------|
| Nov. 15 | Nov. 10 | Dec. 15 |
|---------|---------|---------|

TERMS

Agency Commission: 2% for prepayment; standard discount for bona-fide ad agencies if bills are paid within 30 days of invoice date. It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with order/contract from new advertisers. We accept money orders and checks drawn on U.S. banks in U.S. funds. Publisher reserves the right to pull continuing ads when account is in arrears. Where a frequency discount is in force, previous ad will be repeated unless new copy/art is received by closing date. Ad copy will be returned only by special arrangement. Otherwise, art/negatives/copy will be destroyed after one year. Cancellations cannot be accepted after closing date.



PRIVATE VARNISH MAGAZINE IS PUBLISHED QUARTERLY BY THE AMERICAN ASSOCIATION OF PRIVATE RAILROAD CAR OWNERS, INC.



PRIVATE VARNISH®

THE MAGAZINE OF PRIVATELY OWNED RAILROAD PASSENGER CARS



MECHANICAL SPECIFICATIONS

PLEASE NOTE: Failing to follow these specifications may require advertiser to incur additional production charges. The advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Publisher will assume supplied materials are fully correct and in accordance with SFOP specifications. Publisher does not accept responsibility for reproduction or color matching. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct files.

Andover Junction Publications offers production design and assistance, subject to an hourly charge. Cost for ad production will be billed to advertisers by Andover Junction Publications, including ad design, alterations, excessive revisions, photo placement, late corrections/additions and other work as necessary. Billings for production charges are not subject to agency commission or cash discount.

Please consult Stephen A. Esposito, 815-538-3060 to obtain a production quote or e-mail: pveditorial@andoverjunction.com.

PRINTING SPECIFICATIONS

Binding: Saddle-stitched

Printing: Sheet-fed offset press; four-color process (CMYK)

Line screen: 300 or 400-line

Trim Size: Keep live matter (type etc.) 5/16" from all trim edges and 1/4" on either side of the gutter for two-page spread ads.

Bleed Ads: There is no additional charge for bleed on full-page and spread ads. Bleed not available on fractional-page ads smaller than half-page.

B&W: High-resolution proofs are acceptable.

Color Proof: High-resolution, CMYK/SWOP certified digital proofs. Advertisers should supply a 4/C digital proof (e.g. Iris, Fuji, Kodak, etc), otherwise publisher cannot be held responsible for color problems during output or printing.

DIGITAL REQUIREMENTS

WE ARE MAC OS 10.4.11-BASED, .

PC Users must provide HI RES PDF-X-1a or a press ready PDF

MEDIA & FILE FORMATS

Preferred Media Format: CD or DVD

Preferred File Format: PDF-X-1a

Digital images/artwork: For best results, digital images/artwork should be scanned at (**not resampled up to**) a minimum resolution of 300ppi/dpi (**400ppi/dpi is used**), and line artwork a minimum resolution of 2400ppi/dpi. Digital images/artwork **must** be saved as binary EPS or flattened TIFF files (**NO** compressed files)

Fonts: Use only Type 1 & Open Type. PV cannot guarantee correct output of any file using True Type fonts. Both screen and printer fonts must be included with your ad. This includes fonts used in EPS files.

Acceptable Applications: Adobe CS4 but can accept older versions, Quark Xpress (6.5-8.1). Ads built on any word processing programs will be refused.

Mac OS 10.4 users may submit 'collected' QuarkXpress 8.1 files (including all placed images/artwork and fonts). Publisher also accepts Adobe Illustrator CS4 files with all fonts converted to outlines, or Adobe Photoshop CS4 (native Photoshop or flattened TIFF files.) No compression, LZW, JPEG encoding, SWOP profiles should be used, if at all.

Color: All color ads/images/artwork must be sent in CMYK format. Don't use ICC or color profiles. Pantone and RGB files will be converted to the closest CMYK separations.

B&W and 2-color specifications: All black and white ads, images and artwork must be sent in grayscale or bitmap format. Do not use ICC or grayscale profiles. Standard two-color ads consist of black and white and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.

4/C process specifications:

Trapping: Advertiser is responsible for checking all traps and bleeds before submitting ad.

Placing images: Perform any sizing, rotations, flipping or skewing to images before placing into layout program. All images must be uncompressed (NO JPEGs), in the proper color or b&w format without ICC or color profiles attached, before placing into layout program. Do not "nest" or embed placed artwork into Adobe Illustrator files. Instead, link to placed artwork and include images file with ad submission.

| Basics | Width | Height |
|-----------------------------------|---------|----------|
| Full Page Bleed | 9.00 in | 12.00 in |
| Trim (Actual size of magazine) | 8.50 in | 11.00 in |
| Live Area (Safe area) | 7.50 in | 10.0 in |

General Advertising Rates per Issue

| Four color | |
|------------------------------|-------|
| Back cover (Cover 4) | \$420 |
| Inside front cover (Cover 2) | 410 |
| Inside back cover (Cover 3) | 410 |
| Full page | 370 |
| 2/3 page | 280 |
| 1/2 page | 240 |
| 1/3 page | 190 |
| 1/4 page | 160 |
| 1/6 page | 140 |

| Spot color (1 extra color) | |
|------------------------------|-------|
| Back cover (Cover 4) | \$370 |
| Inside front cover (Cover 2) | 350 |
| Inside back cover (Cover 3) | 350 |
| Full page | 330 |
| 2/3 page | 260 |
| 1/2 page | 220 |
| 1/3 page | 170 |
| 1/4 page | 140 |
| 1/6 page | 120 |

| Black and white | |
|------------------------------|-------|
| Back cover (Cover 4) | \$350 |
| Inside front cover (Cover 2) | 330 |
| Inside back cover (Cover 3) | 330 |
| Full page | 310 |
| 2/3 page | 240 |
| 1/2 page | 200 |
| 1/3 page | 150 |
| 1/4 page | 120 |
| 1/6 page | 100 |

PRIVATE VARNISH reserves the right to reduce or enlarge any advertisement which does not meet the reserved and specified size and charge for the additional work.

Ad Sizes

