



ADVERTISING RATES THE PROSPECTOR & GREEN LIGHT PUBLICATIONS

Effective January 1, 2023. Advertising Terms and Rates Subject to Change Without Notice

ABOUT OUR PUBLICATIONS



The RGM&HS publishes *The Prospector*, our professionally produced and beautifully illustrated quarterly magazine featuring the finest work of historians and other experts on all aspects of Rio Grande Railroad.

The *Green Light* is the society's electronic newsletter delivered 8 times a year via e-mail is intended to provide society information not included in the four regular issues of *The Prospector* magazine.

AD RATES



SOCIETY MAGAZINE PUBLISHED QUARTERLY

Interior

| | | | | | |
|--------------------------|-------|-------------------|-------|------------|-------|
| Full Page | \$250 | 1/2 Page | \$135 | 1/4 Page | \$ 70 |
| 1/8 Page | \$ 40 | 1/3 Page | \$ 85 | 2/3 Page | \$170 |
| 1/6 Page | \$ 45 | 1/12 Page | \$ 25 | | |
| Color Inside Front Cover | \$300 | Inside Back Cover | \$275 | Back Cover | \$350 |



SOCIETY E-MAIL NEWSLETTER PUBLISHED 8 TIMES A YEAR

Interior

| | | | | | |
|-----------|-------|-----------|-------|----------|-------|
| Full Page | \$ 45 | 1/2 Page | \$ 35 | 1/4 Page | \$ 25 |
| 1/8 Page | \$ 20 | 1/3 Page | \$ 20 | 2/3 Page | \$ 40 |
| 1/6 Page | \$ 15 | 1/12 Page | \$ 10 | | |

SIZES

| | | |
|------------|------------------------|---------------------------|
| 1/12 Page: | 2.4" wide x 2.4" high | |
| 1/8 Page: | 3.67" wide x 2.4" high | |
| 1/6 Page: | 2.4" wide x 4.9" high | |
| 1/4 Page: | 3.67" wide x 4.9" high | OR 7.5" wide x 2.4" high |
| 1/3 Page: | 2.4" wide x 10" high | OR 7.5" wide x 3.25" high |
| 1/2 Page: | 3.67" wide x 10" high | OR 7.5" wide x 4.9" high |
| 2/3 Page: | 4.9" wide x 10" high | OR 7.5" wide x 6.5" high |
| Full Page: | 7.5" wide x 10" high | |

For other size ads, contact: promotions@rgmhs.org

DIGITAL FILE FORMATS

For pure text advertisements, use MS Word or a compatible format. Please include any special fonts that are used. For interior page (b&w) advertisements with graphics, 300dpi TIFF files are requested. Advertisements for color pages should be provided as 400dpi CMYK TIFF files. Advertising files should be provided digitally, with advance arrangement, can be uploaded to the RGM&HS website or shared with cloud shared spaces such as OneDrive, Dropbox or Google drive.

Note: The advertisement may be altered to fit the space on the page. You will not get less space than you paid for!

PAYMENT

Payment must be within 30 days of invoice date.

RESERVE SPACE FOR YOUR ADVERTISEMENT

➔ Send an E-Mail to: promotions@rgmhs.org
 Mail to: Rio Grande Modeling & Historical Society – Dealers & Advertising
 P.O. Box 25005
 Salt Lake City, UT 84125-0005

Name: _____
 Address: _____
 City, State & Zip: _____
 Phone: _____
 E-Mail: _____



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Interior

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| Full Page | <input type="checkbox"/> | 1/2 Page | <input type="checkbox"/> | 1/4 Page | <input type="checkbox"/> |
| 1/8 Page | <input type="checkbox"/> | 1/3 Page | <input type="checkbox"/> | 2/3 Page | <input type="checkbox"/> |
| 1/6 Page | <input type="checkbox"/> | 1/12 Page | <input type="checkbox"/> | | |
| Color Inside Front Cover | <input type="checkbox"/> | Inside Back Cover | <input type="checkbox"/> | Back Cover | <input type="checkbox"/> |



Interior

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| Full Page | <input type="checkbox"/> | 1/2 Page | <input type="checkbox"/> | 1/4 Page | <input type="checkbox"/> |
| 1/8 Page | <input type="checkbox"/> | 1/3 Page | <input type="checkbox"/> | 2/3 Page | <input type="checkbox"/> |
| 1/6 Page | <input type="checkbox"/> | 1/12 Page | <input type="checkbox"/> | | |

