

# Intermodal **INSIGHTS**

ROAD  
RAIL  
WATER  
LOGISTICS  
SUPPLIERS

## 2017 Advertising Opportunities

*A new focus designed to  
maximize your reach!*



Intermodal Association of North America

# Intermodal INSIGHTS

**Special offer for  
first-time advertisers!**

Get a full year's advertising when you purchase five ads and get a bonus ad FREE. One time offer for NEW advertisers only.

IANA has unveiled an exciting new direction for *Intermodal Insights* in 2017. As a magazine style publication – in both print and digital formats, distributed 6 times a year – the new *Insights* will be committed to delivering IANA members thought leadership, collaboration and actionable information.

In each bi-monthly issue, *Insights* will provide in-depth coverage of subjects that cut across industry verticals, such as productivity, safety and efficiency. That means business-critical writing that matters to each member and division.

A new advertising opportunity is designed to maximize your reach. For the first time, *premium placement is now available* on the inside front cover and the back cover of each issue.

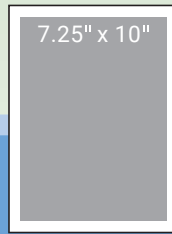
Additionally, a new editorial calendar has been introduced, and every issue will reach a wider audience, including the most sought-after intermodal customers and decision makers at railroads, ocean carriers, ports, logistics providers, motor carriers and more. All five IANA divisions will find relevant content in both lead articles and additional feature articles.

## Editorial Calendar

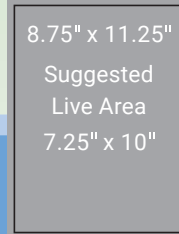
Issue	Editorial Highlights	Distribution		Closing Date
		Print	Digital	
Jan./Feb.	<ul style="list-style-type: none"> <li>• Paths to Enhanced Intermodal Productivity</li> <li>• Maintenance and Repair Best Safety Practices</li> <li>• 2017 Industry and Economic Outlook</li> </ul>	1,400 members	5,750 member contacts	1/19
March/April	<ul style="list-style-type: none"> <li>• New Approaches to Driver Hiring</li> <li>• Chassis Sourcing Transition – Are We Done Yet?</li> <li>• Equipment Supplier Market Opportunities</li> </ul>	1,400 members	5,750 member contacts 6,750 UIIA motor carriers	3/10
May/June	<ul style="list-style-type: none"> <li>• TMS Systems and Intermodal Potential</li> <li>• Infrastructure Agenda – What's Best for Intermodal</li> <li>• 3PLs and Asset Utilization</li> </ul>	1,400 members	5,750 member contacts	5/12
July/Aug.	<ul style="list-style-type: none"> <li>• Key Issues for Component Suppliers</li> <li>• Best Practices in Customer Service</li> <li>• Creating an Intermodal Safety Culture</li> </ul>	1,400 members	5,750 member contacts 6,750 UIIA motor carriers	7/12
Sept./Oct.	<ul style="list-style-type: none"> <li>• In Depth Expo Report</li> <li>• New Approaches to Staffing</li> <li>• Additional Coverage of Breaking News</li> </ul>	1,400 members	5,750 member contacts	9/25
Nov./Dec.	<ul style="list-style-type: none"> <li>• How to Leverage Rail Service Improvement Gains</li> <li>• Future Technology Opportunities and Intermodal</li> <li>• Year-End Wrap-up of Key Developments</li> </ul>	1,400 members	5,750 member contacts	11/22

## Ad Sizes

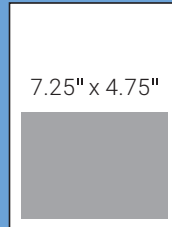
Full page (non-bleed)



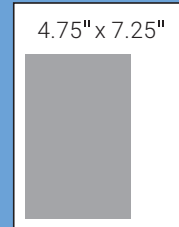
Full page (bleed)



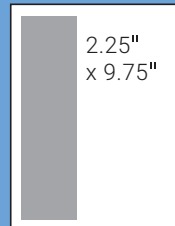
1/2 page horizontal



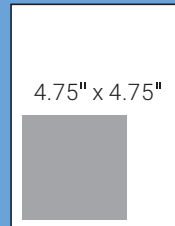
1/2 page island



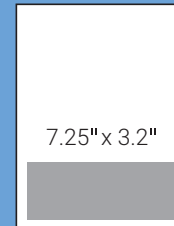
1/3 page vertical



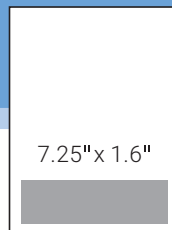
1/3 page square



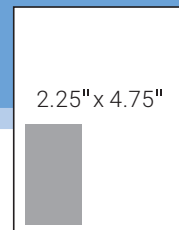
1/3 page horizontal



1/6 page horizontal



1/6 page vertical



## Mechanical Requirements

- Publication size: 8.5" x 11".
- Ad should be supplied as a digital file (high-resolution PDF is preferred format). Other digital files are accepted for ads created in page-layout software only.
- **Ads created in Microsoft Word or Microsoft Publisher format must be converted to high-resolution PDF format.**
- Files up to ten megabytes in size may be emailed to [maggie.miller@intermodal.org](mailto:maggie.miller@intermodal.org). Larger files may be provided by Dropbox or similar service. Contact us for access through FTP.

## Insertion Orders

Complete the insertion order on page four and return as instructed on the form. Insertion orders from advertising agencies are also acceptable.

Space orders, digital files and correspondence should be emailed to [maggie.miller@intermodal.org](mailto:maggie.miller@intermodal.org).

### Advertising Policies

The Intermodal Association of North America will accept "positive" advertising by companies demonstrating the benefits of the product or service advertised. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisement printed, and also assume responsibility for any claims made against IANA arising from content of the ad. IANA reserves the right to exercise its sole discretion in rejecting any advertisement that does not conform to the publication standard.

Any attempt to simulate the *Intermodal Insights* format is not permitted, and IANA reserves the right to place the word "advertisement" with copy which, in IANA's opinion, resembles editorial matter. IANA has sole discretion over when and where the advertisement appears in *Intermodal Insights*.

# 2017 Intermodal Insights Advertising Insertion Order



To reserve your space, email form to [maggie.miller@intermodal.org](mailto:maggie.miller@intermodal.org) or fax to 301-982-4815. Consult editorial calendar on page 2 for deadlines for receipt of insertion orders and artwork. Questions? Call 301-982-3400, ext. 350.

## Premium positions

- Inside Front Cover (Full page only)
- Back Cover (Full page only)

## Ad size/type

### Color

- Full page
- 1/2 page
- 1/3 page
- 1/6 page

### Black and White

- Full page
- 1/2 page
- 1/3 page
- 1/6 page

- Special Offer** – First-Time Advertiser Bonus (One ad free when booking five paid ads.)

## Issues for insertion

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

## IANA Member Rates

# of issues	1-2	3-5	6
<b>Color fee per ad</b>			
Back Cover	\$2,950	\$2,850	\$2,750
Inside Front Cover	\$2,750	\$2,650	\$2,550
Full page	\$2,165	\$2,075	\$2,005
1/2 page	\$1,230	\$1,180	\$1,130
1/3 page	\$1,080	\$1,045	\$1,015
1/6 page	\$890	\$870	\$845
<b>Black &amp; White fee per ad</b>			
Full page	\$925	\$845	\$765
1/2 page	\$620	\$560	\$515
1/3 page	\$470	\$425	\$395
1/6 page	\$265	\$240	\$220

## Non-Member Rates

# of issues	1-2	3-5	6
<b>Color fee per ad</b>			
Cover positions are available only to IANA Members.			
Full page	\$2,880	\$2,705	\$2,565
1/2 page	\$1,810	\$1,710	\$1,510
1/3 page	\$1,530	\$1,455	\$1,395
1/6 page	\$1,160	\$1,090	\$1,051
<b>Black &amp; White fee per ad</b>			
Full page	\$1,625	\$1,455	\$1,330
1/2 page	\$1,190	\$1,090	\$1,000
1/3 page	\$915	\$845	\$775
1/6 page	\$545	\$480	\$435

Number of Insertions \_\_\_\_ x Insertion Rate \_\_\_\_\_ = **Amount Due:** \_\_\_\_\_

## Payment

IANA members have the option to be invoiced or to provide a credit card number for payment. Ads are billed, or credit card debited, in the month(s) when ad appears. Non-member advertising must be pre-paid. Please provide credit card information or make check payable to IANA and mail to: 11785 Beltsville Drive, Suite 1100, Calverton, MD 20705-4049

- Check Enclosed
- American Express
- MasterCard
- Visa
- Bill Me (IANA members only)
- Bill Ad Agency

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

## Advertising Contact

Company Name	Ad Agency (if applicable)
Contact Name	Agency Contact
Title	Title
Street Address	Street Address
City/State/Zip	City/State/Zip
Phone	Phone
Email	Email