

THE HOn3 2021 Annual

WHITERIVER
PRODUCTIONS

The How-To Guide For H0 Narrow Gauge Railroading

MEDIA GUIDE FOR ADVERTISERS 2022

116 PAGES OF
EXCLUSIVELY
HOn3
NARROW GAUGE
CONTENT
IN EACH ISSUE!

In This Issue:

- ◆ Enhancing Commercial Track
- ◆ HOn3 Colorado in Switzerland
- ◆ Scale Lighting Effects
- ◆ Aluminum Foil Rocks
- ◆ Gold Hill Mining Module
- ◆ Backwoods Post Office
- ◆ Tweetsie Engine Facilities
- ◆ Shortline on a Mission & Much, Much More!



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\$24.95

Display until Sept. 2022

WHITE RIVER PRODUCTIONS PRESENTS



Join us in the exciting world of HOn3 Narrow Gauge railroading!

**Release date - Fall 2022
(On shelves thru Summer 2023)**

Cover Price - \$29.95

This 116-page annual is the only publication exclusively dedicated to HOn3 narrow gauge model railroading. Don't miss this opportunity to put your products before the HOn3 narrow gauge consumer base.

In excess of 3,000 copies of *The HOn3 Annual* are distributed to hobby shops, newsstands, and our extensive network of book dealers.

***The HOn3 Annual* features bold graphics and full color pictures. The text is instructive and easy to read, tying directly to the photos. Now in its 14th year, each *HOn3 Annual* is packed full of exciting layout tours, in-depth construction projects, and plenty of detailed prototype information.**

Ads: Net price (New advertisers and regular advertisers in *Narrow Gauge & Short Line Gazette*, *Railroad Model Craftsmen* or *Model Railroad News* are eligible for a 10% multiple White River magazine discount)

Full page \$800; IFC \$900; IBC \$1000; BC \$1200

Half page \$600

Third page \$400

Sixth page \$300

Twelfth page \$250

**Contact: Mike Lindsay
Advertising Executive
White River Productions**

800-282-3291 ext. 305 • 9am-5pm Pacific

**or: Jennifer Lindsay
Advertising Executive
White River Productions**

800-282-3291 ext. 306 • 9am-1pm Pacific

Ad reservation deadline is Aug. 19th, 2022 • Ad materials submission deadline is Sep. 9th, 2022

**WHITERIVER
PRODUCTIONS**



HOn3 Annual 2022

AD SIZES (All dimensions are in inches)

<u>Size</u>	<u>Width x Height</u>
Full-Page	7.333 w x 10 h
Full-Page (with full bleed)	8.75 w x 11.125 h
Half-Page	7.333 w x 4.833 h
1/3rd-Page	4.833 w x 4.833 h
1/6th-Page (horizontal)	4.833 w x 2.333 h
1/6th-Page (vertical)	2.333 w x 4.833 h
1/12th-Page	2.333 w x 2.333 h

— Magazine trims to 8.5 x 10.875 —

Payment Terms: Net 30. Past due balances are subject to 1½ percent interest charge per month. Advertiser and agency shall be held jointly and severally liable for past-due accounts. In the event of non-payment White River Productions is entitled to any court costs, attorney's fee, or other cost which may result from said non-payment. 50% advanced payment required for all advertisers who have not established credit with White River Productions.

Agency commission: None may be applied. Rates reflect the discount for prepared files. Ads generated by White River Productions for the advertiser, may be charged a modest production fee. Production charges are not commissionable.

Publisher policies: The publisher reserves the right to reject or cancel any advertising which is not in keeping with publication standards. Advertisers and their advertising agencies will assume liability for all contents including text, representation and illustrations of advertising printed and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial matter. All advertising insertion orders and contracts are subject to approval of the publisher.

GENERAL MECHANICAL REQUIREMENTS

Printed Method: Sheetfed offset

Binding: Perfect Bind

Paper: Covers are printed on 80lb. coated paper. Inside pages are printed on 70lb. coated, ground-wood paper. Proofs should be made on comparable paper. Proofing stock will be furnished on request.

Inks: SWOP web offset standard two-color and four-color inks will be used; furnished proofs should use these inks.

Film: None used. Issues are printed with the Direct-To-Plate process.

Please see: **Specifications for Digital Advertisements.**

Four-Color Requirements:

Screen: Magazine is printed at 175-line screening.

Density: In four-color web printing, the sum percentages of tone values should not exceed 280% and no more than one solid color should be used. The maximum screened tone value for any one color should be 85%; a required value over 85% should be made solid. Four-color density requirements: M-60%, Y-60%, C-75%, K- 85%. Never use four colors when three or fewer can give the same effect.

Proofing: One complete proof with color bars is required. All progressive proofs and furnished proofs for two-color or four-color printing should be in exact register. Matchprint™ proofs are acceptable proofs. Publisher does not guarantee color matching with proofs made with other methods.

Color Rotation: Black, cyan, magenta, yellow, printed four-color sheet-fed.

Lettering: Thin lines, fine serifs and medium or small lettering should be restricted to one color. Reproduce all reverse lettering with a minimum of color, using key color for shape of letters and making lettering in subordinate colors larger than key color to reduce registration problems. Smaller than 8 point letters with fine serifs are not practical and should be avoided, as publisher will not accept responsibility for poor registration. In surprinting, use a screen of not more than 30% density for the background where the type is surprinted.

SPECIFICATIONS FOR DIGITAL ADVERTISEMENTS:

HOn3 Annual 2022, like all White River publications, is created in a completely digital environment and is widely recognized for our printing and reproduction quality.

For best results, please follow our specifications closely:

- DO NOT SEND ORIGINAL FILES.
- Must be created in InDesign CC (MAC or WIN), and/or Adobe Illustrator CC (MAC or WIN), or Adobe Photoshop CC (MAC or WIN), Corel Draw (must be saved as Illustrator version 7 or lower) or Adobe PDF format. (PREFERRED)
- Include only one ad per file.
- Do not use "auto leading" as your auto-setting may differ from ours.
- Supply all fonts used in the ad even when using standard Adobe Fonts (unless they are fully embedded in an Adobe PDF).
- Supply all supporting resource or logo files pertinent to the ad.
- Do not send resource or logo files not used in the ad.
- Send a printout of each ad.
- For a 4-color ad, color breaks should be done in CMYK rather than specifying color in Pantone process.
- PDFs must be made at 2400dpi.
- All raster graphics (i.e., photos) must be a minimum of 300dpi.
- All vector graphics (i.e., Illustrator or Corel) must be a minimum of 1200dpi with raster effect and transparency set at High Resolution.
- Send files on Flash drives or VIA Email or FTP. For current FTP addresses, call/email for details.

Due to the rapidly changing Desktop Publishing environment, please call before sending a new format or file created with newer versions or programs not listed above.



EXCELLENT IMAGES, IN EVERY ISSUE OF *HOn3 ANNUAL*!

