

Robinson & Associates

Publishers of the **7+RAILROADER** and the **Grand Scales Quarterly** magazines and the electronic **Riding Railways Newsletter**

P.O. Box 8953, Red Bluff, CA 96080 USA

530-527-0141 Fax 530-527-0420

www.grandscales.com www.7plusrailroader.com mainline@sunset.net

RATE CARD #10

SPACE	1 TIME	2 TIMES	4 TIMES
Color:			
Back Cover	\$400	\$360	\$320
Inside Cover (Front/Back)	\$330	\$297	\$267
Full Page (Inside)	\$310	\$279	\$248
1/2 Page	\$200	\$180	\$160
Bleeds, please add \$35. Leave 1/8" around Live Area. Trim Size: 8 1/2 x 11 (Color prices do not include the cost of film, color separations or in-house work)			
Black/White:			
Full Page (Inside)	\$210	\$189	\$168
1/2 Page	\$130	\$117	\$104
1/4 Page	\$101	\$91	\$81
1/6 Page	\$55	\$50	\$45
Business Card (2" x 3 1/2")	\$45	\$40	\$40

RIDING RAILWAYS NEWSLETTER

To run your ad in each monthly edition of the Riding Railways Newsletter, the cost is only \$25 per month if you also advertise in either **GSO** or the **7+RAILROADER**.

If you wish to run your ad only in the Riding Railways Newsletter, the cost will be as follows:

Full page:	\$200	\$180	\$150
1/2 page	\$100	\$90	\$80
1/4 page	\$60	\$45	\$40

Space Dimensions

Full Page

9 5/8 x 7 3/8

1/2 Page

9 5/8 x 3 5/8 Vertical
4 3/4 x 7 3/8 Horizontal

1/4 Page

4 3/4 x 3 5/8 Vertical
2 5/16 x 7 3/8 Horizontal

1/6 Page

4 3/4 x 2 3/8 Vertical
2 5/16 x 4 7/8 Horizontal

Business Card

2 x 3 1/2



Video Advertising

Robinson & Associates publishes DVDs each year and accepts advertising to be placed in these programs. Each video should have a maximum of two available commercial spots (max. length: 1 1/2 minutes). For more information, please contact us at **530-527-0141** or via e-mail:

mainline@sunset.net



Submissions:

GSQ and the 7+RAILROADER is produced digitally on a PC using QuarkXpress. Our preferred form of data transfer is a CD as a Quark, EPS, PDF or Tiff file. You may also submit your files electronically via an e-mail attachment. A hard copy of your ad is required for all formats.

Ad Preparation:

Our professional staff can design a sharp, effective ad for you. Contact us for charges.

Charges also apply to any other work that we must perform to make your ad camera-ready. Call 530-527-0141 for details.)

Publication Dates and Terms:

We publish four issues per year. Terms are cash, money order, or check with first order. Subsequent ads will be billed upon publication of which the ad appears. We reserve the right to refuse any ad for any reason. Publisher shall not be held liable for any error or omission of any portion of any advertisement. A proof copy

will be provided upon request.

Cancellations:

Please, no cancellations.

Rate Changes:

Advertising rates may be adjusted at any time if circulation or costs of production warrant.

QUESTIONS? Please call Susan at **530-527-0141** or e-mail mainline@sunset.net.