

Basic Specifications

The magazine's full page size is 1188 x 864 pixels, at 72 DPI.

Our magazine page is sized to look best on 1024 x 768 computer monitors and larger. This size prints nicely without pixelation to an 8.5" x 11" page oriented in landscape.

We use a landscape format so readers can view the entire page on a computer without the need to scroll or zoom.

All ad dimensions are in pixels at 72 DPI. Ad images can have a much lower pixel count than print, yet will look great on a computer screen.

Ads can be static with specific areas that can link to URLs, or can be rich media ads that include audio, video, flash, or virtual reality images.

If you would like us to help you produce a rich media ad (having significantly more impact than static ads), you can contract with us to design and/or produce the ad for you.

NOTE: Sponsoring advertisers get significantly lower rates when contracting with us to produce a rich media ad.

Also, since this is a digital PDF publication, there is no extra cost for full color ads!

Advertising Rates

Ad format	Dimensions (WxH)	1X	2X	3X	4X
Full page	1188 x 864 (72 DPI)	\$500	\$450	\$400	*\$375
3/4 page	860 x 864 (72 DPI)	\$400	\$360	\$320	*\$300
2/3 page	1188 x 576 (72 DPI)	\$375	\$338	\$300	*\$281
1/2 page horizontal	1188 x 432 (72 DPI)	\$325	\$293	\$260	*\$244
1/2 page vertical	584 x 864 (72 DPI)	\$325	\$293	\$260	*\$244
1/3 page horizontal	860 x 432 (72 DPI)	\$275	\$248	\$220	\$206
1/3 page square	584 x 576 (72 DPI)	\$275	\$248	\$220	\$206
1/4 page vertical	312 x 864 (72 DPI)	\$200	\$180	\$160	\$150
1/4 page horizontal	860 x 288 (72 DPI)	\$200	\$180	\$160	\$150
1/4 page square	584 x 432 (72 DPI)	\$200	\$180	\$160	\$150
1/6 page vertical	312 x 576 (72 DPI)	\$150	\$135	\$120	\$113
1/6 page horizontal	584 x 288 (72 DPI)	\$150	\$135	\$120	\$113
1/8 page vertical	312 x 432 (72 DPI)	\$125	\$113	\$100	\$94
1/12 page	312 x 288 (72 DPI)	\$95	\$86	\$76	\$71
Large text only	250 characters	\$35	\$32	\$28	\$26
Small text only	150 characters	\$20	\$18	\$16	\$15

Rich Media Ads

The ability to do interactive ads can be both a blessing and a curse. Interactive ads catch the reader's eye, but gratuitous animation in your ads can backfire.

Witness the advertising junkyard some web sites have become – pop-ups in your face, annoying dancing images – it's sure to drive readers away – *permanently*.

We believe it's possible to add interactivity in a way that makes your ads helpful, eye-catching, and classy – avoiding that “advertising trash” feeling that's all too common on today's internet.

* Qualifies as a sponsoring advertiser with many extra discounts and benefits.

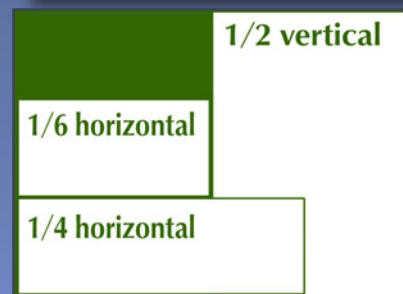
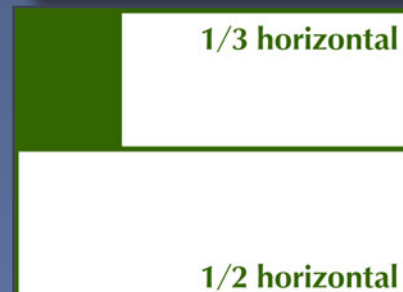
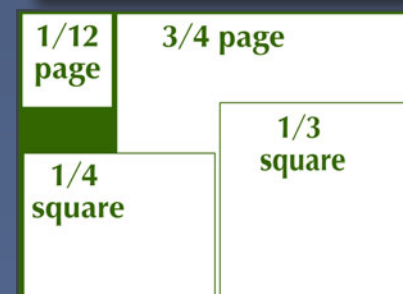
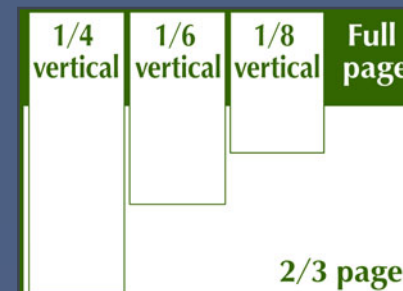
Ads should play once and then stop. Include a “play again” button, and an “audio off” button. We feel our readers will appreciate your thoughtfulness, and your ad will score more points with them.

Another option is to have an ad that responds with more rich content when readers move their mouse over an area. You can use the phrase “Click for more” to alert readers that there's more exciting content if they use their mouse.

We do reserve the right to refuse any interactive advertisement that we feel has too much gratuitous animation that annoys our readers.

Model Railroad Hobbyist magazine™

For the love of model trains



Static Ads

We welcome ordinary non-interactive ads as well. Please send as a Photo-shop PSD, TIF, or high quality JPEG.

We can apply links or clickable areas to your ad that route to the URLs of your choice, making your website just one click away!

For static ads that include links, list the URLs you want and indicate where you want them placed on a marked up copy of your ad.

We will add the links with tracking so you can receive reports on how well your links are doing.

Text-only Ads

We also offer large and small text-only ads. Economical text-only ads can include URL links which put your web site a single click away from our readers!

We Require Electronic Files

For rich media interactive ads, we prefer Flash. If you want click tracking statistics, you must send us the original Flash file (FLA). If you send us a only the rendered SWF file, we will not be able to add any reader click tracking to your ad.

Limited animated GIFs may work if the animation is fairly small.

We can also take Quicktime video (MOV), Windows Media video (WMV), MPEG-4 video (mp4), or Flash video (FLV).

For static ads, we prefer Photoshop native format (PSD) or a PDF. We can also take a high resolution JPEG (at least 1188 x 864, at 72 DPI) or TIF.

We prefer that you transmit your ad copy to us electronically.

Files less than 1 MB can be sent as an email attachment to ads@model-railroad-hobbyist.com.

You can also upload your ad copy to us via:

<http://model-railroad-hobbyist.com/ad-submit>

Files larger than 1 MB should be uploaded at our FTP site located at:

<ftp.model-trains-video.com>

Please contact us to get an FTP login if you need to send us larger files.

Special Placement

If you want your ad placed in the front 1/3rd of the magazine, please add 15%. If you want the first page after the cover, please add 20%.

If you want the back cover of the issue, please add 10%. If you want your ad placed at the end of an article that's topically related, please add 5%.

Circulation

As a brand-new magazine, we don't have specific circulation numbers yet, but we do have projections.

Our current internet connections (through various yahoo groups and model railroading web sites) give us immediate access to well over 30,000 online modelers.

Since our high quality publication is free, we expect our circulation numbers to grow quickly as word-of-mouth spreads across the internet. And we will be doing some advertising of our own to reach as many online model railroading hobbyists as possible.

We are expecting the download count of our first issue (January 2009) to be around 20,000. We're pricing our full page ads to be very competitive at 2.5 cents per reader.

Flash Interactive Ad Design/Creation Service

We offer Flash ad services at \$25 per hour where we will do your interactive ad for you.

Interactive ads generally take a minimum of 2 hours, with 4 hours being sufficient for many ads. However, very elaborate interactive ads can take up to 10 hours or more. A flash interactive ad can include audio, 3D

Becoming a Sponsoring Advertiser

Sponsoring advertisers get many advantages and price breaks. If you agree to place a half page or larger ad for 4 quarterly issues, you automatically become a sponsoring advertiser for those 4 issues of the magazine.

Sponsoring advertisers get a free ad on our magazine's web site. We will include your logo as a button that links to the URL of your choice on the current issue download page.

In addition, we place your logo button on the magazine dashboard. When clicked your logo button immediately takes the reader to your ad in that issue.

Sponsoring advertisers *also* get a 25% discount on any of our ad creation services.

Finally, sponsoring advertisers can be selected by our online shopping spree contest winners as a place they can spend their winnings (\$1000 per magazine issue).

virtual reality images, and short video clips – all of which we can provide for you. Obviously, having us record your audio, virtual reality image(s), or video will increase the hours needed to do your ad.

We will give you a quote and lock in the project at that price if you elect to use our services.

Please note that major changes in the original scope after we start work on your ad can mean we may need to discuss additional hours. If that happens, we will let you know and give you the opportunity to decide if the changes are worth the extra cost.

Any ad you contract with us to make is yours to keep. You can use the interactive ad we build for you on your own web site or in other rich media publications.

On the right is is a sample interactive flash ad that uses motion and audio media to grab the reader's attention. This type of ad is relatively easy to create with Adobe Flash, and it is amazingly compact.

This ad, for example, is a mere 200K!

Focus your modeling efforts.

Our videos help you:

- Avoid costly mistakes
- Learn faster by watching it done
- See techniques that really work
- Get inspired to do more!

"These DVDs are probably the best model railway purchase I've made so far, and I've bought a lot of stuff!"

**– Will Ayerst,
Model Rail Cast show**



(Click to play)

Deadlines	Reserve space	Ad copy
1st quarter (January)	Dec 1	Dec 15
2nd quarter (April)	Mar 1	Mar 15
3rd quarter (July)	Jun 1	Jun 15
4th quarter (October)	Sep 1	Sep 15

Payment terms

We prefer to have a Paypal account or a credit card number submitted with your ad copy delivery. We will not charge your account until 10 days after the issue is released.



DASHBOARD

Toggle Full Screen

Print Document

Exit Document

The magazine will include a dashboard like this with more function buttons.

The other function buttons won't take up a lot of room – there will still be plenty of room for Sponsoring advertiser logo buttons here on the dashboard!