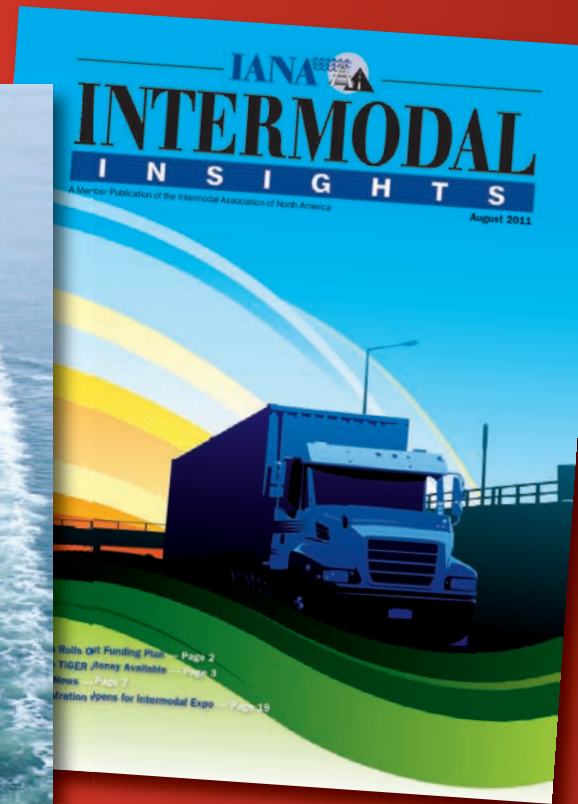
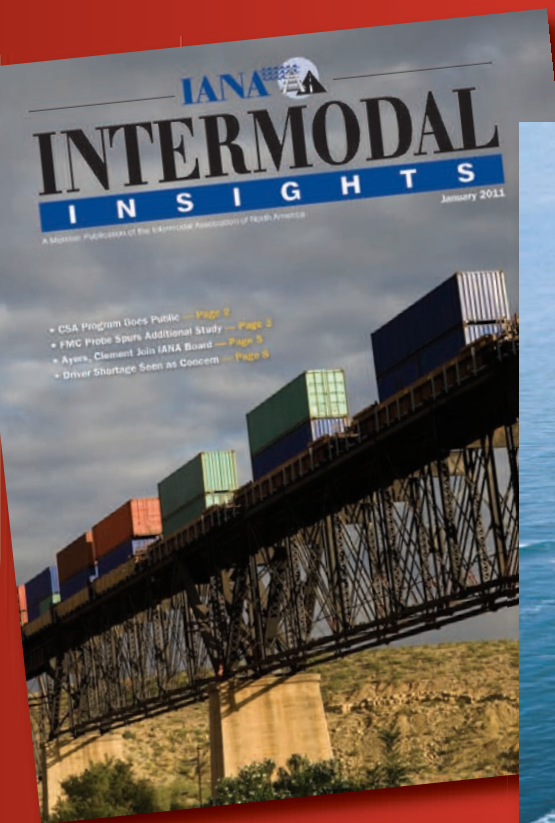




# INTERMODAL

I N S I G H T S

## Advertising Opportunities 2012



*Deliver your message  
directly to your target audience!*

**Special Bonus Distribution – March, May, August & November!**

## ABOUT *INTERMODAL INSIGHTS*

*Intermodal Insights* is published monthly and distributed to over 1,200 IANA members and other intermodal transportation professionals. Two issues are also distributed to over 6,700 intermodal truckers and equipment providers and one is distributed to 3,500 additional contacts at IANA member companies.

Your advertising will be showcased to executives of railroads, intermodal truckers and highway carriers, intermodal marketing companies, water carriers, ports and stacktrain operators, intermodal equipment suppliers and more.

## BONUS DISTRIBUTION

*Intermodal Insights* provides you with four special opportunities to reach your target market.

### MARCH

Distributed electronically to over 6,700 participants in the **Uniform Intermodal Interchange & Facilities Access Agreement (UIIA)**, and more than 4,300 additional contacts at IANA member companies. Total distribution in excess of 12,000 copies.

### MAY

Enclosed in the registration packet for all attendees of **IANA's Intermodal Operations & Maintenance Seminar**.

### AUGUST

Distributed to **UIIA participants** electronically. See March for details.

### NOVEMBER

Available to attendees of **IANA's Intermodal Expo**. PLEASE NOTE: There is a 15% surcharge for ads booked solely for this issue. Surcharge does not apply to multiple-month insertion orders.

## ADVERTISING POLICIES

The Intermodal Association of North America will accept "positive" advertising by companies demonstrating the benefits of the product or service advertised.

Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisement printed, and also assume responsibility for any claims made against IANA arising from content of the ad. IANA reserves the right to exercise its sole discretion in rejecting any advertising that does not conform to the publication standard.

Any attempt to simulate the *Intermodal Insights* format is not permitted, and IANA reserves the right to place the word "advertisement" with copy which, in IANA's opinion, resembles editorial matter. IANA has sole discretion over when and where the advertisement appears in *Intermodal Insights*.

## FREQUENCY AND CLOSING DATES

*Intermodal Insights* is published monthly and is mailed approximately the first week of each month.

**Closing date:** 15th of the month prior to the issue date (i.e., February issue deadline is January 15).

## SPECIAL OFFER FOR FIRST-TIME ADVERTISERS

**Purchase four or more ads in *Intermodal Insights* and get a bonus ad FREE!** Bonus ad must be a repeat of any of the prior ads. Check the special offer box on the Advertising Insertion Order and select your choice of five or more issues. One-time offer for NEW advertisers only.

# ADVERTISING RATES

Based on one (1) newsletter per month. All rates are net.

## IANA Member Rates

# of issues:	1-3x	4-7x	8-11x	12x
	Price per issue			
full page color	\$1,885	\$1,815	\$1,750	\$1,685
2/3 page color	\$1,700	\$1,660	\$1,615	\$1,580
1/2 page color	\$1,080	\$1,030	\$985	\$950
1/3 page color	\$945	\$910	\$885	\$870
1/6 page color	\$775	\$755	\$745	\$715
full page black & white	\$805	\$735	\$670	\$605
2/3 page black & white	\$620	\$585	\$545	\$495
1/2 page black & white	\$540	\$490	\$445	\$410
1/3 page black & white	\$405	\$370	\$345	\$330
1/6 page black & white	\$235	\$215	\$195	\$175
insert*	\$950	\$900	\$850	\$810

## Non-Member Rates

# of issues:	1-3x	4-7x	8-11x	12x
	Price per issue			
full page color	\$2,510	\$2,360	\$2,235	\$2,210
2/3 page color	\$2,210	\$2,145	\$2,055	\$1,975
1/2 page color	\$1,575	\$1,490	\$1,410	\$1,335
1/3 page color	\$1,335	\$1,270	\$1,215	\$1,170
1/6 page color	\$1,010	\$950	\$915	\$875
full page black & white	\$1,420	\$1,270	\$1,155	\$1,035
2/3 page black & white	\$1,150	\$1,065	\$980	\$895
1/2 page black & white	\$1,035	\$950	\$870	\$790
1/3 page black & white	\$800	\$735	\$675	\$635
1/6 page black & white	\$475	\$415	\$375	\$335
insert*	\$1,469	\$1,348	\$1,227	\$1,106

\* Advertisers provide pre-printed 8.5" x 11" inserts (may be printed in black & white or color). Please see insert specifications above.

## MECHANICAL REQUIREMENTS

- Publication trim size: 8.5" x 11". Bleeds are not permitted.
- The advertiser agrees to provide an electronic file (high-resolution PDF is preferred format), or a camera-ready mechanical of the advertisement. Other electronic files are accepted for ads created in page-layout software only.
- **We cannot accept files in Microsoft Word or Microsoft Publisher format. Please convert to high-resolution PDF format before submitting ad.**
- Files up to 10 megabytes in size may be e-mailed to advertising@intermodal.org. Larger files must be supplied on disk and sent to the address shown below.
- Laser prints or velux are acceptable only if no photographs appear in the advertisement.

Space orders, artwork, correspondence, proofs and payment should be e-mailed to advertising@intermodal.org or provided by mail or fax to:

### Intermodal Association of North America

11785 Beltsville Drive, Suite 1100  
 Calverton, MD 20705-4048  
 301-982-3400 • Fax 301-982-4815

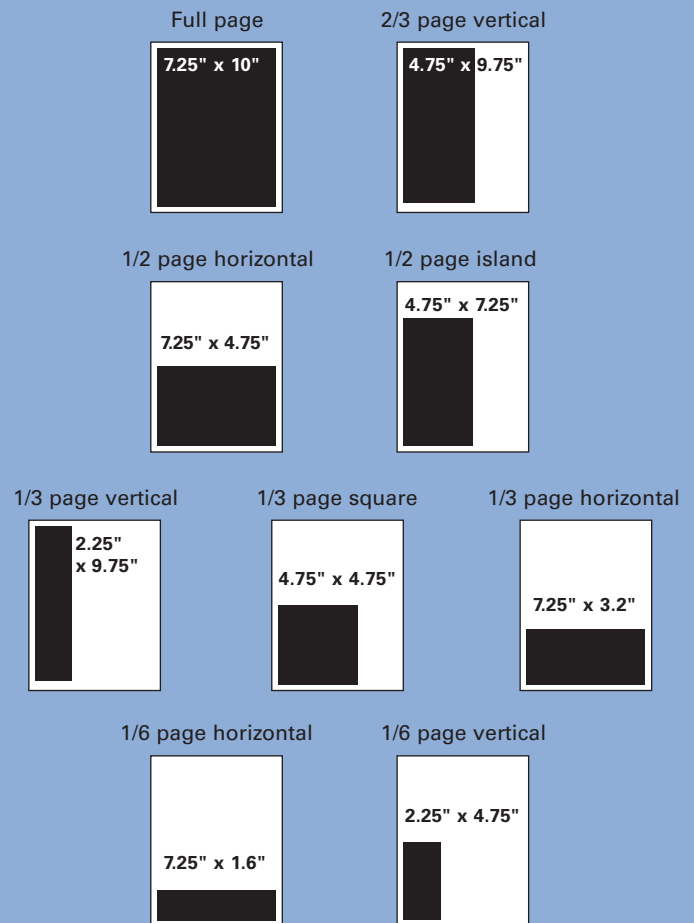
## SPECIFICATIONS FOR INSERTS

- Single page, one or two sided, 8.5" x 11", furnished flat
- Paper must not exceed 80 lb. text weight stock
- All pre-printed inserts must be shipped prepaid to the address above. Insert overages will be discarded at completion of contract unless otherwise specified. Returns of insert overages are at advertiser's expense.

## INSERTION ORDERS

Complete the insertion order on page 4 and return as instructed on the form. Insertion orders from advertising agencies may be sent in place of this form. If payment will be made by the advertiser, rather than the agency, please furnish that information.

## AD SIZES AND SPECIFICATIONS



## PAYMENT INFORMATION

**Payment for ad space must be received in advance with insertion order unless prior arrangements have been made.**

Call 301-982-3400, ext. 350 with questions or to make payment arrangements.

# 2012 Intermodal Insights Advertising Insertion Order

Deadline for receipt of advertising artwork and payment is the 15th of the month prior to the issue month.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Ad Agency (if any) \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

No. of Insertions: \_\_\_\_\_

**Special Offer – First-Time Advertiser Bonus** (One ad free when booking four or more paid ads.)

**Ad size/type:**

- |  |  |
|--|--|
| <input type="checkbox"/> Full page color | <input type="checkbox"/> Full page black and white |
| <input type="checkbox"/> 2/3 page color  | <input type="checkbox"/> 2/3 page black and white  |
| <input type="checkbox"/> 1/2 page color  | <input type="checkbox"/> 1/2 page black and white  |
| <input type="checkbox"/> 1/3 page color  | <input type="checkbox"/> 1/3 page black and white  |
| <input type="checkbox"/> 1/6 page color  | <input type="checkbox"/> 1/6 page black and white  |
| <input type="checkbox"/> Insert          |  |

**Choose issues for insertion:**

- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> July      |
| <input type="checkbox"/> February | <input type="checkbox"/> August    |
| <input type="checkbox"/> March    | <input type="checkbox"/> September |
| <input type="checkbox"/> April    | <input type="checkbox"/> October   |
| <input type="checkbox"/> May      | <input type="checkbox"/> November  |
| <input type="checkbox"/> June     | <input type="checkbox"/> December  |

**Payment Information:** Make check payable, in **U.S. funds drawn on a U.S.-based bank**, and mail to: **IANA**, 11785 Beltsville Drive, Suite 1100, Calverton, MD 20705-4048. Credit card orders may be faxed to 301-982-4815 or scan/email this form to [advertising@intermodal.org](mailto:advertising@intermodal.org). Questions? Call 301-982-3400, ext. 350.

Amount Due \$ \_\_\_\_\_

**November premium for 1-time ads (add 15%) \$ \_\_\_\_\_ (see page 2 for details)**

Check enclosed     American Express     MasterCard     Visa     Bill me (IANA members only)

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_



**Intermodal Association of North America**

11785 Beltsville Drive, Suite 1100

Calverton, MD 20705-4048

301-982-3400 • Fax: 301-982-4815 • [advertising@intermodal.org](mailto:advertising@intermodal.org)