



RAILWAY SUPPLY INSTITUTE

2023 MEDIA KIT

rsiweb.org

RSI Year-Round Exposure Opportunities

RSI offers multiple channels to promote your company and its solutions to the railway supply industry throughout the year.

- RSI On Track: RSI Annual Report & Members Guide
- RSIWEB.ORG
- RSI Monthly Newsletter
- Social media or other activations

THE RSI DIFFERENCE

The Railway Supply Institute (RSI) is the largest and only trade association that represents the full supply chain for the railroad system. From the smallest parts manufacturer to the largest railcar builders/lessors, RSI represents:

- Locomotive, Freight, and Passenger Railcar Manufacturers
- Railcar Owners and Lessors
- Mechanical Systems and Component Suppliers
- Railway Measurement & Maintenance Systems
- Communications and Signaling Suppliers
- Maintenance of Way Suppliers and Service Providers

Our members manufacture and lease their railcars to some of the biggest industries in the world (chemical, oil and gas, agriculture, building material and automotive), touching virtually every sector of the global economy in the process.

KEY RSI STATS & FIGURES:



RSI Members spend over **28 BILLION PER YEAR** on rail related **products and services**



RSI represents an industry that has over **1.5 MILLION RAILCARS** drawn by **25,000+ locomotives** with over **170,000 miles of rail**



RSI acts on behalf of the suppliers to North American Freight and passenger railroads and their **125,000 EMPLOYEES**



RSI members are decision makers! **70%+ ARE A MANAGER or above** within their organizations



RSI members own **MORE THAN 70%** of all North American **freight cars**

Advertising Opportunities

1) RSI ON TRACK: RSI ANNUAL REPORT AND MEMBER GUIDE

Distributed both in print and digital format, RSI On Track contains the rich content and perspective from RSI's leadership, committees and members, as well as a complete directory of members with contact information, making this annual publication a must have reference for all RSI members throughout the year.

Total distribution = 2,500+

ADVERTISING OPTIONS

- **Double Page Spread (Full Color Only)** – \$4,800
- **Inside Front Cover (Full Page, Full Color Only)** – \$3,900
- **Back Cover (Full Page, Full Color Only)** – \$3,900
- **Inside Back Cover (Full Page, Full Color Only)** – \$3,700
- **Full Page** – Full Color: \$3,250 (Black & White: \$2,300)
- **1/2 Page** – Full Color: \$1,950 (Black & White: \$1,600)
- **1/4 Page** – Full Color: \$1,200 (Black & White: \$900)

Premium Position Upgrade: (Centerspread, Inside Advertiser Index, Opposite Inside Cover, Opposite Table of Contents, Opposite desired specified sections of publication): 15% upcharge

Highlighted Member listing in directory: \$400

*Contact RSI to learn more about premium position upgrades.

Advertisements will appear in both printed and digital online version of RSI On Track

All advertisers will be additionally recognized in the Advertisers Index page within RSI On Track

2) RSIWEB.ORG

Advertise on RSI's website to garner daily attention from the industry!

- **Unique pageviews in 2022:** 40,183
- **Total users in 2022:** 13,442
- **Average monthly users in 2022:** 1,120

Banner Ads:

Home page: \$1,650 (Specs: 520x300px)

Inner page (Member Directory Page): \$600 (Specs: 520x300px)

Side Banner (throughout the site): \$2,100 (Specs: 275x375px)

- Advertisements will have 1 month run, with option to purchase multiple months.
- Advertisements will hyperlink to the URL of your choosing.

3) RSI MONTHLY NEWSLETTER

Distributed on a monthly basis, the RSI Monthly Newsletter provides timely updates on all the latest news of the industry.

Subscribers: 2,200

Average Open Rate: 17.5%

Banner Ad: \$850/issue (Specs 600x200px)

4) OTHER OPPORTUNITIES

RSI is open to discussing other ways to reach our membership and beyond via social media and other communication channels. Have an idea? Let's talk!



Specifications & Requirements

REQUIREMENTS:

Complete and final Artwork due 10 days before campaign/publication launch. All artwork and content are subject to RSI approval.

Website File Format: Web-ready GIF, JPG, and PNG files are accepted. Max file size 40 KB. Target URL required. Any images or graphics within provided final artwork should be MINIMUM 300 dsi etc.

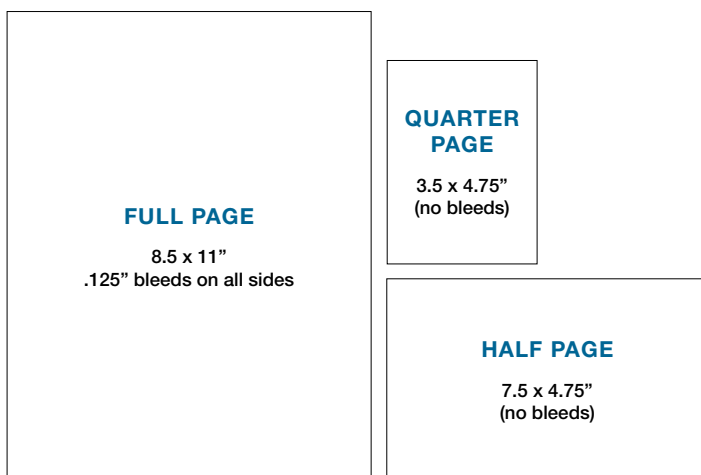
Please submit artwork for digital publication by deadline to: **Ian Allen** via email at iallen@rsiweb.org. Include contact name and email with your artwork submission.

RSI On Track Format:

- All work should be in the CMYK (Cyan/Magenta/Yellow/Black) mode, as this is the mode required for the printing process.
- If an RGB (Red/Green/Blue) file is submitted, it must be converted to CMYK. When the conversion takes place, color shifts can occur.
- **Acceptable file formats:** High resolution .pdf, high resolution 300 DPI .jpg or .png
- Vector artwork should be saved in an .EPS format with fonts and images embedded, or all images and fonts must be supplied.

Advertisement sizes:

- Full page: 8.5 x 11" with .125" bleeds on all sides
- Half page (horizontal only): 7.5 x 4.75" (no bleeds)
- Quarter page (vertical only): 3.5 x 4.75" (no bleeds)



TERMS AND CONDITIONS

Advertiser indemnifies Smithbucklin and the RSI against losses or liabilities arising from this, or any advertising. Smithbucklin assumes no liability, except to the extent of a one-time free advertisement of the same specification in the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Smithbucklin in the manner contracted. All guaranteed (premium) position sales cannot be cancelled.

In the event of a contract cancellation, the advertiser or agency agrees to repay Smithbucklin any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. Ads may also appear in an online version of the publication(s). Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based.

If you have questions or encounter problems that can't be answered by this document, please contact Taylor Collison at tcollison@rsiweb.org.

Insertion Order

A: ADVERTISEMENT SELECTION

1) RSI on Track Annual Report and Members Directory

Please select from the following Options:

- Double Page Spread** – Full Color Only: \$4,800
- Inside Front Cover** – Full Page, Full Color Only: \$3,900
- Back Cover** – Full Page, Full Color Only: \$3,900
- Inside Back Cover** – Full Page, Full Color Only: \$3,700
- Full Page** – Full Color: \$3,250
- Full Page** – Black & White: \$2,300
- 1/2 Page** – Full Color: \$1,950
- 1/2 Page** – Black & White: \$1,600
- 1/4 Page** – Full Color: \$1,200
- 1/4 Page** – Black & White: \$900
- Premium Position Upgrade** (15% additional upcharge to checked option above):

x 15% = _____

- Highlighted Member listing in directory:** \$400

2) RSIWEB.ORG Banner Advertisement

- Home page:** \$1,650 (1 month run)
- Inner Page (Member Directory page):** \$600 (1 month run)
- Side Banner (throughout the site):** \$2,100

_____ months desired = \$ _____

Please specify desired month(s) of run:

(Based on availability, RSI cannot guarantee timing but will make every effort to confirm desired month of run.)

3) RSI Monthly Newsletter

- Banner Ad: \$850/issue.

_____ months desired = \$ _____

Please specify desired month(s) of run:

(Based on availability, RSI cannot guarantee timing but will make every effort to confirm desired month of run.)

B. TOTAL YOUR ORDER

RSI On Track \$ _____ + RSIWEB.org \$ _____ + RSI Monthly eNewsletter \$ _____

= TOTAL PRICE: \$ _____

C. ADVERTISER INFORMATION

Company Name _____ Primary Contact and Title _____

Address, City, State, Zip Code _____

Phone _____ Email _____ Website _____

I agree to all the Terms of this Insertion Order contract as applicable for my company.

Payment Authorization Signature _____ Date _____