



RAILWAY SUPPLY INSTITUTE

2024 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 **\$23 BILLION PER YEAR** on rail related **products and services**



RSI represents an industry that has over **1.6 MILLION RAILCARS** drawn by **28,000+** locomotives with over **136,000 miles of rail**



RSI acts on behalf of the suppliers to North American Freight and passenger railroads and their **240,000 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**

Railway Supply Institute News
November 2023

Help Impact the Future of Rail: Renew Your RSI Membership for 2024

Jeff Lytle
President
CIT Rail
RSI 2024 Chairman

Quick Links
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[Contact Us](#)

As we start looking towards the New Year, it's the perfect time to reflect on the value of your membership with the Railway Supply Institute (RSI). In the ever-evolving landscape of the railway supply industry, your continued membership with RSI means you have a direct role in shaping the future through advocacy, fostering new and existing connections with industry peers, and building technical expertise alongside the largest and only trade association that represents the full supply chain for the railroad system.

Renewing your RSI membership empowers you to actively engage in advocating for policies that benefit all railway suppliers. Additionally, RSI facilitates crucial connections for professional development and business expansion through in-person and virtual events and a member directory, solidifying your network and creating pathways

RAILWAY SUPPLY INSTITUTE

RSI ON TRACK

2022 Annual Report/Member Supplier Guide

Rail Supply Economic Impact Study

RSI, with support from the Railway Engineering Maintenance Suppliers Association (REMSA) and the Railway Tie Association (RTA), has released the latest Economic Impact Study, showcasing the power of the rail supply industry.

New & Noteworthy

- RSI Statement on the Biden Administration Announcement of \$16.4 Billion in Funding for Passenger Rail Projects
November 10, 2023
- RSI President Patty Long Statement on PHMSA Suspension of Authorization of Liquefied Natural Gas Transport
September 1, 2023
- RSI Names Ashley N. Shelton New Senior Director of Government and Public Affairs
August 21, 2023
- Railway Supply Institute Releases Latest Annual Report and Member Supplier Guide
May 5, 2023

Check Out Our Bipartisan Infrastructure Law Funding Dashboard

Infrastructure Investment Act (IIJA) Title	Funding Amount
Section 10801: Rail Infrastructure	\$1.500
Section 10802: Freight and Passenger Rail	\$1.500
Section 10803: High-Speed Rail	\$1.500
Section 10804: Amtrak	\$1.500
Section 10805: Passenger Rail	\$1.500
Section 10806: Freight Rail	\$1.500
Section 10807: Passenger Rail	\$1.500
Section 10808: Freight Rail	\$1.500
Section 10809: Passenger Rail	\$1.500
Section 10810: Freight Rail	\$1.500
Section 10811: Passenger Rail	\$1.500
Section 10812: Freight Rail	\$1.500
Section 10813: Passenger Rail	\$1.500
Section 10814: Freight Rail	\$1.500
Section 10815: Passenger Rail	\$1.500
Section 10816: Freight Rail	\$1.500
Section 10817: Passenger Rail	\$1.500
Section 10818: Freight Rail	\$1.500
Section 10819: Passenger Rail	\$1.500
Section 10820: Freight Rail	\$1.500

Advertising Opportunities

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

Distributed in both print and digital format, RSI On Track contains rich content and perspective from RSI's leadership, committees and members, as well as a complete directory of member contact information. This publication is a must-have reference for ALL RSI VIPs and members throughout the year.

Total distribution = 2,500+

ADVERTISING OPTIONS

- **Double Page Spread** (Full Color Only) – \$5,000
- **Inside Front Cover** (Full Page, Full Color Only) – \$3,950
- **Back Cover** (Full Page, Full Color Only) – \$3,950
- **Inside Back Cover** (Full Page, Full Color Only) – \$3,800
- **Full Page** – Full Color: \$3,350 (Black & White: \$2,400)
- **1/2 Page** – Full Color: \$1,950 (Black & White: \$1,650)
- **1/4 Page** – Full Color: \$1,250 (Black & White: \$950)

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: \$450

*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 2023:** 53,670
- **Total users in 2023:** 12,611
- **Average monthly users in 2023:** 1,051

Banner Ads:

Home page: \$1,750 (Specs: 520x300px)

Inner page (Member Directory Page): \$700 (Specs: 520x300px)

Side Banner (throughout the site): \$2,200 (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: 27.5%

Banner Ad: \$950/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!

RSI's Work in Washington

The Railroad Supply Institute is the only independent advocate of the entire railway supply industry in Washington, DC. With access to decision-makers in the United States Congress and the Administration, RSI works with legislative agencies and congressional leaders to shape legislation and provide input in the regulatory process for the railroad and all segments of the industry.

Through RSI Government & Public Affairs Committee (GPAAC) and under the leadership of GPAAC Chairman Jack Tait, Vice President, Public Affairs.

Tait's Institute Inc. will work collaboratively to identify and work to advance the railway supply industry legislative and regulatory goals. The priority issues for RSI up to the 2024 include:

1. Funding for rail trust programs
2. Reauthorization of the Freight Rail Act
3. Addition of one more member seat on the Railroad Shipper Transportation Advisory Council of the Surface Transportation Board.

ENACTMENT OF THE FREIGHT RAIL ACT

ISSUE: Implementation of IIJA called for the purchase of one rail freight car and the retirement of ten other rail freight cars will assist industry in recovery from the COVID pandemic.

BACKGROUND: The Freight Rail Act will:

- Provide 10,000 American-manufactured rail cars in the rail sector and many more across the supply chain across America.
- Invest in modern, more efficient railcars that will improve economic productivity, while reducing the sector's carbon footprint, and
- Help the rail industry industry expand and increase in the current economic climate.

ADDITION OF ONE LESSOR MONITORING SEAT ON THE RAILROAD-SHIPPER TRANSPORTATION ADVISORY COUNCIL (RSTAC) OF THE SURFACE TRANSPORTATION BOARD (STB)

ISSUE: The RSTAC currently lacks representation from independent freight railcar lessees. RSI supports the addition of one monitoring seat to the RSTAC, but provides representation for major railcar lessees. This would ensure the Council is diverse (RSTAC, the STB, and Congress) that the rail industry's needs are met and that the accountability that bears the responsibility of freight railcar lessees.

BACKGROUND: The Railroad Shipper Transportation Advisory Council (RSTAC) is a federal advisory committee provides advice on regulatory policy, and legislative matters to the Surface Transportation Board (STB), the Secretary of Transportation, the Senate Committee on Commerce, Science and Transportation, and the

Railroad Transportation and Infrastructure Committee. The Council consists of senior officials representing legal and small business and railroads, as well as an affiliate members including the Secretary of the Department of Transportation and the Surface Transportation Board members.

For nearly three decades since the formation of the RSTAC, freight rail car owners have either been left out, or have been largely excluded from being companies and in any form of representation on the Council. One of our Congress can provide freight railcar lessees with meaningful representation on the RSTAC.

SUPPORT FULL FUNDING OF INFRASTRUCTURE INVESTMENT AND JOBS ACT (IIJA) & TRUST PROGRAMS

ISSUE & BACKGROUND: The Infrastructure Investment and Jobs Act (IIJA) 117-56 provided a historic investment to address the significant backlog of infrastructure and equipment needs, help address port congestion to improve the functioning of the economy, invest for the industry in its modernization efforts, address our nation's transportation-related greenhouse gas emissions, and improve safety. But for these investments to

make the funding requests authorized by bipartisan policymakers, it is essential that bipartisan funding for rail and multimodal programs continue to be secured through the budget and appropriations process and that funding isn't shifted away to other programs.

BACKGROUND: The Railway Trusts provide the majority of the funding programs and requires that they be included in the Fiscal Year 2024 U.S. Department of Transportation's Appropriations Funding.

PROGRAM

PROGRAM	FY 2024 BUDGET REQUEST
Amtrak - Northeast Corridor	\$1.2 billion
Amtrak - National Network	\$2.4 billion
Consolidated Rail Infrastructure and Safety Improvements (CRISI)	\$1 billion
Railroad Research and Development	\$95 million
Federal State Partnership for Healthy Passenger Rail	\$1.1 billion
Fixed Guideway Capital Improvement Grants (FCIG)	\$3 billion
National Infrastructure Project Assistance Grants (NIPAG)	\$2 billion
Railroad Rehabilitation and Improvement Financing (RRIF)	\$90 million
Child Safety	\$1 billion
Nationally Significant Freight & Highway Projects (NSFHWP)	\$1.2 billion
Local & Regional Project Assistance Grants (RPMG)	\$1.1 billion

Additionally, we use the Congress continues to support robust funding for public-private railroads, federal and state investment, current federal trust, and other sources of funding and program for our member railroads. Further investments to enhance safety, all highway and passenger can help to prevent freight incidents and save lives.

Finally, any changes to revenue before such weight or length reductions would further decrease our nation's existing revenue. Therefore, we strongly encourage that our members support the IIJA and other legislation that will ensure that freight railroads, and ultimately highway competition and transportation-related greenhouse gas emissions. We seek that Congress not reduce any requests to support current and future railroads and programs for our member railroads. Further investments to enhance safety, all highway and passenger can help to prevent freight incidents and save lives.

Finally, any changes to revenue before such weight or length reductions would further decrease our nation's existing revenue. Therefore, we strongly encourage that our members support the IIJA and other legislation that will ensure that freight railroads, and ultimately highway competition and transportation-related greenhouse gas emissions.

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.

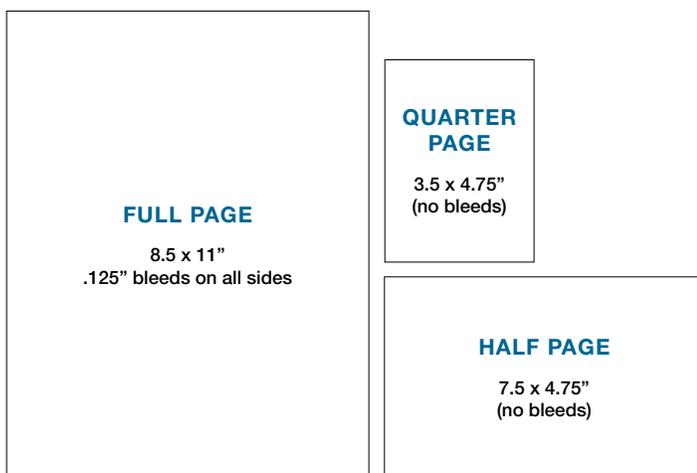
Please submit artwork for digital publication by deadline to: **Cindy Poletto** via email at cpoletto@rsiweb.org. Include contact name and email with your artwork submission.

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
- **1/2 Page** (horizontal only) – 7.5 x 4.75” (no bleeds)
- **1/4 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: \$5,000
- Inside Front Cover** – Full Page, Full Color Only: \$3,950
- Back Cover** – Full Page, Full Color Only: \$3,950
- Inside Back Cover** – Full Page, Full Color Only: \$3,800
- Full Page** – Full Color: \$3,350
- Full Page** – Black & White: \$2,400
- 1/2 Page** – Full Color: \$1,950
- 1/2 Page** – Black & White: \$1,650
- 1/4 Page** – Full Color: \$1,250
- 1/4 Page** – Black & White: \$950
- Premium Position Upgrade** (15% additional upcharge to checked option above):

x 15% = _____

- Highlighted Member Listing in Directory:** \$450

2) RSIWEB.ORG Banner Advertisement

- Home Page:** \$1,750 (1 month run)
- Inner Page (Member Directory Page):** \$700 (1 month run)
- Side Banner (Throughout the Site):** \$2,200

_____ 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: \$950/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 _____