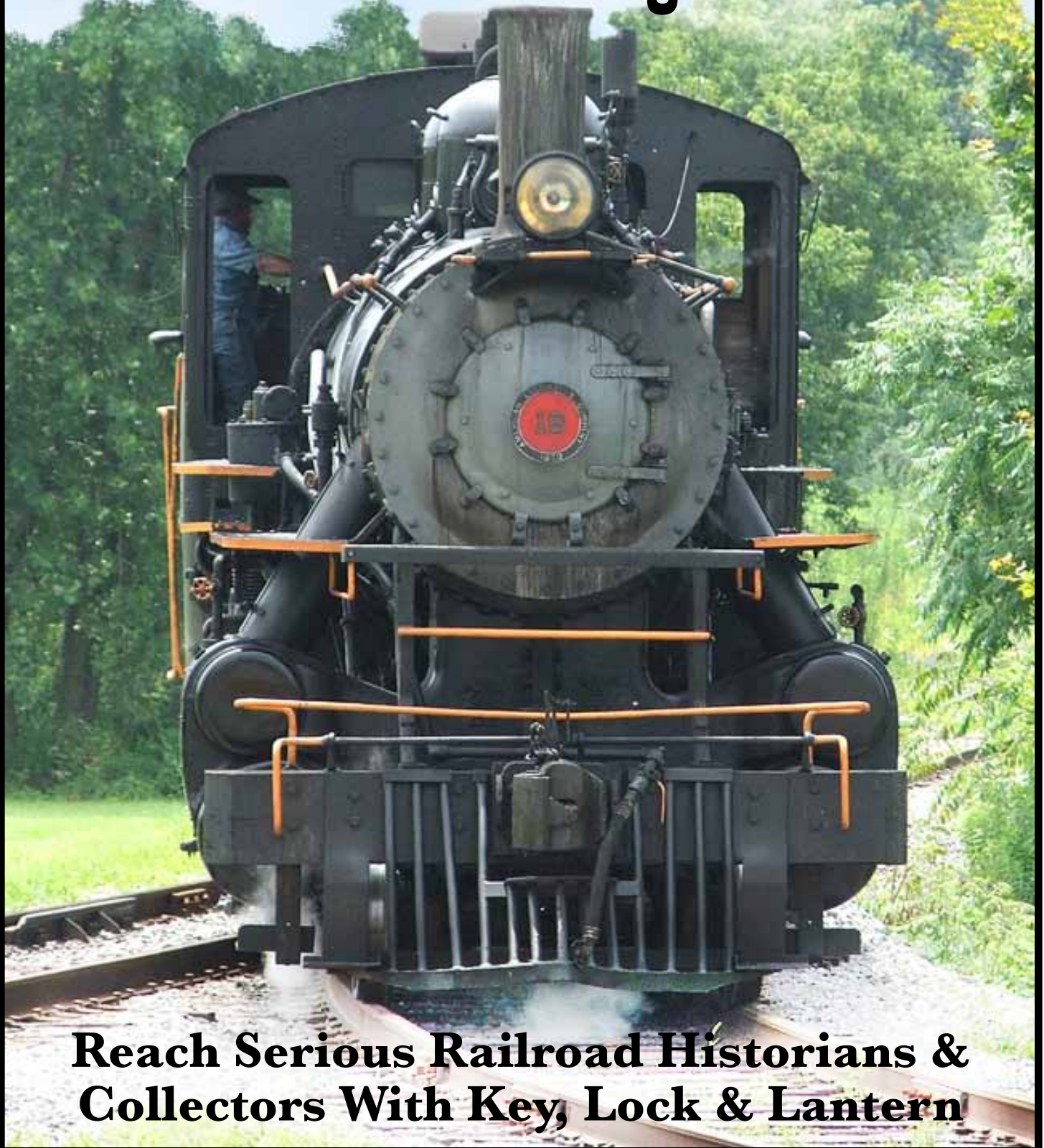


KEY LOCK & LANTERN

2013 Advertising Guide



**Reach Serious Railroad Historians &
Collectors With Key, Lock & Lantern**

**Reach Serious Railroad Historians
& Collectors Through**

KEY LOCK & LANTERN

From photography to scale modeling, the railroad hobby is exceptionally diverse. Within this broad group of enthusiasts, railroad history buffs work to preserve the legacy of this mode of transportation and railroadians collectors seek artifacts that offer a tangible connection to its past. For over forty years, Key, Lock & Lantern has served as an essential resource for serious historians and collectors.



Founded in 1966, Key, Lock & Lantern is a non-profit organization for railroad history buffs and collectors of all types of railroadians. Advertising in its publications is an excellent way to reach historians and collectors who regularly buy & sell railroad artifacts and related goods, and who travel to railroad events and historic sites. Through an ad in KL&L, antique dealers, hobby retailers, auctioneers, show promoters, museums, and historical societies are able to deliver their message to the target audience that is most likely to respond to it.

Key, Lock & Lantern, Inc. publishes a quarterly printed magazine, a bimonthly digital newsletter, a web site for railroad historians and collectors, and related internet resources, including YouTube and Facebook pages. With a broad variety of options and reasonable rates, advertising with KL&L is an easy and cost-effective way to reach this specialized segment of the railroad hobby and antique markets. Contact KL&L President Dave Hamilton at transportsim@aol.com, to learn how Key, Lock & Lantern can work with you in achieving your goals.



KEY LOCK & LANTERN

The Key, Lock & Lantern magazine has a quarterly press run of 275, of which about 250 copies are mailed directly to members. The remainder are sold by mail order through the KL&L web site. Most members retain their magazines as a reference source, and back issues are always popular items at railroaders auctions. A display advertisement in the print edition of the Key, Lock & Lantern magazine will be viewed by the most serious researchers of railroad history and collectors of railroad memorabilia. Advertising in the KL&L magazine is an excellent way to reach this highly focused market and to establish long-term visibility for products and services related to railroad history and collecting.




KEY LOCK & LANTERN

Official Journal of Key Lock & Lantern, Inc.
A Non-Profit Membership Corporation Chartered in New Jersey
Serving Railroaders Collectors Since 1962

Volume 40, No. 1 Jan/Feb/Mar 2011 Issue # 151





The Many Faces of
the Erie Railroad



In This Issue:
New York & Erie Car Locks
Railway Union: The Erie RR
History of Freight Car Locks

Photos from Along the Line
Quaintness & Amusement Colours
End of an Era in Passenger Service

\$6.00
Single Copy
Price



KEY LOCK & LANTERN NEWS

July/August 2010 Issue No. 3



New Haven Hosts NAOTC Timetable Convention

While some people may think of Key Lock & Lantern as an organization of "hardware collectors," most KL&L members are interested in many different types of railroaders. Often, lanterns share display space on our shelves with passes, timetables and broadsides. Recently, the ongoing search for interesting paper items led a number of KL&L members to New Haven, CT, for the annual convention of the National Association of Timetable Collectors.

Hosted by nationally-known timetable dealer Carl Loucks, the NAOTC convention was held over the weekend of July 16th, at the Holiday Inn in North Haven, CT. Collectors and dealers from all around the country brought timetables and other paper memorabilia for sale and trade. Steamship line, airline, and bus timetables were offered, in addition to the large selection of railroaders. Following a "members only" trading session on Friday, the doors were open to the public for Saturday's show and sale.

The speaker for the Saturday night banquet was retired New Haven Line trainmaster Jack Swenberg, whose photographs have appeared in many railroad publications over the years. Mr. Swenberg presented an excellent slide show of subjects ranging from steam locomotives in Colorado to New York Central electric lines. Following the program, the annual NAOTC fund-raiser auction was held, with a large variety of interesting items sold to the high bidders. All auction proceeds went to support the NAOTC. Although everyone was looking to add something to their collections, the highlight of the convention for most participants was simply the opportunity to visit with fellow timetable collectors.

Many convention attendees also took the opportunity to visit local railroad museums, and to photograph the operations on railroad lines in the New Haven area. Amtrak and the Connecticut Southern RR provided a constant parade of trains by the hotel, and Amtrak and Acela trains on the Northeast Corridor could be found a few miles away.



Many convention attendees took the opportunity to ride some of the former New Haven RR lines in the area, such as the historic Metro-North Danbury Branch.



There was an excellent selection of timetables and other paper memorabilia available at the NAOTC convention.

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KL&L NEWS

The bimonthly Key Lock & Lantern News is published in digital PDF format, and is distributed by e-mail to over 200 KL&L members and friends of the organization. Members are encouraged to forward the newsletter to fellow collectors and other e-mail lists. It is also posted for download on the KL&L web site. During the two month period following publication, the newsletter typically receives from 200 to 300 downloads. Past editions remain archived on the web site, appearing in internet search engine results. An advertisement in the Key Lock & Lantern News will reach an audience of serious antique collectors and railroad buffs, with the wide distribution and timeliness of an electronic publication.

KEY LOCK & LANTERN

Web Site

The Key, Lock & Lantern web site is updated on a regular basis with a variety of fresh content, including a railroad event calendar, railroad history links, and free online publications. Almost 70% of the 1000 monthly visitors are new to the site, making it an excellent way to reach both serious railroad researchers and casual web browsers. Site maps, key words, and participation in Google programs all optimize search engine results and drive new traffic to the site. An advertisement on the KL&L web site will reach a broad audience of hobbyists and those interested in learning more about railroad history and collecting.



KEY LOCK & LANTERN Online Resources

Key, Lock & Lantern offers a variety of internet resources to railroad enthusiasts, including pages on the social media site Facebook, the video web site YouTube, and the Flickr photo sharing site. The KL&L Facebook page provides a forum for interaction between railroad history buffs and collectors, including messages, photos, and event calendars. The Key, Lock & Lantern Flickr page contains photos of recent events for railroadiana collectors, and the KL&L YouTube "channel" offers video, audio, and photos of various subjects related to railroad history. These online resources serve as an extension of the KL&L web site, drive traffic to its home page, and appear prominently in search engine results. Advertisers on the KL&L web site benefit from the additional exposure that these internet sites provide.

An advertisement in Key, Lock & Lantern is an easy and cost-effective way to reach the most serious railroadians collectors and railroad history buffs....

For the price of one train show vendor's table, the buyer's premium on a brass top lantern, or a family admission to a museum, your message can be delivered to the group of railroad enthusiasts who are most likely attend railroad shows, auctions, and related events, and purchase railroad memorabilia. An advertisement in *Key, Lock & Lantern* can quickly pay for itself by bringing in new buyers, vendors, and attendees to your events.



The printed Key, Lock & Lantern magazine remains an essential resource for seasoned historians and collectors, while the digital KL&L News and related internet resources actively bring new participants into the fascinating world of railroad history.

Get on board with Key, Lock & Lantern!

Contact KL&L president & editor Dave Hamilton at transportsim@aol.com, to learn how Key, Lock & Lantern can be a partner in the promotion of your business or organization. KL&L is on track for growth during this era of change in the antique collecting and railroad hobbies. We invite you to get on board with us today!



Advertising Terms & Specifications

Key, Lock & Lantern Magazine

The printed *Key, Lock & Lantern* magazine is published quarterly and distributed by first class mail to members of Key, Lock & Lantern. The current press run is 275 copies. It is trimmed to 8.5x11", staple bound, with 1/2 inch margins, and is three hole punched for ring binders. Advertisements in the magazine are printed in black & white.

Advertisements must conform to the standard sizes listed, unless arranged with KL&L in advance. Standard ad sizes are shown in full scale at the end of this publication. Submission in digital format is preferred, in PDF format for complete ads, or with ad copy in DOC or TXT format and images in 300 dpi JPEG, TIF, or BMP format. Material submitted in hard copy format must consist of camera-ready artwork and separate photos.

Advertising rates are for insertion in one issue. Flyer insert rates are for single sheets, not exceeding 8.5x11" in size, supplied by the advertiser and shipped postage-paid to KL&L. Inserts exceeding one page or those produced by KL&L will be accepted at an additional charge. Contact KL&L for current rates on flyers mailed separately from the magazine.

Key, Lock & Lantern Newsletter

The *Key, Lock & Lantern News* is distributed as a digital file in Adobe Acrobat (PDF) format, with a page size of 8.5x11" with 1/2 inch margins. The file is optimized for compatibility with Acrobat Reader Version 6 and later, with medium image compression to allow for faster download times. It is e-mailed on a bi-monthly basis to 200+ recipients and is posted on the KL&L web site. Advertisements in the *KL&L News* are available in color, at no additional charge.

Advertising rates are for insertion in one issue. Advertisements must conform to the standard sizes listed, unless arranged with KL&L in advance. Standard ad sizes are shown in full scale at the end of this publication. Submission in digital format is preferred, in PDF format for complete ads, or with ad copy in DOC or TXT format and images in 300 dpi JPEG, TIF, or BMP format. Material submitted in hard copy format must consist of camera-ready artwork and separate photos.

Full page ads may also be inserted at the full 8.5x11" page size, with the understanding that cropping or resizing may occur if the page is printed by the reader. All images and artwork are subject to a slight reduction in quality from the original, due to PDF compression.

Key, Lock & Lantern Web Sites

The Key, Lock & Lantern web site includes eight main pages that are configured to include advertising space, which is displayed in a vertical strip on the right side of each page. The site currently attracts approximately

1000 visitors per month, with 70% of the site's visitors consisting of "new" traffic (users who have not previously visited the site during the current month).

A "Rectangle" format ad appears in the advertising strip on the right side of each page. The rate is for the insertion of the ad on all eight main web site pages at www.klnl.org during one calendar month. Ads must be submitted as JPEG files measuring 250 pixels wide x 125 pixels high.

A "Leader" format ad appears at the top of the content area on the page. The rate is for the insertion of the ad on one page, specified by the advertiser (subject to availability) at www.klnl.org during one calendar month. Ads must be submitted as JPEG files measuring 728 pixels wide x 90 pixels high.

All ads may be clickable with a link to the advertiser's web site. Please contact KL&L in regard to animated files or formats other than JPEG. It is recommended that the file size be kept as small as possible, to allow for faster loading. There will be variations in the display of advertisements on different web browsers.

The KL&L Facebook page has approximately 200 "likes" (Facebook members who directly follow the site). A KL&L "Facebook" ad includes the listing of an event in the KL&L Facebook calendar, one "status" posting promoting the event when it is first listed, and one "status" posting promoting the event during the week prior to its date.

Terms & Discounts

A written order is required for the insertion of an ad in any Key, Lock & Lantern publication or web page. Advance payment is required, until credit is established. Rates and deadlines are listed on the following page.

Placement of ads is solely at the discretion of the editor, including position on the web site advertising strip (with the exception of "Leader" ads, which appear at the top of the web page's content area).

Discounts for multiple insertions are based on the total number of advertisements placed in all KL&L publications and web sites during a rolling 12-month period. The full rate will be applied to the first ad placed during the period, and the applicable discounted rate will be applied to each subsequent ad placed during the period. Discounts are not retroactively applied.

KL&L is not responsible for any inconvenience caused by typographical errors, omissions, delivery delays, or web site technical issues. KL&L reserves the right to reject any advertising that is contrary to the standards and values of the organization.

For additional information regarding the Key, Lock & Lantern advertising Terms & Specifications, please contact KL&L Editor Dave Hamilton at transportsim@aol.com, and visit the KL&L web site at www.klnl.org for samples of current publications.

KL&L Advertising Rates & Deadlines

KL&L Magazine Rates

Size	Rate
Full Page	\$150
1/2 Page	\$80
1/4 Page	\$45
1/8 Page	\$25
Flyer	\$100

Ad Sizes are Shown on the Following Pages
See Discount Rates for Multiple Ads!

KL&L Magazine Deadlines

Issue	Deadline	Mailing Date
Jan/Feb/Mar	January 15	February 28
Apr/May/Jun	April 15	May 30
Jul/Aug/Sep	July 15	August 30
Oct/Nov/Dec	October 15	November 30

KL&L Web Site Rates

Type	Rate
Rectangle	\$75
Leader Board	\$150
Facebook	\$50

Ad Sizes are listed in Terms & Specifications
See Discount Rates for Multiple Ads!

KL&L Web Site Deadlines

Web site (Rectangle and Leader Board type ads) must be received one week (7 days) prior to the start of the calendar month in which they are to be displayed. Facebook calendar listings must be received at least one week (7 days) prior to the date of the event.

Advertisements will be accepted on a space available basis after the start of the month, and will be displayed for the remainder of the calendar month. Rates will NOT be prorated for ads that are submitted late.

KL&L Newsletter Rates

Size	Rate
Full Page	\$75
1/2 Page	\$40
1/4 Page	\$25
1/8 Page	\$15

Ad Sizes are Shown on the Following Pages
See Discount Rates for Multiple Ads!

KL&L News Deadlines

Issue	Deadline	E-mail Date
Jan/Feb	January 15	January 30
Mar/Apr	March 15	March 30
May/Jun	May 15	May 30
Jul/Aug	July 15	July 30
Sep/Oct	September 15	September 30
Nov/Dec	November 15	November 30

Discounts for Multiple Advertisement Insertions

Number of Ads	Discount
2-4	10%
5-7	15%
8+	20%

When more than one advertisement is placed in any of the KL&L publications or web pages, during any 12-month rolling period, the full rate is charged for the first ad, the second through fourth ads have a 10% discount applied, the fifth through seventh ads have a 15% discount applied, and any additional ads have a 20% discount applied to them.

The rates listed in this guide are in effect as of 6/30/13 and are subject to change. Please visit www.klnl.org to verify current rates & terms.

KL&L Ad Sizes - Magazine & Newsletter

1/2 Page - Horizontal
5" High x 7.5" Wide

1/4 Page
5" High x 3.5" Wide

1/8 Page
2.5" High x 3.5" Wide

KL&L Ad Sizes - Magazine & Newsletter

Full Page
10" High x 7.5" Wide

1/2 Page - Vertical
10" High x 3.5" Wide