



RAILWAY SUPPLY INSTITUTE

# 2024 MEDIA KIT

[rsiweb.org](http://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

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

**Quick Links**

- RSI Homepage
- My RSI Account
- Search Membership
- News/Press Releases
- Contact Us

**RAILWAY SUPPLY INSTITUTE**

**RSI ON TRACK**

2022 Annual Report/Latest 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.

**Download the report**

**New & Noteworthy**

- RSI Statement on the Biden Administration Announcement of \$16.4 Billion in Funding for Passenger Rail Projects  
November 10, 2023
- RSI President Patsy 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 of 2021	Amount
Transportation Infrastructure and Jobs Act (IIJA)	\$110.000
Infrastructure Anti-Inflation Act (IAIA)	\$10.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000
Infrastructure Investment and Jobs Act (IIJA)	\$110.000



# 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 Railroads Supply Institute is the only independent advocate of the nation's 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 supply industry.

Through its RSI Government & Public Affairs Committee (GPAAC) and under the leadership of GPAAC Chairman Jack Tull, Vice President, Public Affairs, Tull Industries Inc., we work collaboratively to identify and work to advance the railway supply industry legislative and regulatory goals. The priority issues for RSI going into 2024 include:

1. Funding for the Freight Rail Act
2. Extension of the Highway Trust Fund
3. Extension of the Highway Trust Fund
4. Extension of the Highway Trust Fund
5. Extension of the Highway Trust Fund
6. Extension of the Highway Trust Fund
7. Extension of the Highway Trust Fund
8. Extension of the Highway Trust Fund
9. Extension of the Highway Trust Fund
10. Extension of the Highway Trust Fund

Through its RSI Government & Public Affairs Committee (GPAAC) and under the leadership of GPAAC Chairman Jack Tull, Vice President, Public Affairs, Tull Industries Inc., we work collaboratively to identify and work to advance the railway supply industry legislative and regulatory goals. The priority issues for RSI going into 2024 include:

1. Funding for the Freight Rail Act
2. Extension of the Highway Trust Fund
3. Extension of the Highway Trust Fund
4. Extension of the Highway Trust Fund
5. Extension of the Highway Trust Fund
6. Extension of the Highway Trust Fund
7. Extension of the Highway Trust Fund
8. Extension of the Highway Trust Fund
9. Extension of the Highway Trust Fund
10. Extension of the Highway Trust Fund

### SUPPORT FULL FUNDING OF INFRASTRUCTURE INVESTMENT AND JOBS ACT (IIJA) TRANSIT PROGRAMS

**ISSUE BACKGROUND:** The Infrastructure Investment and Jobs Act (IIJA), H.R. 12758, provided a historic down payment to address the significant backlog of pending rail infrastructure and equipment needs, help develop port competition to improve the functioning of America's ports, and the rail industry in its decarbonization efforts, address our nation's transportation-related greenhouse gas emissions, and improve safety. But for these investments to be realized, it is essential that baseline funding for rail and multimodal programs continue to be supported through the Highway and Transportation Programs and that funding isn't shifted away to other programs.

**RELEVANCE:** The Railroads Supply Institute supports the following programs and requests that they be included in the Fiscal Year 2024 U.S. Department of Transportation's Appropriations Funding.

PROGRAM	FY 2024 BUDGET REQUEST
Amtrak - Northeast Corridor	\$1.2 billion
Amtrak - National Network	\$2.45 billion
Consolidated Rail Infrastructure and Safety Improvements (CRISI)	\$1.1 billion
Railroad Research and Development	\$45 million
Federal State Partnership for Healthy Passenger Rail	\$1.1 billion
Fixed Guideway Capital Improvement Grants (CIG)	\$2 billion
National Infrastructure Project Assistance Grants (NIPAG)	\$2 billion
Railroad Rehabilitation and Improvement Financing (RRIF)	\$50 million
Direct Subsidy	\$1.2 billion
Nationally Significant Freight & Highway Projects (NSFHP)	\$1.2 billion
Local & Regional Project Assistance Grants (LRPAG)	\$1.3 billion

Additionally, we ask that Congress continues to support additional funding for grant-making safety efforts. Federal Railroad Administration data shows that higher rail grade crossing violations and preventable drug-impaired drivers are contributing to an increased number of preventable deaths and injuries. Further investments to improve safety at highway-rail grade crossings can help to prevent high incidents and save lives.

Finally, any changes to increase federal truck weight or length limitations would further devastate our nation's existing railway infrastructure, especially freight, and could cause more freight rail to trucks, and ultimately increase highway congestion and transportation-related greenhouse gas emissions. We ask that Congress not reduce any existing or future funding for the Department of Transportation's programs and initiatives.

# 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.

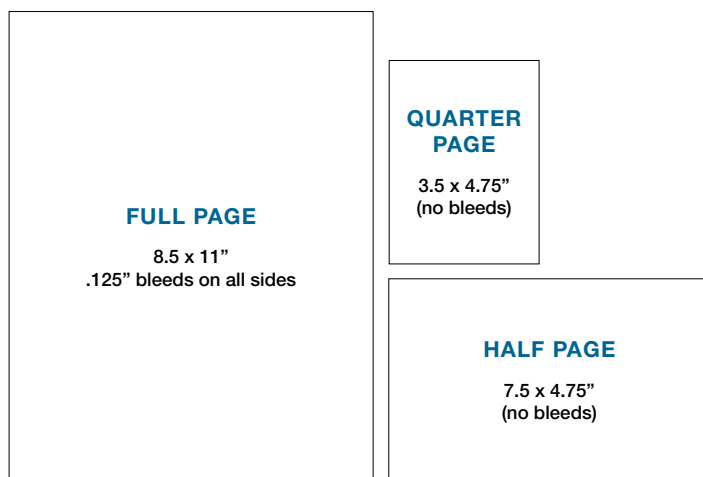
Please submit artwork for digital publication by deadline to: **Cindy Poletto** via email at [cpoletto@rsiweb.org](mailto:cpoletto@rsiweb.org). Include contact name and email with your artwork submission.

### 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](mailto: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 \_\_\_\_\_