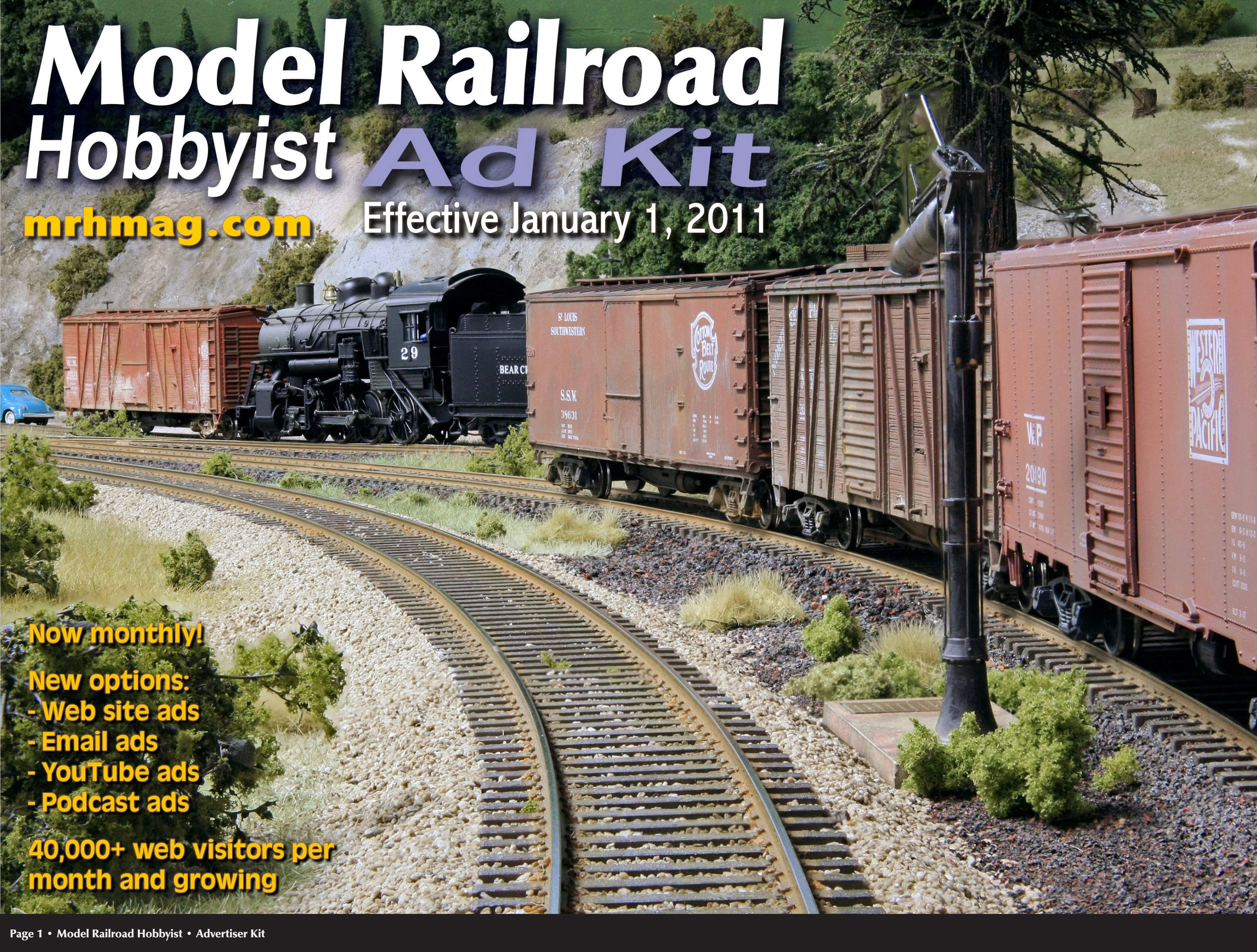


Model Railroad Hobbyist Ad Kit

mrhmag.com

Effective January 1, 2011



Now monthly!

New options:

- Web site ads
- Email ads
- YouTube ads
- Podcast ads

**40,000+ web visitors per
month and growing**

Effective January 1, 2011

Ad format	Dimensions (pixels)	Dimensions (inches)	1x	3x	6x	12x
Full page	1188 x 864 (WxH)	16.5" x 12.0" (WxH)	\$500	*\$425	*\$375	*\$350
1/2 page vertical	584 x 864 (WxH)	8.11" x 12.0" (WxH)	\$325	*\$275	*\$245	*\$225
1/2 page horizontal	1188 x 432 (WxH)	12.0" x 6.0" (WxH)	\$325	*\$275	*\$245	*\$225
1/4 page vertical	312 x 864 (WxH)	4.33" x 12.0" (WxH)	\$200	\$170	\$150	\$140
1/4 page square	584 x 432 (WxH)	8.11" x 6.0" (WxH)	\$200	\$170	\$150	\$140
1/4 page horizontal	860 x 288 (WxH)	11.94" x 4.0" (WxH)	\$200	\$170	\$150	\$140
1/8 pg (marketplace)	312 x 432 (WxH)	4.33" x 6.0" (WxH)	\$100	\$85	\$75	\$70
1/12 pg (marketplace)	312 x 288 (WxH)	4.33" x 4.0" (WxH)	\$75	\$65	\$55	\$50
Text only (marketplace)	250 characters	2" x 2" approx.	\$25	\$20	\$15	\$10

Sponsoring advertiser bonuses

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

As a Sponsoring Advertiser, you get extra monthly ad bonuses shown here:

- 3x Sponsor - 1 bonus (\$50 value)
- 6x Sponsor - 2 bonuses (\$100 value)
- 12x Sponsor - 3 bonuses (\$150 value)

Select from any of these bonus ads:

- Free web header slide show ad
- Free website forum banner
- Free ad in weekly news email
- Bonus downloads banner ad
- MRH YouTube Videos ad
- MRH Audio podcast sponsorship
- MRH Audio podcast 30 sec spot
- MRH Hobby Marketplace ad

The following pages of the ad kit describes these bonus ad options.

To reserve your ad space with us, go to our [reservation form](#) and select the ad space that's right for you. This reserves your ad space, but your payment is not due until your ad appears.

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.

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

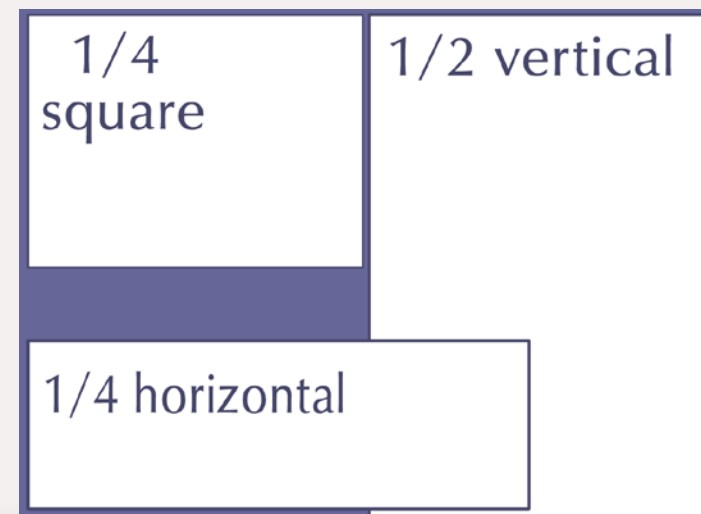
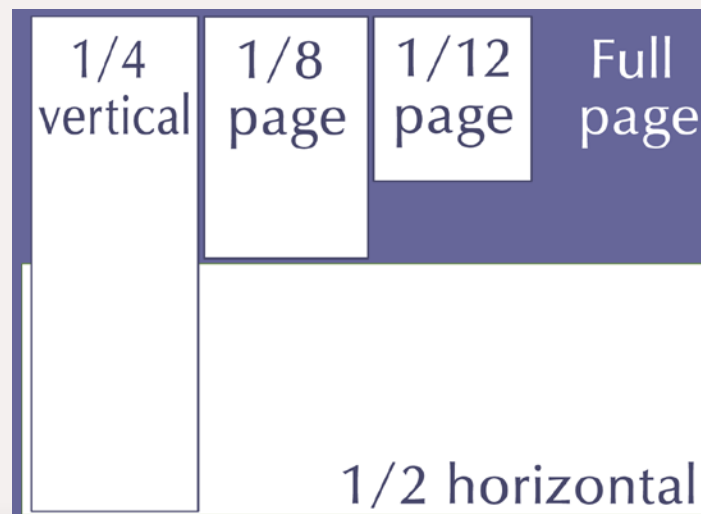
The magazine's full page size is 1188 x 864 pixels in *landscape orientation*, at 72 DPI. A full page is wider than it is tall, formatted to fit the typical computer monitor with *no scrolling necessary*.

Bonus ad venues	Monthly*
Site header slide ad	\$50
Forum/blog banner ad	\$50
Weekly news email ad	\$50
Bonus downloads ad	\$50
YouTube video ad	\$50
Podcast sponsorship	\$50
Podcast 30 sec. spot	\$50

* Sponsoring advertisers get monthly bonus ad venues free, based on reservation duration (see sidebar).

Ad reservation deadline: 6 weeks prior to issue release – for instance, January 15 for the March issue.

Ad copy deadline: 4 weeks prior to issue release – for example, February 1 for the March issue. We will email you a reminder.



New ad space on our upgraded web site

Our new upgraded web site for 2011 includes advertising space, to get your message in front of our 40,000+ monthly web site visitors¹.

The new ad spaces include:

- 1. Featured sponsor button (automatic):** New for all sponsors automatically is the featured sponsor button. When someone visits a page, we display one of our sponsoring advertiser logos in this space. This keeps your logo in front of our readers all month long.
- 2. Repeating slide show header:** Our new slide show header displays a new image once every 7 seconds. This header displays on every page so you can take advantage of our over 3 million hits per month to get your message in front of our readers. This **700 x 250** pixel space gives you lots of room to present your message.
- 3. Banner ads on every post:** At the bottom of the first post on every thread, we have a banner ad space. Now you can keep your message in front of our web site readers as they follow the brisk post traffic on our web site throughout the month. This **700 x 100** pixel banner size allows a generous space for promoting your brand.


Sponsoring advertisers automatically get their logo in ad space 1. For ad spaces 2 and 3, sponsoring advertisers can get free bonus ads in these spots depending on the duration of their ad reservation.

Web site ad spaces 2 and 3 are also available separately for a fee of \$50 per month. Just indicate in your ad reservation that you want to reserve one of these monthly ad spaces with us.

You can contract with our Creative Services department to build your slide show and/or banner ad for you. Our introductory pricing is +\$25 on the ad price for creative services, although for sponsoring advertisers, the fee is only +\$15.

¹ Unique visitors. Each person only counted once no matter how many visits that month.

Our redesigned web site for 2011 includes three new ad spaces for getting your message in front of our 40,000+ monthly web site visitors. If you're a sponsoring advertiser, placing your ad in these spaces is free. ▶



That looks suspiciously like a Fairbanks Morse 5-Axle C-Liner

Learn more ...



ALPINE DIVISION SCALE MODELS
NEW SPONSOR!

joef

- > Recent posts
- > Blogs
- > Discussion forums
- > Community
- > Groups
- > Search
- > Create general content
- > My account
- > Dashboard
- > Contact us
- > Log out

Who's new

- [Coombsy2010](#)
- [kenny](#)
- [Ron.Hilsden](#)
- [Bedavaokey](#)
- [wbwallace](#)

Recent blog posts

- [Working Brakes Part Two](#)
- [A sign a sign....if only I had a sign....](#)
- [Detailing Reading GP39-2s & MP15s](#)
- [MR Index Is back online](#)
- [It's Blue!!!](#)
- [BDL168 Installation-Kamboops Division Point Staging Detection](#)
- [N Scale Figures](#)
- [Cheap Photography](#)
- [The Best Structure](#)

Home / Blogs / [nbrodar's blog](#) / Detailing Reading C424s

Detailing Reading C424s

Thu, 2010-12-16 09:27 — [nbrodar](#) [Locos - Rolling stock](#)



Several years ago, my friend Greg (Skwiggy here) painted these Atlas C424s for me. The *Bee Line* scheme is a slight fabrication, as only select Reading six axles received it.

Fuel Tank modifications:



After revising the air tank piping a bit, this guy is ready to for Skwiggy to paint. Next is attacking the painted units, and hoping I don't mess up Greg's beautiful paint too much.

Nick

[nbrodar's blog](#) [Add new comment](#) 419 reads not spam (1) [mark as spam](#)



NEW! ... from DIGITAX The ZEPHYR xtra


Learn more ...

Comments

Hey Nick!

Thu, 2010-12-16 12:04 — [skwiggy](#)

The air brush is fired up and ready to go send those C424 ALCO's my way and lets get some color on them 😊. I look forward to painting something with some color. Its been so long I don't know if I remember how to pour anything but,



Web site traffic, circulation, and subscribers

To the right is a graph of the growth our web site has seen since we first publicly announced Model Railroad Hobbyist magazine in July of 2008.

Our founder, Joe Fugate, joined forces with his fellow model railroader Charlie Comstock to leverage their combined layouts' web site following. In short order, MRH built their "unknown" model railroading web site to a peak of almost 10,000 monthly unique visitors in only two months.

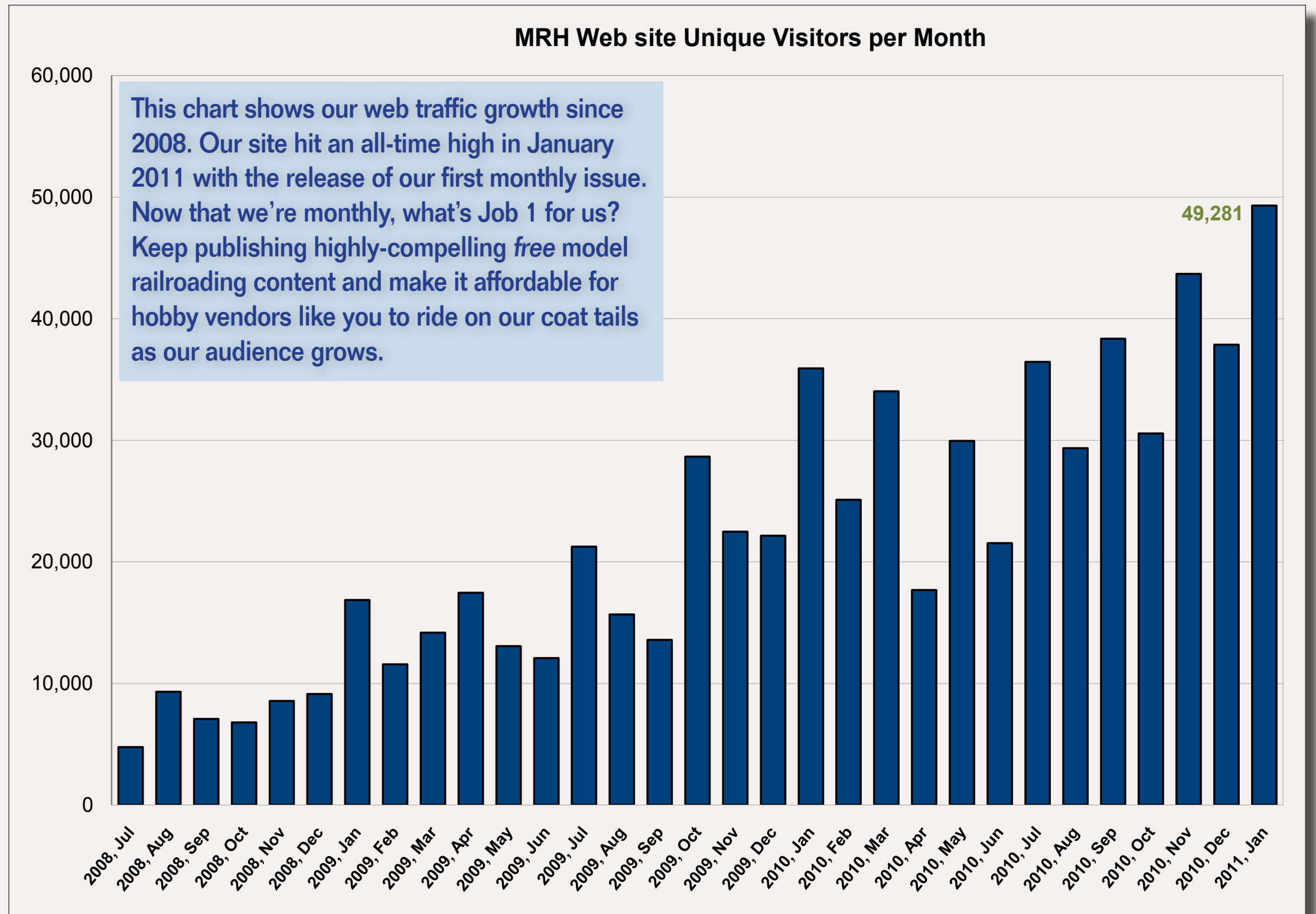
2009: In January of 2009, MRH started producing a quarterly mediaZine¹ using the advertiser-supported model and pushed on toward peaks of over 20,000 unique web site visitors per month.

2010: MRH moved to bimonthly issues in January 2010, and before long the web site traffic moved to be consistently over 30,000 unique visitors on the month of issue release.

By January 2011, MRH web site traffic reached 49,281 unique visitors.

Circulation: Trackable magazine circulation trails web traffic somewhat. Circulation consists of free downloads tracked from our web site, and unique online reads tracked by our free online edition. Some readers also download the

¹ A mediaZine is an eZine with multimedia content as well as static text and images.



magazine free on iTunes, or get a free CD handed out at shows throughout the year. We also sell a few subscriptions each month on physical media.

Total "readers" for our most recent issue as of this writing, were about 35,000.

We also have no idea how many free copies others are making and handing out. Periodically we get an email telling

us they "made 50 copies to hand out at the club", so it's anybody's guess how many issues of MRH get distributed in this manner.

MRH also has subscribers, which means (since the magazine is free) the person gives us their email so they can be notified weekly of hobby news and MRH next-issue progress updates.

MRH has over 17,000 subscribers as of this writing, and we send weekly emails to this subscriber base. Because the subscribers have opted in, we find ads in emails to be an effective means to getting a response.

In recent months, MRH has been adding more than 600 new subscribers per month. ■

Reader feedback

Hardly a day goes by that we don't get feedback from some excited reader who has just discovered Model Railroad Hobbyist.

Most are simply amazed that we even exist and that our content is free. Many readers express an intense loyalty to us and our advertisers because of our free-to-the-reader business model.

Here's a sampling of some of the comments we've received.

"MRH online is better than any print publication I subscribe to or have ever subscribed to. I love all of the advertisements, most I never see in print pubs, the articles are fantastic, the pdf download is just great. Being able to link to the ad's website is terrific. I sound like a little kid but I am 65 years old and have been in this hobby for 50 years or better."

— Tony M.

"I'm thinking of canceling my subscriptions to the printed magazines and just rely on stuff I find for free on YouTube and other web sites. What makes the MRH model work is it IS FREE! And if you want to entice younger generations to get involved with the hobby ... then being FREE is almost essential to attract them to at least look at the hobby."

— Ken L.

"I love the ability to click on an ad to go directly to a sponsor's page. I feel like the advertisers are giving something back to the hobbyist."

— Kevin R.

"I think the ads with an instant link to a product website for more information adds value to the Ezine. There are some products that I have purchased because of the MRH ad format that I probably would not have given a second thought about in a print magazine."

— Jim J.

"MRH doesn't charge us consumers anything. It provides that same information you can get from *Model Railroader* or *Railroad Model Craftsman* but it generally does a better job of it. MRH can give you good photos, well written text and a way of communicating with the author. In addition you may get a video describing how something was done without having to leave the article and sign on to a website. Even the ads are more useful since you can go directly to the advertiser's web site to see more or get information and possibly even communicate with the folks who created the ad. Try doing that with MR or RMC."

— Irv F.

"If anything, there are not enough ads yet in MRH - I want to see between five and ten more pages of ads, of the business card sized nature, because those offer the quickest lures to an old bottom-feeder fish like me."

— Benny R.

Here's an example of a half-page ad from a recent issue of Model Railroad Hobbyist magazine. Micro-Mark has powerfully leveraged the "one click and you're there" capability of our digital media.

ADVERTISEMENT

Power Tools Photo Etching Machining Airbrushing Casting
Decaling Weathering Electronics Layout Building Model Trains

Micro-Mark
Berkeley Heights, New Jersey 07922

Create your own decals
the easy, inexpensive way



Decal Paper for Ink Jet Printers

ITEM	FILM/PAPER	SHEETS	PRICE
#82272	Clear/White	5	\$7.25
#82273	Clear/White	25	\$31.55
#82274	Clear/White	100	\$121.45

Decal Paper for Laser Printers, Copiers and Micro-Dry Printers (Alps*)

ITEM	FILM/PAPER	SHEETS	PRICE
#82370	Clear/Blue	5	\$6.20
#82371	Clear/Blue	25	\$26.95
#82372	Clear/Blue	100	\$99.80

Decal Paper for Ink Jet and Laser Printers and Copiers

ITEM	FILM/PAPER	SHEETS	PRICE
#82277	White/White	5	\$7.25
#82278	White/White	25	\$31.55
#82279	White/White	100	\$121.45

Note: All printing requires a fixative spray.
See #82858 and #82463 below.

#82858 **Fixative Spray** A clear glossy acrylic that keeps ink jet- and laser-printed images from smearing or washing off. 6 oz. spray can. Not for Alps. (Shipped by ground to 48 contiguous U.S. only.) \$6.65

*#82463 **Dullcote** flat lacquer spray for all printed images, including Alps. 3 oz. (Shipped by ground to 48 contiguous U.S. only.) \$4.95

#82859 **Ink Jet Try-it Pack** Includes one each clear/white and white/white ink jet decal paper sheets, plus one spray can of glossy acrylic fixative. (Shipped by ground to 48 contiguous U.S. only.) \$10.55

#84179 **Laser Try-it Pack** Includes two clear/blue and one white/white laser decal paper sheets, plus one spray can of glossy acrylic fixative. (Shipped by ground to 48 contiguous U.S. only.) \$11.95



Deluxe Finishing
System makes decal film disappear.



Squizzers are the
perfect decal scissors.



Flat, Smooth-Tipped Tweezer
for perfect decal placement.



Sponge Applicator/Blotter removes
excess water when applying decals.

Order online at www.MicroMarkTrains.com
or call 1-800-225-1066!

Mention/enter code BA7 when placing your order.
Prices good through January 31, 2011. S/H extra.

FREE Catalog with
any order!

Ads in the weekly MRH email newsletter

We send out a weekly subscriber update newsletter by email. It not only notifies people the latest issue of MRH is available, we also cover hobby news items, have vendor ads, feature sponsoring advertisers, and highlight some of the more interesting blog and forum posts from the MRH web site for the week.

While the newsletter goes to a smaller number of modelers than visit our web site each month, we find the email newsletter ads perform *quite well*.

Pricing: One of the bonus advertising options you have is placing an ad in our email newsletter. As a sponsoring advertiser, this can be one of your free monthly venues besides the magazine – or you can opt to just do an email ad with us in one week’s mailing for \$50.

Size: The ad needs to be no larger than 250 x 700 pixels (same size as our slide show banner) and must have only a single hyper-link destination. We find the best response to this sort of ad occurs when you have a special landing page to partner directly with the ad, and the landing page has a prominent “Buy Now” button on it.

Just use our advertising reservation form to reserve your MRH email ad space today.

You can contract with our Creative Services department to build your email newsletter ad for you. Our introductory pricing is +\$25 on the ad price for creative services, although for sponsoring advertisers, the fee is only +\$15.



*Get your ad
in the weekly*

**Model Railroad Hobbyist
SUBSCRIBER UPDATE email**

Banner ad on our bonus downloads page

Each issue of Model Railroad Hobbyist includes a number of bonus downloads, which include high quality media versions of the videos in the issue, along with a special bonus item for most issues.

Our readers have come to expect the bonus downloads to be available and we hear quickly from anyone if they're having any issues downloading them.

This ad option allows sponsoring these downloads, to a maximum of 3 sponsors. The sponsor(s) get their logo on the premium downloads page in the magazine, and a banner ad spot on the download page.

You can contract with our Creative Services department to build your banner ad for you. Our introductory pricing is +\$25 on the ad price for creative services, although for sponsoring advertisers, the fee is only +\$15.

2010 Most visited web sites (global)

1. Google
2. Facebook
3. YouTube
4. Yahoo
10. Twitter
38. Apple (iTunes)

Facebook tops Google (Dec 31, 2010): It's been a good year for Facebook, at least in the USA. The stats say that Facebook.com accounted for 8.93 per cent of all US internet traffic and for the first time picked up top spot ahead of the Big G which managed a total of 7.19 per cent for Google.com.

Model Railroad Hobbyist magazine™

NEW! ... from DIGITRAX

The ZEPHYR xtra

Learn more ...

**Jan 2011 Bonus Extras (over 780 MB of extras!)
(You must download before January 17th)**

- [FREE Conifers chapter from Siskiyou Line video series - Full DVD quality - 136 MB](#)
- [FREE Conifers chapter from Siskiyou Line video series - HD quality \(720p\) - 383 MB](#)
- [Steve Cavanaugh's Western Pacific mushroom layout in action - Full DVD quality - 28 MB](#)
- [Steve Cavanaugh's Western Pacific mushroom layout in action - HD quality \(720p\) - 80 MB](#)
- [Les Halmos' roundhouse floor concrete weathering demo - Full DVD quality - 32 MB](#)
- [Les Halmos' roundhouse floor concrete weathering demo - Full HD quality \(720p\) - 80 MB](#)
- [Drag-n-drop favorites-book](#)
- [Drag-n-drop favorites book](#)

NOTE: These high quality downloadable... iPod/iTouch/iPhone/iPad. We also find...
To learn more about the MP4 video form...

Each issue of Model Railroad Hobbyist magazine has a premium extras panel like that shown here on the right. You can sponsor the bonus downloads for a given issue, and we will put a clickable logo in the magazine announcement panel, and give you a banner ad space (700 x 100) on the bonus downloads page itself (above).

Issue 11-01 Premium Extras!

Free for the first 20 days after issue release
(After January 17, 2011, these extras will no longer be available)

- Free downloadable chapter from the Model Trains Video scenery series
- DVD-quality versions of this issue's videos

Bonus downloads sponsored by



click to learn more about this sponsor



Click here to access

Ads in our YouTube videos

We've always been about using modern digital media like video to help modelers learn how to do the hobby. Recently, we've opened our [MRH YouTube channel](#) and all video media also gets posted on YouTube. Your message would also run on Blip.tv and of course, in the embedded media edition of MRH.

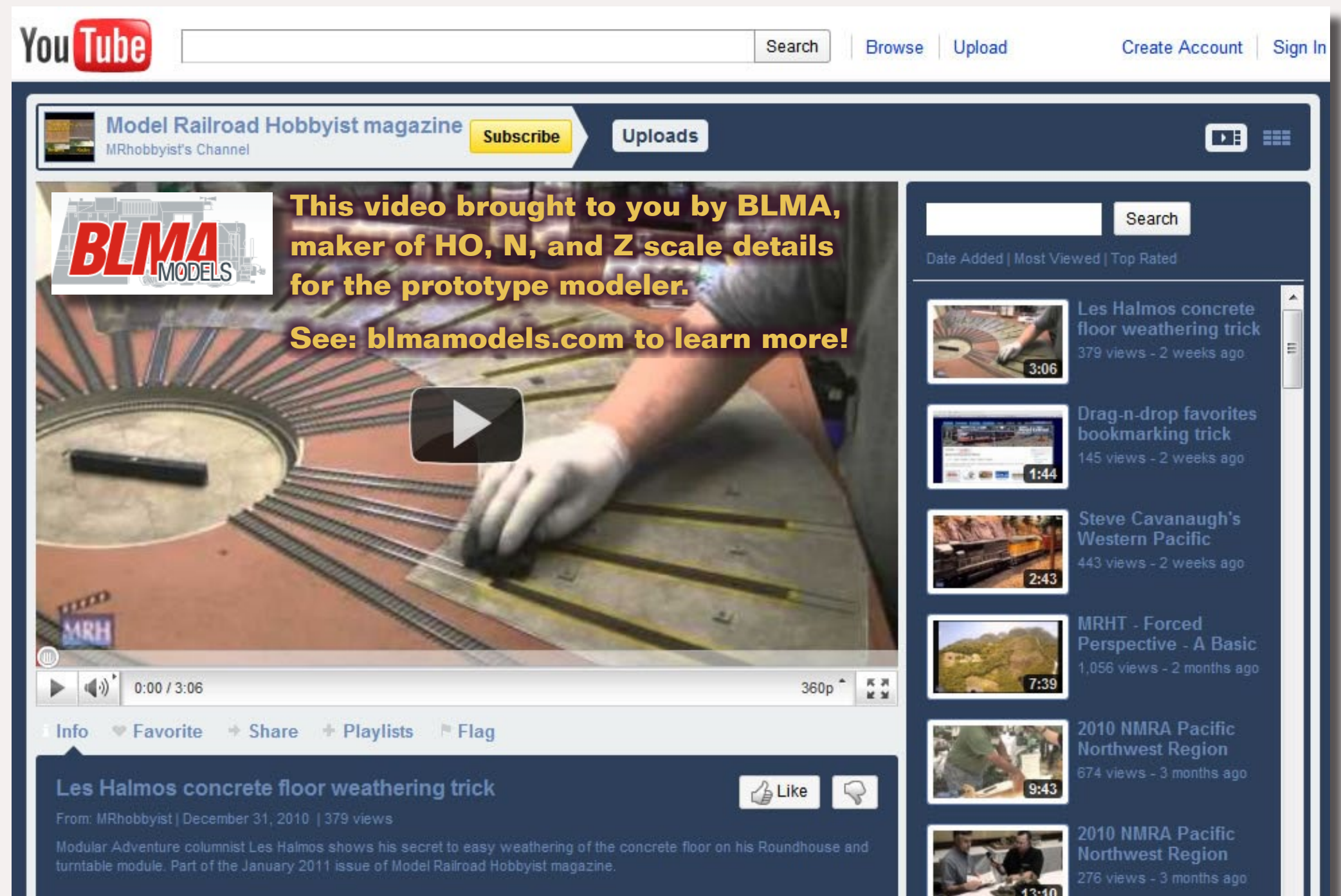
If you'd like to get your brand message in our videos, we offer a sponsorship of a magazine's video for that month (most issues generally have several videos).

We'll put your message on the front still frame that introduces the video, and we'll put your message on the opening and the end of the video.

Sponsoring advertisers can select a monthly sponsorship of a YouTube video as their free bonus ad, or this option is also available separately for \$50 each.

We're limited to a max of 3 sponsors per YouTube video, and once we run out of videos in that issue, we won't be able to take more video sponsorships.

This advertising option is available on a first-come, first-served basis.



The screenshot shows a YouTube video player interface. At the top, the YouTube logo and navigation links (Search, Browse, Upload, Create Account, Sign In) are visible. The channel name is 'Model Railroad Hobbyist magazine' with a 'Subscribe' button and 'Uploads' link. The video title is 'Les Halmos concrete floor weathering trick' with 379 views and a duration of 3:06. A large text overlay reads: 'This video brought to you by BLMA, maker of HO, N, and Z scale details for the prototype modeler. See: blmamodels.com to learn more!'. The video player shows a hand working on a model train floor. Below the video player are options for 'Info', 'Favorite', 'Share', 'Playlists', and 'Flag'. The video description includes the title, author 'From: MRhobbyist | December 31, 2010 | 379 views', and a brief description: 'Modular Adventure columnist Les Halmos shows his secret to easy weathering of the concrete floor on his Roundhouse and turntable module. Part of the January 2011 issue of Model Railroad Hobbyist magazine.' To the right of the video player is a sidebar with a search bar and a list of recommended videos, including 'Les Halmos concrete floor weathering trick', 'Drag-n-drop favorites bookmarking trick', 'Steve Cavanaugh's Western Pacific', 'MRHT - Forced Perspective - A Basic', '2010 NMRA Pacific Northwest Region', and another '2010 NMRA Pacific Northwest Region' video.

Each issue of MRH has video media included, and we post that media on YouTube. If you'd like to get your brand message on YouTube and in our videos, this advertising option is available to you.

Internet Surpasses TV as Most Essential Media in 2010 study

“For the first time, the internet has surpassed TV as the ‘most essential’ medium, according to the latest Infinite Dial study by Arbitron and Edison Research.

When asked which they choose if they must, never again watching television or never again accessing the internet, slightly more people chose TV as the medium they would eliminate ... ”

Ads in our monthly podcasts

In the summer of 2010, we initiated our new monthly [MRH Podcast](#). In a short time, our podcast climbed to become one of the most popular model railroading podcasts on iTunes.

We're offering these advertising options on our podcast:

1. Sponsor a show: If you would like to be a podcast sponsor, we'll mention your name, URL, product line, and a short promotional message at the beginning, middle, and end of the podcast for that month.

"This podcast brought to you by Digitrax, maker of the hobby's most popular DCC products, available either at your brick-and-mortar hobby shops or online. To learn more, visit [Digitrax.com](#) today - that's dee-eye-gee-eye-tee-are-aye-ex-dot-com."

2. 30-second podcast spot: If you'd like, we'll work with you to make a 30 second podcast spot and put it in the podcast. You will need to give us some idea of what you'd like the spot to promote, and then you can contract with our Creative Services department to put the 30-second spot together for you – or you can send us an audio MP3 file of the spot and we'll put it into the show.

Sponsoring advertisers can select these venues for their free bonus ads, or these ad options are available separately for \$50 each.

You can contract with our Creative Services department to build your 30-second spot for you. Our introductory pricing is +\$25 on the ad price for creative services, although for sponsoring advertisers, the fee is only +\$15.

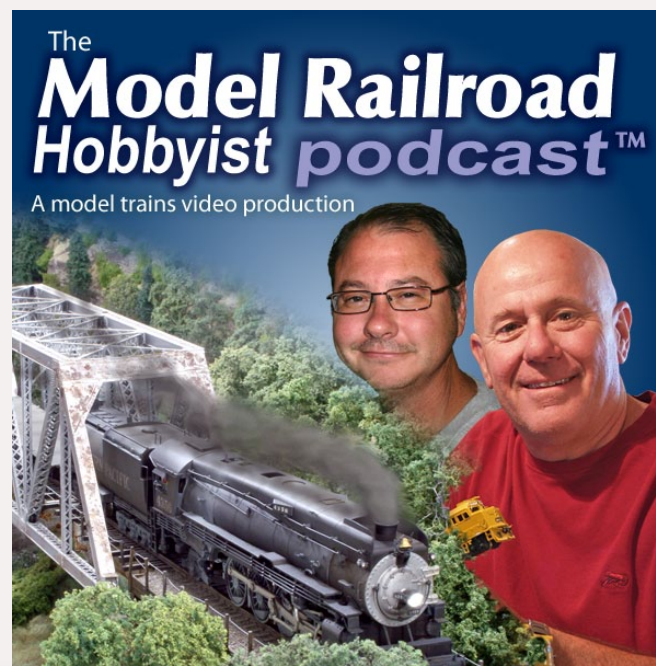
Podcasts See All >

- Model Railroad Hobbyist** Paul and Ryan Hobbies
- The Scotty Mason Show** The Scotty Mason Show Hobbies
- Model Railcast Show** Ryan Andersen Hobbies
- Model Railcast Show** Ryan Andersen Hobbies
- The Rip Track - podcast** Sean Lamb Hobbies
- The Model Railway Show** Jim Martin and Trevor Ma... Hobbies
- Train Talk TV | Ex...** Neil Enock Hobbies
- The KitCast Podcast** Doug Foscale Fos Scale Mod... Hobbies

Podcast Episodes 1-23 See All >

Name	Podcast	Released	Time	Popularity	Price
1 MRH10-01 - PDF Magazine	Model Railroad Hobbyist	11/14/10	2:16:47	██████████	FREE
2 MRH07-01 - PDF Magazine	Model Railroad Hobbyist	5/3/10	1:38:38	██████████	FREE
3 MRH07-01 Lance Mindheim	Model Railroad Hobbyist	7/7/10	51:05	██████████	FREE
5 MRH10-06 Marty McGuirk	Model Railroad Hobbyist	11/14/10	1:05:27	██████████	FREE
4 MRH08-01 - PDF Magazine	Model Railroad Hobbyist	7/5/10	2:16:47	██████████	FREE
6 Late May 2009 episode	The Scotty Mason Show - The Original Mod...	6/3/09	2:33:00	██████████	FREE
9 McWane Center Holiday Exhibit - Birmingham, AL	RailWatchers	1/28/08	1:03	██████████	FREE
7 MRH08-01 Les Halmos	Model Railroad Hobbyist	7/12/10		██████████	FREE
10 Podcast: Episode 13 - 2010 National Train Show a...	The Rip Track - podcast	8/1/10		██████████	FREE
8 MRH09-01 - PDF Magazine	Model Railroad Hobbyist	9/6/10	2:16:47	██████████	FREE

If you type "model railroad podcast" in the iTunes search box, here's what comes up. As you can see, seven of the top 10 most popular podcasts are the MRH podcasts. Getting your ad on our podcast is a good way to keep your brand in front of today's modelers on-the go.



Podcasts: not just for iPods

When you hear PODCAST, don't think iPod!

The term "podcast" gives people the impression you need an Apple iPod to listen to it. *Wrong.*

Instead, *think MP3 player.* Podcasts are nothing more than today's internet version of a radio broadcast on demand, in MP3 format.

All you need is an MP3 player to listen to a podcast, so you can listen on most any modern smart phone, MP3 players of all descriptions, on your computer, and on the new crop of tablet devices coming out (like the iPad).

Ads in our Hobby Marketplace

Each issue of Model Railroad Hobbyist features our Hobby Marketplace, the location readers go when looking for any of our non-sponsoring advertisers.

We've collected all of our quarter page and smaller ads together in the marketplace because we've found they get noticed more when they're all in one place.

Hobby marketplace ads are the most economical ads we offer, and they start as low as \$25 per issue (or with a 12x placement, the price can be as low as \$10 each).

Your hobby marketplace ad options include:

- 1. Quarter page graphics ad:** We put your quarter page ad in the Hobby Marketplace unless you tell us otherwise. We can also put quarter page ads in article content if you so request.
- 2. Eighth and twelfth page graphics ad:** Eighth page and twelfth-page ads always go in the Hobby Marketplace, so they get noticed. They're small enough that they tend to get lost when placed in articles.
- 3. Text-only ad:** Text-only ads always go in the Hobby Marketplace. Text-only ads contain no graphics, only text and a URL link, but we do allow emphasizing some of the text according to your specifications.

Sponsoring advertisers can also select the hobby marketplace as a venue for their free bonus ads (1/4 page counts as 2 bonus venues, 1/8 page counts as 1 bonus venue). These ad options are also available separately as per our ad rate sheet.

Model Railroad Hobbyist - HOBBY MARKETPLACE

1

2

Need help with DCC?
We tailor DCC to your Givens & Druthers
DCC by Design
offers service to help you enjoy your layout
Learn more at www.dccbydesign.com

Your ad could be reaching tens of thousands of MRH readers from our Hobby Marketplace pages for a very reasonable cost. Learn the details HERE . . .

3

If you are looking for a great way to display your N, HO and O trains, try grooved
ShelfTrax
Attaches to the wall without brackets!
Learn more at www.shelftrax.com

Add an Exciting New Dimension to your layout... with Fiber Optics!
A Special Offer for Model Railroad Hobbyist Readers
www.TheFiberOpticStore.com/MRH
The Fiber Optic Store.com

Scenery so real you can almost smell it! HANDMADE & UNIQUE
Modeller's Warehouse
www.modellers-warehouse.com.au

Modelers refer to the *MRH Hobby Marketplace* as a sort of “model railroading classifieds”. The Hobby Marketplace hosts our most economical ads, and we regularly hear from readers who tell us one of the things they like *best* about MRH is the Hobby Marketplace vendor ads.

You can contract with our Creative Services department to build your Hobby Marketplace ad for you. Our introductory pricing is +\$25 on the ad price for creative services, although for sponsoring advertisers who want to use the Hobby Marketplace for one of their bonus venues, the fee is only +\$15.



The MRH Bulls-eye ...

Make sure you include the MRH bulls-eye graphic in your ad – we've trained our readers to click when they see it, and it really works! [Download it from here.](#)

Welcome Advertisers!

Model Railroad
Hobbyist magazine™

mrhmag.com

Reserve ad space

Upload ad copy

Download latest ad kit

Read latest ad kit online

Reader Survey



Les M. Halmos
Advertising Account Manager

Contact Les

Other important ad copy notes

Links in ads: If you don't specify where you want your ad to link to in the instructions section of your ad copy upload, we will make your ad link to the same location as your sponsor logo – which is generally the home page of your web site.

If you want to have “hot spots” on your ad link to other pages on your site (a good idea actually - see the sample Micro-Mark ad on [page 5](#) of this ad kit for an ad that does just this), then we permit you to have more than one link per ad.

There are practical limits, however. We restrict the number of links you can have in an ad as follows:

1/4 page - 3 links max

1/2 page - 6 links max

full page - 12 links max



Please include our bulls-eye logo in your ad: Way back in issue 2 of our magazine, we started training our readers to watch for the bulls-eye logo on ads as their reminder to click ads for more information. The bulls-eye was immediately effective, sometimes doubling the clicks the same ad had previously seen in issue 1.

We recommend you use the bulls-eye religiously in your ads – and if you don't put one in, we will try to add one for you, since it almost always improves ad click performance. You can [download a zip file of our bulls-eye logo graphics here](#).

Submitting your ad copy to MRH

To submit your ad copy to us, you need an advertiser's login to our web site. You can sign up on our web site and notify us of your ID and we will give you advertiser privileges. Or if you prefer, you can use our generic login below:

username: [mrh-adcopy](#) This login (or your personal login if you're an advertiser) takes you to our advertiser's home page (above). Click the [Upload ad copy](#) button to access our ad upload form.
password: [adcopy](#)

Fill out the upload form and upload your ad copy to our server. The form includes specifying the ad venue for the copy (magazine, website, podcast, ...) , the month to run the ad, as well as any special instructions such as hyperlinks desired.

We ask that all advertisers use the MRH official upload ad copy form since we use the automatic listing it produces to place your ad copy in the venue you specify.

Payment terms

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

We prefer to receive a Paypal account or a credit card number for billing purposes. We will not charge your account until 10 days after your ad starts running.

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.



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