



as of February 21, 2009

ETE EXPRESS

2009 ADVERTISING RATE CARD

European Train Enthusiasts publishes the *ETE Express* on a quarterly basis, in Black-and-White. The *ETE Express* reaches more than 500 European Train Enthusiasts via first-class mail.

Please direct inquiries and advertising placements to:

Barry J. Kriegsmann
55 Fairway Lane
Foxboro, Massachusetts 02035-2738
Telephone: 1.508.543.6804
Email: Bjchoochoo@aol.com

We accept advertising copy in electronic or camera-ready form (crisp black and white copy, half-toned, pre-screened photos.) If submitting copy in electronic form, please send the copy either on a Compact Disk to the above postal address, or as an email attachment to the above email address. We accept data files in PDF and most other data formats (word-processing files such as .doc, .rtf, .wpd, .pages, .cwk, and image files such as .tif or .jpg).

We must receive complete placement submissions, including advertising copy and payment in full, by the deadline applicable to the particular issue in which you desire your advertisement to run. We will automatically consider submissions received or perfected after the applicable deadline for placement in the immediately subsequent issue.



ADVERTISING PLACEMENT DEADLINES:

FIRST-QUARTER ISSUE (Q1) -- JANUARY 31

SECOND-QUARTER ISSUE (Q2) -- APRIL 30

THIRD-QUARTER ISSUE (Q3) -- JULY 31

FOURTH-QUARTER ISSUE (Q4) -- OCTOBER 31

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

- **WE EXTEND A 5% DISCOUNT FOR PLACEMENT OF THE SAME ADVERTISEMENT (OTHER THAN A SHOP-DIRECTORY LISTING) IN TWO CONSECUTIVE ISSUES.**
- **WE EXTEND A 10% DISCOUNT FOR PLACEMENT OF THE SAME ADVERTISEMENT (OTHER THAN A SHOP-DIRECTORY LISTING) IN FOUR CONSECUTIVE ISSUES.**
- **ALL ADVERTISEMENTS RUN IN BLACK-AND-WHITE, UNLESS SPECIAL ARRANGEMENTS ARE MADE; COLOR PRICE TBD.**



ADVERTISING TERMS AND CONDITIONS:

- **TERMS OF PAYMENT:** ALL ADVERTISING CHARGES MUST BE PAID IN ADVANCE BY PERSONAL OR BUSINESS CHECK, OR BY MONEY ORDER, PAYABLE TO ETE. ETE DOES NOT ACCEPT CREDIT CARDS OR CASH.
- **GENERAL POLICY:** ALL ADVERTISING COPY SHOULD BE ORIENTED TOWARD THE SUBJECT OF PROTOTYPE OR MODEL EUROPEAN RAILROADS. ALL PROSPECTIVE PLACEMENTS ARE SUBJECT TO APPROVAL BY THE EDITORIAL STAFF OF THE ETE EXPRESS, OR THE BOARD OF DIRECTORS OF ETE, OR BOTH.
- **HOLD HARMLESS:** IN CONSIDERATION OF ETE'S ACCEPTANCE OF ADVERTISING COPY FOR PUBLICATION, THE ADVERTISER AGREES TO INDEMNIFY AND TO HOLD HARMLESS EUROPEAN TRAIN ENTHUSIASTS (ETE), ITS OFFICERS, DIRECTORS, EDITORS, AND STAFF AGAINST ALL CLAIMS, LOSSES, DAMAGES, AND EXPENSES OF ANY NATURE ARISING FROM COPYING, PRINTING, OR PUBLISHING ADVERTISING COPY AND MATERIALS, INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR VIOLATION OF PRIVACY RIGHTS, FOR PLAGIARISM, TRADEMARK OR COPYRIGHT INFRINGEMENT, DISCLOSURE OF TRADE SECRETS OR OF PRIVATE BUSINESS AGREEMENT TERMS AND CONDITIONS. THE SCOPE OF THIS HOLD-HARMLESS CLAUSE WILL EXTEND TO ALL COSTS, FEES, AND FINES ARISING FROM RETRACTION PUBLICATION, AND ALL COSTS OF LITIGATION OR REPRESENTATION, INCLUDING ATTORNEYS' FEES.
- **ERRORS AND CORRECTIONS:** ETE BEARS NO RESPONSIBILITY FOR ERRORS IN ADVERTISER-SUPPLIED COPY. 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 EITHER 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, AT ETE'S OPTION.
- **SUBMISSION AND PUBLICATION:** ETE STRICTLY ENFORCES ADVERTISING DEADLINES. POTENTIAL ADVERTISERS MUST SUBMIT ADVERTISING COPY, A COMPLETED AND SIGNED SUBMISSION FORM, AND 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 CIRCUMSTANCE. ADVERTISING POSITION IS NEITHER SOLD NOR GUARANTEED. HOWEVER, WHEN POSSIBLE, WE GLADLY MEET POSITION PREFERENCES. AD COPY MAY NOT RUN UPSIDE DOWN.



ETE EXPRESS ADVERTISEMENT SUBMISSION FORM

ADVERTISER NAME: _____

ADDRESS: _____

DAYTIME TELEPHONE: _____ EMAIL: _____

PLEASE 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 OR MONEY ORDER PAYABLE TO ETE, AND SEND AD COPY WITH THIS FORM AND PAYMENT TO: Barry J. Kriegsmann, 55 Fairway Lane, Foxboro, MA 02035-2738.

IF YOU ARE SENDING CAMERA-READY AD COPY IN PHYSICAL FORM, PLEASE INCLUDE IT IN THE ABOVE MAILING. IF SENDING AD COPY IN ELECTRONIC FORMAT, PLEASE SEND IT AS AN ATTACHMENT TO AN EMAIL MESSAGE ADDRESSED TO: BJCHOOCHOO@AOL.COM

COMMENTS:

I AM SUBMITTING THE ENCLOSED ADVERTISEMENT WITH THE FULL UNDERSTANDING OF AND AGREEMENT TO THE TERMS AND CONDITIONS SPECIFIED IN THE ETE EXPRESS ADVERTISEMENT RATE CARD.

DATE: _____ SIGNED _____



SHOP DIRECTORY SUBMISSION FORM

PLEASE **PRINT** YOUR SHOP DIRECTORY LISTING BELOW, EXACTLY AS YOU WOULD LIKE IT TO APPEAR.

THE LISTING CAN ONLY INCLUDE PLAIN TEXT AND NUMBERS: NO SPECIAL CHARACTERS, SYMBOLS, FORMATTING, OR LOGOS ARE ACCEPTED. PLEASE PRINT AS CLEARLY AS POSSIBLE. ETE RESERVES THE RIGHT TO MAKE ANY ADJUSTMENTS TO THE AD AS CIRCUMSTANCES MAY REQUIRE.

SHOP NAME: _____

30-WORD LISTING (\$5.00 FOR 30 WORDS) PLEASE **PRINT** ONE WORD PER SPACE:

ADDITIONAL WORDS (EACH \$0.25 EXTRA) AGAIN, PLEASE **PRINT** ONE WORD PER SPACE:

PER-RUN AD COST: \$5.00 + \$0.25 x _____ = _____

NUMBER OF INSERTIONS X _____

TOTAL COST (AMOUNT INCLUDED WITH SUBMISSION): \$ _____

ISSUE(S) OF INSERTION (E.G., Q2 2009; Q3 2009; Q1-Q4 2009): _____