



The  
Pocket List  
of Railroad  
Officials



PocketList.com

[www.pocketlist.com](http://www.pocketlist.com)

# MARKETING SERVICES GUIDE 2020



Providing access to the most comprehensive audience of rail executives and decision makers in the industry.

## Audience

Generating \$70 billion annually, the US freight railroad industry encompasses seven major North American railroads and 560 regional and short lines. The freight railroad supply segment — railcars and parts as well as track, communications, and signaling — is a \$15 billion industry itself.

From the C suite to purchasing, the individuals making decisions at railroads, Fortune 500 shippers, 3PLs, and government bodies rely on The Pocket List.

### Rail Readership

Executives and Management .....	34%
Operations: <i>Train Master, Superintendents</i> .....	24%
Mechanical: <i>Cars, Locomotive, Foreman</i> .....	12%
Engineering: <i>Maintenance-of-Way, Buildings &amp; Bridges, Road Masters, etc.</i> .....	10%
Office Administration .....	5%
Purchasing .....	4%
Rail Suppliers.....	3%
Rail Track & Structures:	
<i>Executives, Managers &amp; Engineers</i> .....	2%
Rail Signaling & Communications .....	2%
Rail Maintenance & Construction .....	1%
Rail Finance & Leasing.....	1%
Rail Government Agencies,	
Industry Associations & Schools.....	1%
Other .....	1%

### Total Audience Reach **33k**

#### WEBSITE VISITORS

Monthly Average:

**6,039**

Page Views:

**11,080**



#### POCKETLIST WEEKLY NEWSLETTER

Subscribers:\*\*

**15,000**

#### PRINT CIRCULATION\*

**11,600**

\* Signet study includes 3.2 users per copy.

\*\* January 2017

**Two-thirds** of readers with purchasing authority report The Pocket List is *the* publication they trust most when making decisions on buying products and services.

**20,000+** An indispensable tool for your best customers and prospects — Contains contact details on rail, transit, and supply officials.

**40%** of readers surveyed click through to advertisers' websites.



IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.



## Marketing Services

[www.pocketlist.com](http://www.pocketlist.com)

Designed by seasoned executives in railroad publishing, **PocketList.com** was created to give large and small railroads, suppliers, contractors, and other industry participants an online source for critical contact and product information. The website's enhanced **Buyers' Guide** contains railroad and supplier contact information and a user-friendly **RFP Tool** that simplifies the process for rail purchasing officials. Increase your ROI by leveraging the strength of the Pocket List brand as a trusted source for valuable and relevant industry information.



### The Pocket List of Railroad Officials

Nearly 12,000 rail professionals use The Pocket List of Railroad Officials — the cornerstone publication of the industry since 1895. Available in print, digital edition, and online, each quarterly issue contains the most up-to-date contact information for freight railroads in North America and information on leading industry suppliers.



### Pocket List Weekly News

Every issue of the Pocket List Weekly News is read and acted on by more than 15,000 decision-makers in the railroad and rail supply industries.



### PocketList.com

The redesigned PocketList.com provides large and small railroads, suppliers, contractors, and other rail industry participants an online source for critical contact and product information.

Enhanced features with smoother navigation, more options to customize results and a user-friendly, direct-to-source RFP submission process.

## Marketing Services

Whether increasing awareness around an existing brand or promoting something new, PocketList.com provides a multi-channel platform for your message. Opportunities for online and print advertising, lead generation programs, event sponsorship, and custom content include editorial guidance, production, and distribution to more than 15,000 qualified rail professionals.

**PRINT ADVERTISING:** The Pocket List of Railroad Officials, The Official Railway Guide, The Official Railway Equipment Register

**ONLINE ADVERTISING:** PocketList.com

**E-MAIL MARKETING:** PocketList Weekly Newsletter, Custom Messaging. *Reporting stats include delivers, opens, and clicks.*

**LEAD GENERATION PROGRAMS:** Podcasts, White Papers, Infographics

**DIRECT MARKETING:** Custom E-mail, White Papers

**EVENT SPONSORSHIP OPPORTUNITIES:** Webcasts and JOC Inland Distribution Conference

### Marketing Bonus Content

Advertisers also receive:

- Company profile.
- Buyers' Guide product/services listings.
- Complimentary subscription (\$270 value).
- Unlimited updates to listings & ads.
- Listing on PocketList.com.
- Participation in RFP service, bringing new orders to your inbox.
- Inclusion in the digital edition.



## Advertising Rates

www.pocketlist.com

### PockeList.com Monthly Rates

	1X	3X	6X
<b>TOP PREMIUM BANNER ROS</b> 975x90	\$1,150	\$1,058	\$1,035
<b>SPONSOR SPOTLIGHT</b> 300x250	\$950	\$874	\$855

### PocketList Weekly Newsletter Rates

	1X	3X	6X	12X
<b>TOP PREMIUM BANNER</b> 468x60	\$750	\$690	\$675	\$660
<b>STANDARD BANNER</b> 468x60	\$650	\$598	\$585	\$572
<b>SKYSCRAPER</b> 120X600	\$650	\$598	\$585	\$572

### Print Rates

	4-COLOR	2-COLOR	B/W
<b>FULL PAGE</b>	\$3,995	\$2,380	\$1,990
<b>½ ISLAND</b>	\$3,650	\$1,850	\$1,450
<b>½ PAGE</b>	\$2,550	\$1,690	\$1,250
<b>¼ PAGE</b>	\$2,150	\$1,450	\$950
<b>2ND COVER</b>	\$4,950	\$4,950	\$4,950
<b>3RD COVER</b>	\$4,450	\$4,450	\$4,450
<b>4TH COVER</b>	\$6,350	\$6,350	\$6,350
<b>TAB</b>	\$5,850	\$5,850	\$5,850
<b>SPINE</b>	\$1,450	\$1,450	\$1,450
<b>COVER PANEL</b>	-	-	\$995
<b>BUSINESS CARD</b>	\$600	\$600	\$600

### Editorial calendar

ISSUE DATE	AD CLOSE	MATERIALS DUE	BONUS DISTRIBUTION
<b>WINTER 2020</b>	1/14/2020	1/22/2020	ASLRRRA
<b>SPRING 2020</b>	4/9/2020	4/19/2020	
<b>SUMMER 2020</b>	7/15/2020	7/22/2020	
<b>FALL 2020</b>	10/12/2020	10/19/2020	

*SPECIAL NOTES: Second standard colors are process cyan, process yellow, PMS 355 (green), PMS 185 (red), and PMS 151 (orange). Consult publisher for pricing on metallic color and for pricing on two-page spreads or inserts. Prices are net and per quarter.*

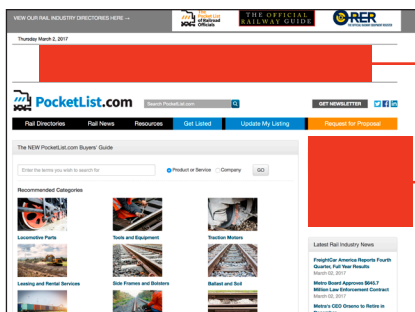
Please see the [SPECIFICATIONS page](#) for more information.

**The Pocket List is Celebrating 125 Years of Linking Buyers and Suppliers!**



### Website Ad Sizes

Please see the [SPECIFICATIONS page](#) for more information.



**LEADERBOARD**  
975 PX x 90 PX

**SPONSOR SPOTLIGHT**  
300 PX x 250 PX

### e-Newsletter Ad Sizes

Please see the [SPECIFICATIONS page](#) for more information.



**TOP PREMIUM BANNER**  
468 PX x 60 PX

**SKYSCRAPER**  
120 PX x 600 PX

**STANDARD BANNER**  
468 PX x 60 PX

## PocketList Print Specifications

### AD MATERIALS

Advertisers are required to submit materials in electronic format.  
 No JPGs accepted as final ad submission.  
 PDFs are the preferred file type. PDFs should be created as press quality with fonts embedded.  
 Please include contact information and advertiser name.  
 All ads should be accompanied by a composite proof.  
 Materials submitted that are improperly sized may incur production charges.

### MEDIA

Please name the file using the advertiser name and include advertiser in subject.  
 Post on your company or agency-supported FTP site for pick-up.  
 Include cover letter with contact information.  
 E-mail your ad file of 15MB or less and all ad materials to: [sales@pocketlist.com](mailto:sales@pocketlist.com)

### ELECTRONIC SUBMISSION

When submitting electronic files for your advertisement please follow the specifications listed below. This will allow expedient processing of your ad(s).  
 Please provide proofs for all ads submitted. All submitted ad(s) may be created (if sending native files) using any of the following applications:

### APPLICATIONS

All Adobe Creative Cloud (or earlier versions) applications files.  
**INDESIGN:** Package all links and fonts if sending native files. If you do not want to send fonts, please have the fonts outlined in application before packaging.  
**ILLUSTRATOR:** Convert all fonts to outline.  
**PHOTOSHOP:** Save as a Photoshop EPS file. If ad contains type, select the "Include Vector Data" selection box in the SAVE AS / EPS OPTIONS dialog box.

### COLORS, PHOTO SPECS, AND LINEWORK

PICT and/or RGB mode are not acceptable.  
 SPOT COLOR only allowed for 2-color ads. If a spot color is used in a 4-color ad, it will be converted to CMYK.  
 Make sure all Black is 100% K and NOT CMYK Black or "Rich" black. Black should be set for Overprint.  
 Save all photos in EPS or TIFF format. Do not enlarge images over 110% when being placed into designing applications.

### PLEASE ENSURE THAT THE MINIMUM RESOLUTION OF YOUR GRAPHIC FILE IS SUPPLIED AS FOLLOWS:

**Color Images:** 266 dpi to 300 dpi; CMYK mode only; No ICC color profiles attached  
**B/W Images:** 600 dpi; Grayscale mode  
**Line Art Images:** 1200 dpi to 2400 dpi; Bitmap mode  
*72 dpi is not acceptable for any artwork! (i.e., Images created for the web).*  
 Following the above guidelines will help to minimize any problems encountered while processing your files.  
 Files that do not meet the above specifications may incur production costs.

Standard 2-color ad colors for The Pocket List of Railroad Officials are:

- PMS 185 red
- Process blue
- PMS 355 green
- Process yellow
- PMS 151 orange

*NOTE: all colors may not be used in each issue.*

E-mail questions to [pocketlist.comsalesinquiries@ihsmarkit.com](mailto:pocketlist.comsalesinquiries@ihsmarkit.com).

## Online Specifications

### POCKETLIST.COM

Banner ads accepted in gif, jpg, or swf with a gif backup.  
 Digital ad sizes must be under 40KB.  
 Animation limited to three loops.  
 Ads link to client-provided URL for website or special landing page.  
 Ads due at least one week before start date.  
 Digital ad-creation services available.

### POCKET LIST WEEKLY NEWSLETTER

Banner ads accepted in gif or jpg formats.  
 Digital ad sizes must be under 40KB.  
 Ads must be static.  
 Ads link to client-provided URL for website or special landing page.  
 Ads due at least one week before start date.  
 Digital ad-creation services available.

UNIT SIZE	Width	Height
<b>FULL PAGE w/Bleed</b>	8 7/8 in.	11 3/8 in.
<b>FULL PAGE</b>	7 1/4 in.	10 in.
<b>HALF PAGE HORIZONTAL</b>	7 1/4 in.	4 7/8 in.
<b>HALF PAGE VERTICAL</b>	3 1/2 in.	9 3/8 in.
<b>HALF ISLAND</b>	4 1/4 in.	6 1/2 in.
<b>QUARTER PAGE HORIZONTAL</b>	7 1/4 in.	2 3/8 in.
<b>QUARTER PAGE VERTICAL</b>	3 1/2 in.	4 7/8 in.
<b>POCKET LIST FRONT COVER PANEL</b>	2 1/4 in.	3/4 in.
<b>POCKET LIST BUSINESS CARD</b>	3 1/2 in.	2 in.
<b>SPINE AD</b>	11/16 in.	5 3/4 in.

*Please keep all live area at least 5/16 in. (0.3125 in.) from trim (safety).*

### SETTING UP YOUR PAGE

**For ads less than a full page,** the document page size must exactly match the final trim size you have selected for your ad.

For instance: If the ad is to be a half page horizontal, 7.25" x 4.875", then use 7.25" x 4.875" as the document size. There is no bleed on ads less than a full page. Please do not include color bars, registration marks, crop marks, or other printer marks.

**For Full Page (with bleed) ads,** the document size is 8.875" x 11.375", this includes 0.25" bleed on all sides. The trim size is 8.375" x 10.875". PLEASE KEEP ALL LIVE AREA AT LEAST 5/16" (0.3125") FROM TRIM, NOT FROM BLEED.

## Sales

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[www.pocketlist.com/advertise](http://www.pocketlist.com/advertise)