

**Contact:**

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

**For further information, call 602-361-6282**

**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. 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 that is 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, 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**

65 cents per word. \$10 minimum order, payable in advance by check, money order or credit card. 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 your telephone number and street address for publisher's records.

# PRIVATE VARNISH®

THE MAGAZINE OF PRIVATELY OWNED RAILROAD PASSENGER CARS

Rate card #2017-02, May 5, 2017

## Advertising Rates & Mechanical Specs

The first-class choice for those advertisers who wish to reach an audience that is 100% interested in private railcar travel, railroading, passenger cars, maintenance, and rebuilding services.

**Issuance & Closing Dates:** Published quarterly:

Three PRIVATE VARNISH magazines and one CHARTER GUIDE.

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

This is a member-driven magazine therefore dates can be fluid

#### General Guideline for Ad Material Dates

Feb. 10

May 10

Aug. 10

### Advertising Closing Dates for the CHARTER GUIDE

Nov. 1

### Terms

It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with order 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. 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. There are no agency discounts.



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



**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 **PDF/X-1a compliancy**. 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 Esposito, 815-538-3060 to obtain a production quote or e-mail: pveditorial@andoverjunction.com.

**File Preparation**

With the arrival of a digital era in the graphic arts industry, AAPRCO has decided upon that the specifications for PDF/X-1a compliant files would be suitable for all areas of the digital advertising process.

As of February 16, 2016 all ad files submitted to PRIVATE VARNISH and the CHARTER GUIDE, titles must be supplied in PDF/X-1a format.

We will no longer accept native application files, such as InDesign, QuarkXPress, PageMaker, etc.

**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.

**B&W:** High-resolution are acceptable.

**Media & File Formats**

**Preferred Delivery:** CD, DVD, USB or Flash drive or FTP to our site. Some ads can be emailed up to 14MB. Check you file size.

**File Format:** PDF-X-1a

**Digital images/artwork:** Digital images/artwork should be scanned at (not resampled up to) a minimum resolution of 220ppi/dpi, and line artwork a minimum resolution of 2400 ppi/dpi. Digital images/artwork must be saved as binary EPS or flattened TIFF files (NO compressed files). Do not nest EPS files within other EPS 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.

**Color:** CMYK or Grayscale only. All Spot colors will be printed to nearest CMYK.

**B&W:** 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. No Spot colors.

**4/C Process Specifications:**

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

**Images:** Perform any sizing, rotations, flipping or skewing to images before placing into layout program. All images must be uncompressed, in the proper color or b&w format without ICC or color profiles attached, before placing into layout program.

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

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**

PRIVATE VARNISH only Four color	
Back cover (Cover 4)	\$445
Inside front cover (Cover 2)	435
Inside back cover (Cover 3)	435
Full page	395
2/3 page	305
1/2 page	265
1/3 page	190
1/4 page	160
Business Card size	140

PRIVATE VARNISH only 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
Business Card size	100

**CHARTER GUIDE \*HORIZONTAL ADS ONLY**

Back cover (Cover 4)	\$445
Inside front cover (Cover 2)	435
Inside back cover (Cover 3)	435
Full page	395
<b>NO VERTICAL 1/2" or 1/4" page ads</b>	
* 1/2 page	265
* 1/4 page: 7.5" w x 2 1/2" h	160
Business card 3.5" w x 2" h	140
<b>* NOTE: matches listing-ad sizes</b>	

**PV Ad Sizes**

