

# COAL TRANSPORTER

An Official Publication of the **National Coal Transportation Association**

## 2021 Media Planner

### MENU

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A publication of:



8181 Arista Place,  
Suite 100  
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80021

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## Publisher's Message

### Reaching the Decision Makers in the Coal Transportation Industry

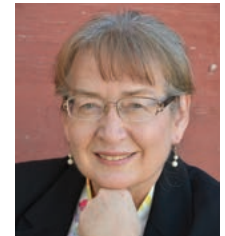
For over a decade, *Coal Transporter* has served as the leading voice for North American producers, consumers, and other entities with a stake in coal transportation. Published semiannually, *Coal Transporter* apprises National Coal Transportation Association (NCTA) members of new technologies, upcoming conferences, Subcommittee activities, STB proceedings, and other coal news of national and international importance. The magazine also contains feature articles and interviews with industry participants, regulators, and members in the know.

In 2021, we will provide exposure for *Coal Transporter* advertisers in NCTA's digital media and at regular Membership meetings, including the Spring Conference, Operations & Maintenance Conference, and Annual Business Meeting and Conference. We invite you to review an exciting editorial calendar for the coming year on the following pages.

We also welcome your participation in *Coal Transporter*. Your advertising dollars will generate valuable exposure to the decision-makers in the coal transportation industry and support NCTA's objectives, which include disseminating information and encouraging inter-industry cooperation to solve real-world problems faced by coal producers, rail service and equipment suppliers, transporters, and coal consumers.



**John Ward,**  
NCTA Executive  
Director



**Emily Regis,**  
NCTA President  
and Chair



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### NCTA Profile

#### NCTA Mission

NCTA's mission is to provide education and facilitation for the resolution of coal transportation issues in order to serve the needs of the general public, industry, and all modes of transportation. This is accomplished by sponsoring educational forums and providing opportunities for the lawful exchange of ideas and knowledge among all parties involved in or reliant upon coal transportation infrastructure.

#### NCTA History

NCTA was established in 1979 as the Western Coal Transportation Association. Its primary objectives are to promote the orderly and effective transportation of coal; ensure that adequate transportation services, facilities, and equipment are available for the transportation of coal; and educate Association members and the general public on issues related to the use and effective transportation of coal. NCTA is a voluntary organization whose members are companies or individuals with an interest in the use and transportation of coal.

#### Coal Transporter Readers

With a readership of over 2,000 and a pass-along rate of 2.5 readers per copy, *Coal Transporter* magazine targets the best, most reputable companies and individuals in America's coal transportation industry.

- *Coal Transporter* is the official publication of NCTA and is published twice annually.
- *Coal Transporter* keeps members up-to-date on industry trends and new technologies, Association events and conferences, Committee activities (including those of the Eastern and Western Logistics and Planning Committees), regulatory proceedings, and coal news of relevance to industry participants. The magazine also features technical articles and insights from Association members, industry experts, and regulators.
- *Coal Transporter* connects professionals throughout North America involved in the management, regulation, and use of coal transportation services.
- *Coal Transporter* is mailed directly to coal producers, equipment and parts manufacturers, service providers, energy experts, and utilities working together with transporters in the stewardship of North America's coal resources.
- *Coal Transporter* is distributed to attendees of NCTA-sponsored meetings and events, including the Spring Conference, Operations & Maintenance Conference, and the Annual Business Meeting and Conference.

#### Coal Transporter Sample Copies

Previous editions of *Coal Transporter* are available for viewing on the [NCTA website](#).

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## Editorial Calendar

### Regular Features

All editions of *Coal Transporter* contain original editorial, including Board and Member Company profiles, STB and FRA updates, AAR Interchange/Office Manual rule reviews, market supply and demand updates, and coverage of infrastructure and new technologies. Recurring features include thought-provoking messages from NCTA's President and Executive Director, Subcommittee updates, technical articles, and conference and event previews and coverage.

### 2021 Issue 1—Publication Date: March 15

*Cover Story: Coal to Products*

Currently 95% of all coal produced globally is used for power generation. But as coal's share in this market recedes, new coal markets are emerging in higher-value products, such as carbon fiber, graphene, and other advanced materials. How will these emerging markets reshape the landscape for coal producers and transporters?

*Advertising Space Reservation Deadline:* February 5, 2021

*Camera-Ready Materials Deadline:* February 12, 2021

*Bonus Distribution:* NCTA Spring Conference and Operations & Maintenance Conference

### 2021 Issue 2—Publication Date: October 15

*Cover Story: Preparing the Next Generation of Coal Transportation Professionals*

As the challenges facing coal producers and utilities continually change, so do the names and faces of the managers who must work to resolve them. This issue of *Coal Transporter* explores what our industry needs to do now to prepare our emerging generation of professionals to tackle the issues of tomorrow.

*Advertising Space Reservation Deadline:* September 24, 2021

*Camera-Ready Materials Deadline:* October 1, 2021



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### Bonus Features for Advertisers

#### For All Advertisers:

- Every edition of *Coal Transporter* includes an index to advertisers, allowing industry executives to find your advertisement quickly and easily.
- Assistance in creating camera-ready advertisements is free to all advertisers, if desired.
- 5% discount on space rates for two or more placements.

#### For Full-Page Advertisers:

- Free logo and link recognition on the NCTA website.
- Free logo and link recognition in the biweekly NCTA digital newsletter, *On Track*.

#### For NCTA Member Advertisers:

- NCTA members receive a 10% discount on all advertising.



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### Ad Rates and Specs

#### Black & White Space Rates

Double Page Spread . . . . .	\$2,200.00
Full Page . . . . .	\$1,270.00
2/3 Page . . . . .	\$1,160.00
1/2 Page . . . . .	\$780.00
1/3 Page . . . . .	\$590.00
1/4 Page . . . . .	\$430.00
1/6 Page . . . . .	\$350.00
1/8 Page . . . . .	\$300.00

#### Premium Position Rates

Centerfold . . . . .	\$2,440.00
Inside Front Cover . . . . .	\$1,550.00
Inside Back Cover . . . . .	\$1,550.00
Outside Back Cover . . . . .	\$1,800.00
Island . . . . .	\$100.00

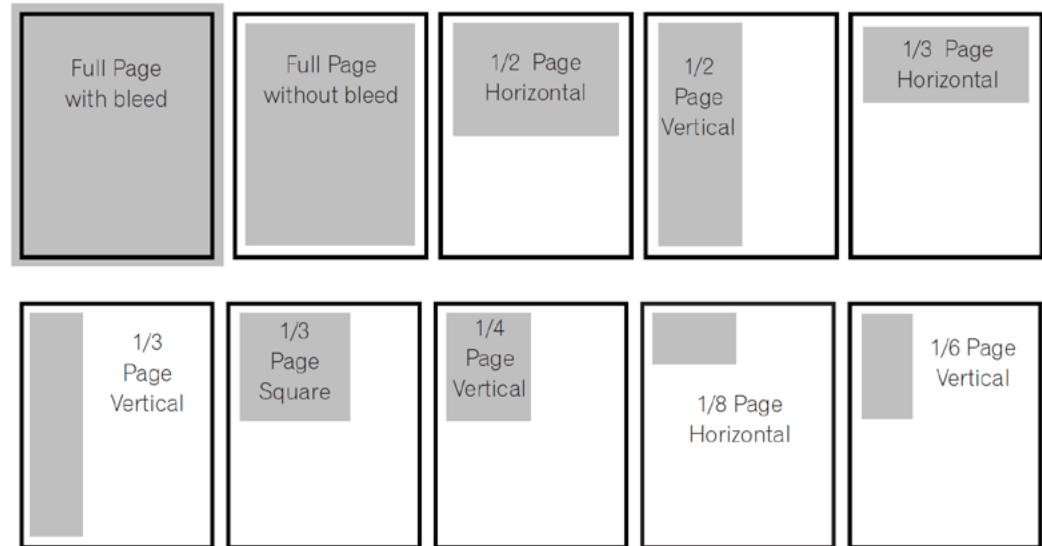
#### Color Rates

1 Spot Color (CMYK build) . . . .	\$300.00
Four Color Process . . . . .	\$550.00
1/2 Page and Smaller Full Color	\$250.00

#### Dimensions

Double Page with bleed . 16.75 X 10.875	<i>(please add 0.25" of bleed to all sides)</i>
Double Page no bleed . . . . .	15.5 X 9.5
Full Page with bleed . . . . .	8.375 X 10.875
	<i>(please add 0.25" of bleed to all sides)</i>
Full Page no bleed . . . . .	7.125 X 9.5
1/2 Horizontal . . . . .	7.125 X 4.625
1/2 Vertical . . . . .	3.4375 X 9.5
1/3 Horizontal . . . . .	7.125 X 3.125
1/3 Vertical . . . . .	2.21 X 9.5
1/3 Square . . . . .	4.67 X 4.67
1/4 Vertical . . . . .	3.4375 X 4.75
1/6 Vertical . . . . .	2.21 X 4.75
1/8 Horizontal . . . . .	3.5 X 2.25
Trim Size . . . . .	8.375 X 10.875
Line Screen . . . . .	150

All units are in inches. Width listed first, height listed second, width X height.



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### Electronic File Guidelines

#### Preferred format:

High-resolution, press-optimized PDF

- Embed all fonts & graphics. Include all printers marks

#### Other acceptable format:

Collected PC InDesign CS5 Files

- All Postscript and/or OpenType fonts must be enclosed; no TrueType fonts accepted
- High-resolution 300 DPI images at 100% size, no local rotation or flipping in InDesign

#### Photoshop TIFF, EPS or JPG:

- Raster images only—must be 300 DPI at 100% size
- Due to jpeg compression settings, we cannot guarantee quality jpeg reproduction

#### Illustrator File Formats:

- Vector images only, all fonts converted to paths/outlines

#### To Book Your Advertisement, or for More Information, Please Contact:

Melinda Canter, Advertising, at (720) 227-1049 | [nctaadvertising@gmail.com](mailto:nctaadvertising@gmail.com)

