

Model Railroad Hobbyist *magazine*TM

Advertiser Kit

**Reaching out to every online model railroader
on planet earth ...**

Rates effective November 1, 2009

Effective November 1, 2009

Basic Specifications

We size our magazine page to look best on screen resolutions of 1024 x 768 pixels to 1280 x 1024 pixels. Some 82% of the visitors to our web site have their monitor resolutions set in this range.

Our page size also prints nicely to 8.5" x 11" paper oriented in landscape.

We use a landscape orientation so readers can view the entire page on a computer without the need to scroll or zoom.

All ad dimensions are in pixels at 72 DPI. Photos, graphics, and diagrams at this lower pixels-per-inch count still look great on a computer screen.

Also, since we are an all-digital publication, there is no extra charge for full-color ads.

Ads can be static or can be rich media ads that include audio, video, animations, or 3D virtual reality images.

All ads can include clickable areas that link to one or more URLs of your choice.

Static Ads

Our most basic type of ad is a static, non-interactive ad with a clickable URL link.

Ad format	Dimensions (WxH)	1x	2x	3x	6x
Full page	1188 x 864 (72 DPI)	\$500	\$450	*\$425	*\$375
3/4 page	860 x 864 (72 DPI)	\$400	\$360	*\$340	*\$300
1/2 page horizontal	1188 x 432 (72 DPI)	\$325	\$295	*\$280	*\$245
1/2 page vertical	584 x 864 (72 DPI)	\$325	\$295	*\$280	*\$245
1/4 page vertical	312 x 864 (72 DPI)	\$200	\$180	\$170	\$150
1/4 page horizontal	860 x 288 (72 DPI)	\$200	\$180	\$170	\$150
1/4 page square	584 x 432 (72 DPI)	\$200	\$180	\$170	\$150
1/6 page vertical	312 x 576 (72 DPI)	\$150	\$135	\$130	\$115
1/6 page horizontal	584 x 288 (72 DPI)	\$150	\$135	\$130	\$115
1/8 page vertical	312 x 432 (72 DPI)	\$125	\$115	\$110	\$95
1/12 page	312 x 288 (72 DPI)	\$95	\$85	\$80	\$75
Large text only	250 characters	\$35	\$32	\$30	\$25
Small text only	150 characters	\$20	\$18	\$16	\$15

* Qualifies as a sponsoring advertiser, which comes with many extra benefits.

The magazine's full page size is 1188 x 864 pixels in *landscape orientation*, at 72 DPI. A full page is wider than it is tall, formatted to fit the typical computer monitor with *no scrolling necessary*.

Please send your static ad to us as a Photoshop PSD, TIF, or high-quality JPEG (at least a setting of 9 in Photoshop, or 90% in Fireworks).

See the section on Links in Ads to learn more about adding a clickable web site destination to your ad.

See the section on Submitting Your Ad for details on how to get your ad copy to us.

Rich Media Ads

While our all-digital medium makes it possible to do interactive ads, they can be both a blessing and a curse. Interactive ads catch the reader's eye, but gratuitous animation in your ads can backfire.

Witness the advertising junkyard some web sites have become – pop-ups in your face, annoying dancing

Becoming a Sponsoring Advertiser

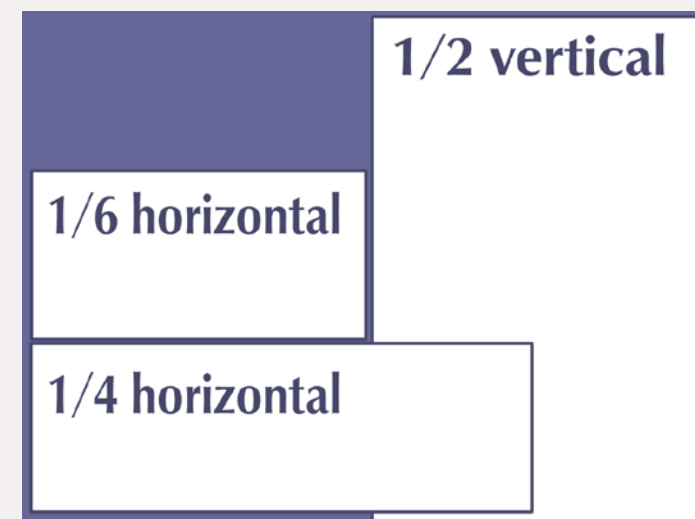
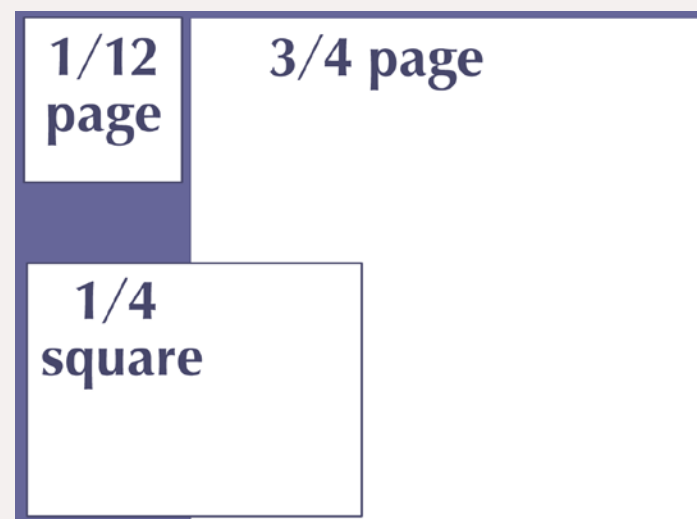
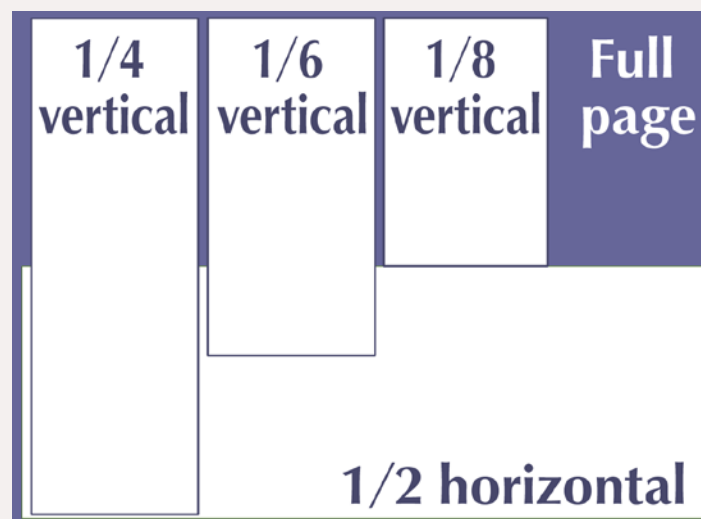
If you reserve a half-page or larger ad space with us for 6 months or more (3+ issues), then we consider you a *sponsoring advertiser*.

Sponsoring advertisers get many benefits with us. Most importantly, we place your logo on our web site and in the front of the magazine.

We're finding the logo can double the click-throughs to your web site, so a sponsoring advertiser placement with us immediately enhances the drawing power of your ad.

Sponsoring advertisers *also* get a **25% discount** on any of our ad creation services.

We also try to include extra topic-specific links to our sponsoring advertisers' sites in our articles (when we can).



◀ These thumbnails illustrate the relative size of various ad options on our page. Our basic page layout uses a 4-column format, so we've designed our ad options to fit seamlessly into the 4 column layout. Note our page uses a *landscape*, not portrait orientation.

images – it can drive readers away – permanently.

We believe it's possible to include interactivity in a way that makes your ads helpful, eye-catching, and classy –avoiding that “advertising trash” feeling that's all too common on today's internet.

If you're interested in doing a rich media ad, please contact us and discuss it. Based on our experience with this kind of ad, we can recommend an approach that will be the most effective for you, and discuss with you the formats we accept for this type of ad.

Or you can contract with us to build the ad for you. See the section, We Build the Ad for more details on this option.

Text Only Ads

We also offer large and small text-only ads. Economical text-only ads can include URL links which put your web site a single click away from our readers.

Special Placement

We offer the following special placement for your ad:

- First ad page after cover and sponsor logos, +20% (First come, first serve)
- Front third of the magazine, +15%
- Topical placement¹, +10%

Sponsoring advertisers get front third and topical placement options automatically for free.

¹ With topical placement, we put your ad in an article that's related if possible. For example, with a DCC decoder ad, we will place the ad in a DCC article.

Here's an actual example of a small text-only ad from a recent issue of *Model Railroad Hobbyist*. The ad can include hyperlinks.



Advertisement

Read a sponsored side-by-side comparison of concrete segmental bridge kits in HO Scale @ ModelRailroadTips.com, 100% free articles submitted by users.

For sponsors, we place your ad in the front third of the magazine, and then we add links to your web site at the end of articles when their topic matches your products.

Links in Ads

Include the URL(s) you want us to use and we will apply them to your ad, putting readers just one click away from your web site.

The magazine link does a database lookup using your advertiser-in-that-issue ID for your ad links. Without getting too technical, this means if you ever move the target page for any of your ads, we can change it.

We can update the destination URL dynamically to have your ad in any issue of the magazine go where ever you want it to go at any time.

For static ads that include links, list the URLs you want and indicate where you want them placed on a marked up copy of your ad.

We also put link tracking on your ads

so you can receive reports on how well your links are doing.

Submitting Your Ad

We prefer that you transmit your ad copy to us electronically. Files less than 1 MB can be sent as an email attachment to ads@model-railroad-hobbyist.com.

You can upload your ad copy via:

<http://model-railroad-hobbyist.com/upload>

For files larger than 1 MB please use the upload site.

If you feel you must mail your ad to us through the postal service, then you can find [our mailing address here](#) on our web site.

Circulation

As of this writing, we've released 4 quarterly issues of *Model Railroad Hobbyist*.

Here's our estimated readership stats as of October 20th, 2009. Since we're a web-based magazine that allows any number of free downloads

in several versions, we can't just assume one download equals one unique reader.

Based on our tracking statistics (aborted downloads, retries, and failures) and our tracking of unique IP addresses, we derive a "uniqueness factor" for each issue's total downloads to get a realistic estimate of actual readership.

Our readership estimates provide the best picture since they allow directly comparing one issue to another. The "raw download total" is cumulative and naturally larger for the older issues, since they've been available for download longer.

Here are our estimated readership and the raw download totals to-date.

Issue 1 (January 2009)

- Est. readers (1st week): 8,125
- Est. readers (1st month): 12,350
- Est. readers (3 months): 15,460
- Est. readers (6 months): 17,670
- Est. readers (9 months): 20,830
- Raw downloads: 41,654 - 9 months

Issue 2 (April 2009)

- Est. readers (1st week): 5,810
- Est. readers (1st month): 9,525
- Est. readers (3 months): 11,900
- Est. readers (6 months): 17,305
- Est. readers (9 months): 19,000 (Projected¹)

¹ We derive the projected values using some formulas against actual historical values and the actual trends in the data from issue to issue. The projections err on the side of being conservative in an effort to be reasonably realistic for a statistical prediction.

- Raw downloads: 23,075 - 6 months

Issue 3 (July 2009)

- Est. readers (1st week): 6,070
- Est. readers (1st month): 10,570
- Est. readers (3 months): 14,640
- Est. readers (6 months): 18,000 (Projected¹)
- Est. readers (9 months): 21,000 (Projected¹)

- Raw downloads: 19,520 - 3 months

Issue 4 (October 2009)

- Est. readers (1st week): 7,120
- Est. readers (1st month): 12,000 (Projected¹)
- Est. readers (3 months): 16,000 (Projected¹)
- Est. readers (6 months): 20,000 (Projected¹)
- Est. readers (9 months): 23,000 (Projected¹)

- Raw downloads: 9,265 - one week

Issue 4 is just one week old as this is written (October 20th).

These numbers show us that:

- Issue 2's first week readership dropped 29% as compared to issue 1.
- Issue 3's first week readership grew 4% over issue 2.
- Issue 4's first week readership grew 17% over issue 3.

If you look at our circulation for each issue of the magazine during its first quarter of release, we're running right around 15,000 readers. However, it doesn't end there.

Because of our forever-free business model, downloads of back issues remain brisk. Our "numbers" are more like those of a book than a periodical –



When you see this symbol, it means:

"Click here to learn more!"

Every click tells advertisers an ad in MRH is a wise investment ...

the back issue downloads continue well past an issue's original release, and back issue downloads spike strongly upward as a new issue is released.

Our circulation dynamics appear to operate very differently from a traditional print magazine.

We seem to operate more like a book title than a periodical – which means the ad response just keeps on going, driving still more clicks to your web site as more readers keep downloading that issue of "the book".

We're learning as we're going. Getting a handle on the dynamics of being "free" is taking some getting used to.

After the issue 1 "buzz", issue 2 readership dropped. But we're now seeing readership growth with each issue after the issue 2 drop-off. We expect this growth to continue as word spreads, especially now that we're moving to a bimonthly publishing schedule.

Of course it's you, our advertisers, that enable us to stay free to modelers.

We're pricing our full-page ads to be a very affordable 2.5 cents per reader assuming a base circulation of 20,000.

Ad Design Guidelines

Ads that do well in print may not do as well in an interactive publication like *Model Railroad Hobbyist* magazine.

With four issues of ad click through statistics under our belts, we've developed a pretty good idea of what kind of ads work well with us and which ones don't work as well.

It's also true that with us, we can tell you *exactly* how your ad is doing, unlike the print magazines.

You may be surprised to find out your clever ad performs poorly in an interactive publication. The ad may have also been a poor performer in print, it's just that you never had real performance stats to look at before!

Guideline 1: The goal is clicks

Print ads aim to inform. For ads in MRH your goal is clicks. If your ad doesn't have a clear "click here" message, you won't get clicks – it's that simple.

In fact, we're finding the less you say in your ad, the better. If you grab the reader's attention, then pique their curiosity but leave them unsatisfied,



**CENTRAL VALLEY MODEL WORKS
FOR DETAIL AND REALISM IN
H-0 scale TRACK AND BRIDGES
THERE IS NO NEED TO LOOK ANY FURTHER!**

PHONE: 805-489-8586 | EMAIL: info@cvmw.com
CVMW: 1203 PIKE LANE, OCEANO, CA 93445

Here's a 1/6th page ad in a recent issue of *Model Railroad Hobbyist*. This ad performance was okay, but not great. Notice there's no clear "click here" message.

Here's the revised ad. The click throughs are triple those of the old design. The new ad grabs the eye with a smiling human face and then sends the reader immediately to the web site.

Give us a try and see if your web site doesn't just keep getting clicks from every issue where you place an ad.



To get your ad in MRH – just [click here](#) and fill out the form to reserve your ad space with us today!

click-throughs will soar as they seek to satisfy their curiosity by visiting your web site.

To remind our readers to click on ads, we've established a standard bulls-eye logo as of issue 2.

With issue 2, click-throughs jumped significantly, indicating the bulls-eye reminder in all our ads definitely helps drive up clicks. Contact us for the standard bulls-eye graphic to include in your ad.

Guideline 2: Less is more

Readers tend to click away from content that's uninteresting, and wordy text-heavy ads won't work in an interactive publication. It's just too easy to move on.

Ideally, convey your message in 3-5 seconds, pique the reader's curiosity, and then send them to your web site for the satisfying answers.

The best per-

forming ads in MRH so far tend to have few words, or if they do have more than a few words, there's some prominent promise of compelling on-line content like: YouTube videos if

continued on next page

Payment Terms

You reserve your ad space in advance, but we bill you one ad at a time as we release each issue. So you pay as you go.

We prefer to have a Paypal account or a credit card number submitted with your ad copy delivery. We will not charge your account until 10 days after the issue is released.

If you prefer to pay us on invoice, the payment is due net 30. All past due balances are charged a finance fee of 2% per month.

Issue Date	Reserve space	Ad copy
Jan/Feb (Jan 1)	Nov 15	Dec 1
Mar/Apr (Mar 1)	Jan 15	Feb 1
May/Jun (May 1)	Mar 15	Apr 1
Jul/Aug (Jul 1)	May 15	Jun 1
Sep/Oct (Sep 1)	Jul 15	Aug 1
Nov/Dec (Nov 1)	Sep 15	Oct 1

you “click here!” on the ad.

Remember you must get your message across quickly. You will start losing readers if your ad message takes more than 5-10 seconds for the reader to “get it”.

Guideline 3: Catch the eye

You want to grab the reader’s attention with something compelling or unusual in your ad.

One very effective way to catch a reader’s eye is to use the human face in your ad. We are trained from birth to respond to the human face almost instinctively.

If you put a pleasant human face in your ad, you take advantage of that natural instinct we all have – and you’ll tend to grab your reader’s eyes almost as a matter of rote.

Another way to grab the eye is to make tasteful use of interactive rich media. For example, if your ad has a loco model in it, have the loco randomly puff some smoke a few times a minute.

Only put in enough animation to catch the eye, but not so much animation that you annoy the reader. Busy ads with constant animation just irritate the reader and will backfire.

We Build the Ad

You can also contract with us to build your ad for you. Since we're building an expertise in what ads work well and what ads don't work well, con-

tracting with us to build your ad can maximize your ad investment.

We bill our ad services at \$25 per hour. Static ads generally take 1-2 hours to build, while interactive ads take at least 2 hours, with 4 hours being sufficient for many ads.


However, very elaborate interactive ads can take up to 10 hours or more.


A flash interactive ad can include audio, 3D virtual reality images, and short video clips – all of which we can provide for you.

Obviously, having us record your audio, virtual reality image(s), or video will increase the hours needed to do your ad.

We will give you a quote and lock in the project at that price if you elect to use our services.

Please note that major changes in the original scope after we start work on your ad can mean we may need to discuss additional hours. If that happens, we will let you know and give you the opportunity to decide if the changes are worth the extra cost.

Any ad you contract with us to make is yours to keep. You can use the ad we build for you on your own web site or in other publications as well as in *Model Railroad Hobbyist* magazine. 

Here’s a half-page ad that gets strong click-throughs. This is a sponsor ad, so it includes a text link in the nav bar to help increase clicks. 



The Model Railcast Show

Keeping you on the RIGHT TRACK!



Click here to learn more ...