

Crossties

MAGAZINE

THE MAGAZINE FOR PRODUCERS & USERS OF TREATED WOOD CROSSTIES & RELATED PRODUCTS

2024
Media Kit

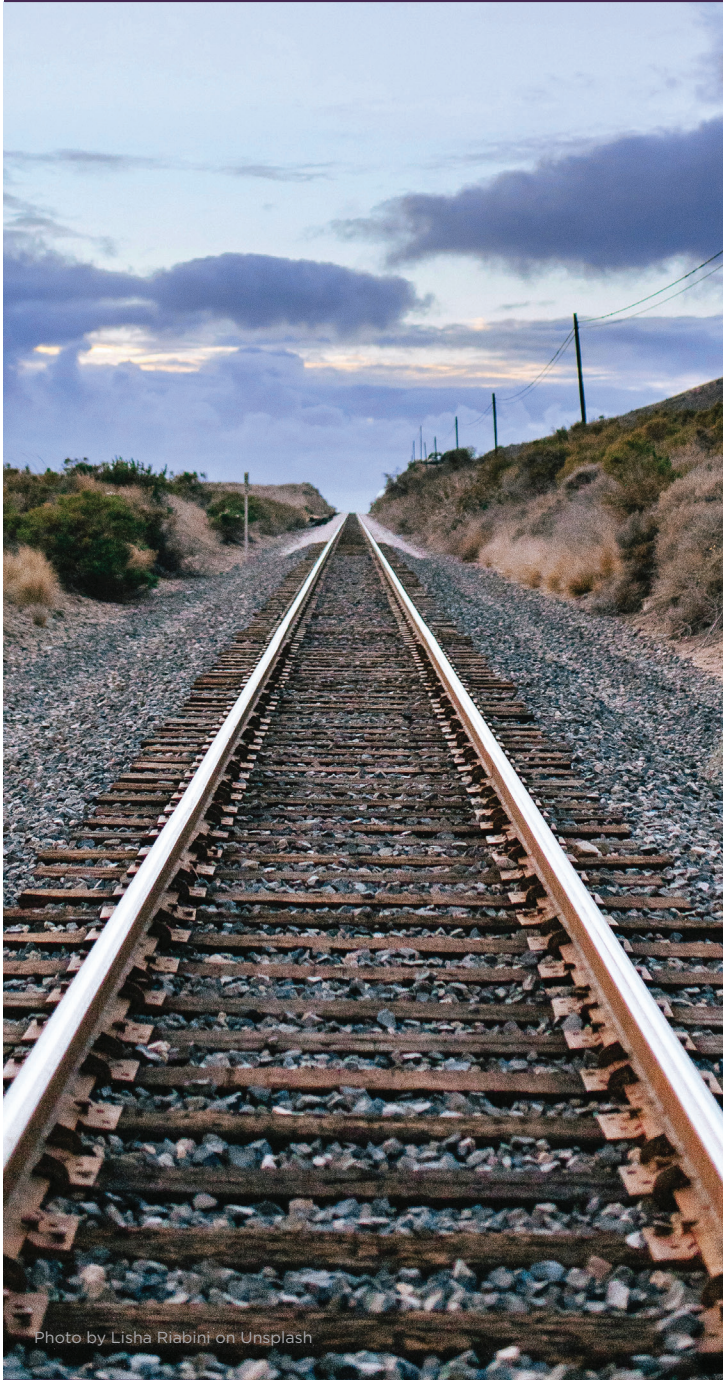


Photo by Lisha Riabint on Unsplash

Published Six Times Per Year By:
The Railway Tie Association
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Railway Tie Association

As the official publication of the Railway Tie Association (RTA), every issue of *Crossties* is read cover-to-cover by its members. Organized in 1919, RTA actively promotes the value and environmentally sound use of pressure treated wood crossties. The association is involved in research, economic analysis, forest management and conservation, wood preservation and other industry matters—all of which are reported in *Crossties*.

Advertising In *Crossties*

Increase Revenues, Drive Leads & Reach The Top Industry Decision-Makers with *Crossties* Magazine!

Crossties readers are the decision-makers of the industries responsible for producing and using wood crossties. Executives who need to stay informed of industry-specific data read *Crossties* cover-to-cover. *Crossties* readers span the industry—from sawmill; to wood preservation plants; to designers, builders and maintainers of railroad track and other products and services.

Crossties is the **ONLY** source of news and technical information devoted to this dynamic industry!

Efficient, Effective & Affordable...

- RTA members receive each issue in their mailbox and their e-mail in-box thanks to the NEW DIGITAL EDITION.
- As RTA's regular communication with members, *Crossties* is a must-read for members as well as others involved in the hardwood railroad cross-tie industry.
- *Crossties* is targeted & focused. Advertisers pinpoint an industry generating hundreds of millions of dollars with ad rates that make the best use of any budget.
- Because it targets industry decision-makers, *Crossties* helps you reach nearly 100% total market penetration...with no wasted circulation.
- Ads in *Crossties* are effective—they produce results!

New Digital Issue Extends Your Reach Even More!

Crossties increases your reach and stretches your advertising budget better than ever before with our new digital edition. Now available for access on your computer, smartphones and other mobile devices, the new digital edition of *Crossties* offers advertisers completely new, creative ways to reach their busy, on-the-go customers. The digital issue is also distributed to members and readers of:

- American Short Line and Regional Railroad Association
- National Railroad Construction & Maintenance Association
- Hardwood Market Report
- State Forestry Associations
- Rail Industry Associations



"No publication is more effective at reaching and influencing the major tie customers. Crossties magazine is critical to our success."

—Nisus Corporation

About Crossties...

Readers

Crossties Readers Are...

The executives involved in all stages of the successful production, treatment and usage of wood crossties. They include:

- Producers, treaters, sellers and buyers of forest products;
- Railroad track designers, engineers, contractors and builders;
- Buyers and suppliers of preservatives, sawmill equipment and other materials, products and services used in the industry; and
- Timberland owners.

Editorial

Every Issue...

- Industry News & Information
- Technical Articles, R & D Reports
- People Profiles & Interviews
- Railway Tie Association Reports To Members
- Production/Inventory/Marketing Data

Deadlines

Space reservations:

1st day of month preceding issue month.

Materials:

10th of month preceding issue month.

Distribution:

Approximately 25th day of month preceding issue month.

For Example:

Deadlines for the May/June issue would be April 1 (to reserve space), April 10th (to submit ad materials) and April 25th for print/mail date for the issue.

Crossties

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To find out more about *Crossties* or to reserve your advertising space today, contact:

Kristen McIntosh

251-923-8733 • kmcintosh@rta.org

Rates & Data

RTA members receive six-time rates for three or more print or digital placements and three-time rates for one or more print or digital placements.

Gross Space Rates*

| Standard Sizes | 1 Iss. | 3 Iss. | 6 Iss. |
|----------------|---------|---------|---------|
| 1 Page | \$2,453 | \$2,330 | \$2,208 |
| 2/3 Page | 2,123 | 2,017 | 1,911 |
| 1/2 Page | 1,848 | 1,756 | 1,663 |
| 1/3 Page | 1,634 | 1,552 | 1,471 |
| 1/4 Page | 1,513 | 1,438 | 1,362 |
| 1/6 Page | 1,364 | 1,296 | 1,228 |

Special Sizes

| | | | |
|-----------------|---------|---------|---------|
| 2 Pages | \$3,806 | \$3,616 | \$3,425 |
| 1/2 Page Island | 2,033 | 1,931 | 1,830 |

Special Positions

| | | | |
|--------------|---------|---------|---------|
| Inside Cover | \$2,673 | \$2,540 | \$2,406 |
| Back Cover | 3,267 | 3,104 | 2,940 |

*Subtract \$750.00 from gross space rates for BW ads.

Mechanical Requirements:

- High resolution (300 dpi) PDF (preferred)
- High resolution JPG, TIFF or EPS files.
- QuarkXPress documents with fonts and pictures collected, or Adobe Photoshop files.

Pre-printed Inserts

Contact Publisher With Specs For Price Quote

Mechanical Requirements

Ad Specifications

| Ad Size | Width | | Height |
|----------------------|--------|---|--------|
| Two Page Bleed | 17 1/4 | x | 11 1/4 |
| Two Page Spread | 15 3/4 | x | 9 5/8 |
| Full Page Bleed | 8 3/4 | x | 11 1/4 |
| Full Page (Standard) | 7 1/4 | x | 9 5/8 |
| 2/3 Page | 4 3/4 | x | 9 5/8 |
| Half Page Island | 4 3/4 | x | 7 |
| Half Page | 7 1/4 | x | 4 3/4 |
| 1/3 Page Vertical | 2 1/4 | x | 9 5/8 |
| 1/3 Page Square | 4 3/4 | x | 4 3/4 |
| 1/3 Page Horizontal | 7 1/4 | x | 3 1/8 |
| 1/4 Page Vertical | 3 1/2 | x | 4 3/4 |
| 1/4 Page Square | 4 3/4 | x | 3 1/8 |
| 1/4 Page Horizontal | 7 1/4 | x | 2 1/4 |
| 1/6 Page | 2 3/8 | x | 4 3/4 |

The publisher reserves the right to pursue collection of all expenses plus accrued interest in the amount of 1.5% per month.

Digital Rates & Creative Options

Embedded Rich Media: (Video, Audio or Downloadable PDF Document)

Your rich media content will appear on your print ad or another location of your choosing.

| 1x | 3x | 6x |
|-------|-----|-----|
| \$248 | 236 | 223 |

Stationary Sidebar Ad

Your ad appears to the left of the issue throughout the entire magazine.

| 1x | 3x | 6x |
|-------|-----|-----|
| \$688 | 654 | 619 |

Cover Adlet

Your logo appears on the landing page beside the cover and is linked to your print ad or your website.

| 1x | 3x | 6x |
|-------|-----|-----|
| \$358 | 340 | 322 |

Additional Hyperlinks Within Print Ads

First website link within ad is included at no charge. Additional hyperlinks may be purchased (i.e., to secondary site, brochure, MSDS, etc.) at the prices listed below.

| 1x | 3x | 6x |
|------|----|----|
| \$44 | 42 | 40 |

*We love to get creative!

Don't see what you want here?

Let our designers come up with other creative options for your campaign.

Digital Edition Advertiser Value-Added Benefits

- All print advertisements are automatically included in each regular digital edition and include a complimentary hyperlink directly to client's website.
- Six-time advertisers receive a tab on the landing page above the cover that is hyperlinked directly to client's website or ad within the issue.
- RTA members receive six-time rates for three or more print or digital placements and three-time rates for one or more print or digital placements.

