



ETE EXPRESS 2007 ADVERTISING RATE CARD

10/15/07

The ETE EXPRESS is published in Black & White on a quarterly basis and reaches over 450 European Train Enthusiasts.

Ads, payments and inquiries should be directed to:

ETE Express Editor
J.J. McVeigh
P.O. Box 128, Butler, Maryland 21023-0128.
kd4vs@comcast.net

Ads should be provided on one of the following disk media formats:

- 3-1/2" floppy (Mac or PC format)
- Zip disk (Mac format only)
- CD (Mac, ISO9660 or Mac ISO/Hybrid)

The file containing your ad should be provided in one of the following program formats:

- MS Word
- Adobe Illustrator
- Adobe Photoshop
- Adobe PageMaker

If you are sending hard copy artwork, it should be 'camera ready'. That is crisp black and white copy, suitable for reproduction. Photos should be half-toned (pre-screened).

ADVERTISING DEADLINES

EUROPEAN TRAIN ENTHUSIASTS
<http://www.ete.org>

Oct 15, 2007



The editor must receive all information for the Ad, including full payment, before the following deadlines. Advertising deadlines, as published herein, are strictly observed. Ads received after these deadlines will be automatically considered for the following issue.

SPECIAL NOTE: Note that the ad, electronic format and printed copy, the payment and the Submission form(s), ie the Advertisement Submission form and / or the Shop Directory Submission form MUST be completed and received by the deadline date. Any incomplete information, could possibly delay the listing of the ad in a particular EXPRESS issue.

Express Number	Express Issue	Advertising Deadline
115	Q3'07	July 31, 2007
116	Q4'07	October 31, 2007
117	Q1'08	January 31, 2008
118	Q2'08	April 30, 2008



ADVERTISING RATES

Description	Ad Size	Cost/Issue
Full Page	7.50" x 9.80"	\$200.00
1/2 Page- Vertical	3.66" x 9.80"	\$110.00
1/2 Page- Horizontal	7.50" x 4.80"	\$110.00
1/3 Page- Horizontal	7.50" x 3.20"	\$80.00
1/4 Page- Horizontal	7.50" x 1.80"	\$65.00
1/4 Page- Vertical	3.66" x 4.80"	\$65.00
1/6 Page- Vertical	2.40" x 4.80"	\$50.00
Business Card	3.66" x 1.80"	\$25.00
Shop directory	30 words or more	\$5.00 for 30 words \$.25 each additional word

5% discount is offered for the same add being placed in two consecutive issues
10% discount is offered for the same add being placed in four consecutive issues
No discounts for shop directory listings

All Ads are printed in Black & White.



ADVERTISING TERMS AND CONDITIONS

Terms of Payment

All advertising must be paid in advance by personal/business check or Money order. Make checks or money orders payable to ETE. Credit cards or cash are not accepted.

General Policy

All advertising copy should be of a "European Railroad" nature and it is subject to approval by the ETE Express editorial staff and/or ETE's directors.

Hold Harmless

In consideration of ETE's acceptance of advertising copy for publications, advertiser agrees to indemnify and hold harmless, European Train Enthusiasts (ETE), its officers, editors and staff against all loss, damage, and expense of any nature arising from copying, printing, or publishing, of advertising copy and materials; including, but not limited to, damages, liability for violation of privacy rights, plagiarism, trademark and copyright infringement, disclosure of trade secrets and private business agreement terms and conditions, costs, fees and fines arising from retraction publication, costs of litigation, and attorney's fees.

Errors and Corrections

ETE bears no responsibility for errors in published copy, or if camera-ready copy which may contain errors which are supplied by the advertiser. In the event of erroneous publication on the part of ETE, ETE's liability is limited to the price of the advertising space occupied by the erroneous copy. ETE may, at its option, publish corrected copy in the earliest space-available subsequent edition at no cost to the advertiser, or offer discounted pricing for new ad copy which includes corrections.

Submission and Publication

Advertising deadlines, as published herein, are strictly observed. Advertisements must be submitted with a fully completed and signed submission form, including full payment, before the deadline for the issue requested. Use one form for each ad submission.

ETE assumes no liability for failure to publish advertising due to inability to read the advertiser's supplied files or media, or for failure to publish advertising on the date or in the issue ordered. The Express staff reserves the right to delay advertisements to future issues due to any unforeseen circumstances.

Advertising position is neither sold nor guaranteed. However position requests are gladly met when possible. Ad copy may not run upside down.

EUROPEAN TRAIN ENTHUSIASTS

<http://www.ete.org>

Oct 15, 2007



ETE EXPRESS ADVERTISEMENT SUBMISSION FORM

Advertiser Name: _____

Address: _____

Daytime Phone: _____

Email: _____

Advertisement size: (check one)

- | | | | |
|--------------------------|----------------------|------------------|----------------------|
| <input type="checkbox"/> | Full Page | 7.50" x 9.80" | \$200.00 |
| <input type="checkbox"/> | 1/2 Page- Vertical | 3.66" x 9.80" | \$110.00 |
| <input type="checkbox"/> | 1/2 Page- Horizontal | 7.50" x 4.80" | \$110.00 |
| <input type="checkbox"/> | 1/3 Page- Horizontal | 7.50" x 3.20" | \$80.00 |
| <input type="checkbox"/> | 1/4 Page- Horizontal | 7.50" x 1.80" | \$65.00 |
| <input type="checkbox"/> | 1/4 Page- Vertical | 3.66" x 4.80" | \$65.00 |
| <input type="checkbox"/> | 1/6 Page- Vertical | 2.40" x 4.80" | \$50.00 |
| <input type="checkbox"/> | Business Card | 3.66" x 1.80" | \$25.00 |
| <input type="checkbox"/> | Shop Directory | 30 words or more | \$5.00+\$0.25 addtl. |

ETE Express Issue requested: _____

Total Amount Enclosed: \$_____ (make check/money order payable to ETE)

Send ad with payment to:

EXPRESS Editor, J.J. McVeigh, P.O. Box 128, Butler, Maryland 21023-0128.

Comments: _____

- The enclosed advertisement is submitted with the full understanding and agreement of the TERMS AND CONDITIONS specified in the ETE EXPRESS Advertisement Rate Card.

Date

Signed

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Shop Directory Submission form

Please PRINT your shop directory listing below, as you would like it to appear. The listing can only include plain text and numbers, no special characters, symbols, formatting or logos is accepted. Please print as clearly as possible. ETE reserves the right to make any adjustments to the ad as needed.

Shop Name: _____

30 word Ad (\$5.00 for 30 words, please PRINT one word per line)

Additional words (\$0.25 extra per additional word)

Total ad cost: \$5.00 + \$0.25 x _____ = _____

Issues inserted in _____ X _____

Total ad cost (amount included with submission): \$ _____

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