

2010 Media Kit



The *TUG eZine* is published six times per year, beginning with the start of the TUG fiscal year in September, and continuing with issues in November, January, March, May, and July. Its main purpose is to promote the Meetings of Members (“MoMs”), which are held on the penultimate (second last) Wednesday of each odd numbered month. In order to recover publishing costs, and also to provide an advertising forum for our members, the *TUG eZine* provides a limited amount of commercial space.

CIRCULATION

The *TUG eZine* is an on-line publication sent to approximately 2,600 I/S Professional readers, the majority of whom are represented by our corporate member companies. Most of our members are in the greater Toronto area, but we do have members and subscribers in the rest of Canada, the United States, and other countries.

Our opt-in subscriber list is growing rapidly, fueled by our email newsletter *TUG Buzz* which is managed by the Can-Spam-Act compliant email subscription software iContact. Advertisements can be placed in the *TUG eZine*, the *TUG Buzz*, the *TUG Website*, or all three.

PAYMENT

Advertisers are responsible for prompt payment of all placements. (TUG is a not-for-profit organization with a limited cash flow.) Payment to TUG must be received within 30 days of invoice date. Accounts more than 60 days delinquent may be prohibited from advertising in TUG publications until payment is received. Volume and continuity discounts are available. Prices quoted are subject to 5% GST.

All advertising content is subject to approval by the editor and/or the TUG Board.

TECHNICAL SPECIFICATIONS

Preferred Materials: IBM-PC compatible digital media, (e.g., AI, CDR, EPS, P65, INDD-CS4, TIFF, JPG, PDF, etc.), at 300dpi resolution, with all fonts imbedded or included, or converted to outlines; delivered on CD-ROM, ZIP disk, ftp, or via email;

...or: Original high resolution camera-ready artwork suitable for scanning.

[**Note:** MAC compatible electronic files can be transferred to IBM PC – and layouts on film can be prepared for scanning – for a nominal fee.]

PLACEMENTS & DELIVERIES

Send all ad materials to the following email address:

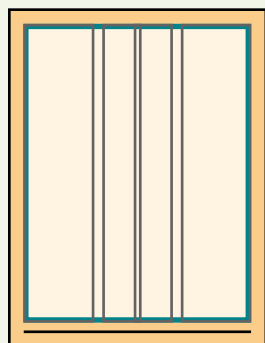
Email: vaughn@tug.ca

Phone: 416-622-8789

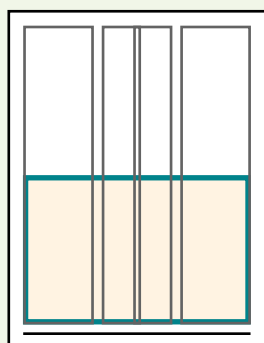
CLOSING DATES

Materials are due on the dates shown in the schedule. Cancellations prior to the closing date must be received in writing. No cancellations are accepted after the closing dates. TUG reserves the right to use previously run ad material if new artwork has not been received by the deadline.

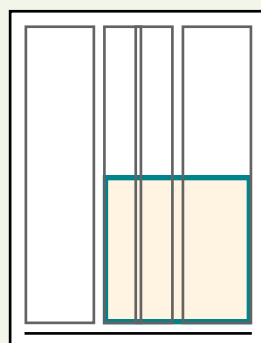
EZINE LAYOUTS



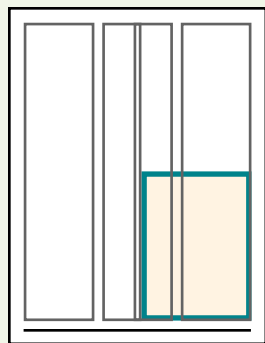
Full Page
7.25” x 9.5” framed,
(8.25” x 10.75” full bleed)



1/2 Page - Landscape
7.25” x 4.75”



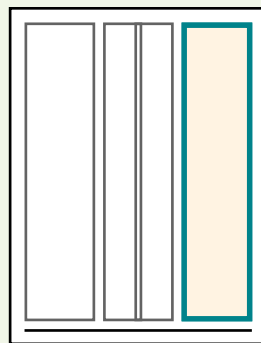
1/3 Page - Square
4.75” x 4.75”



1/4 Page - Portrait
3.5” x 4.75”

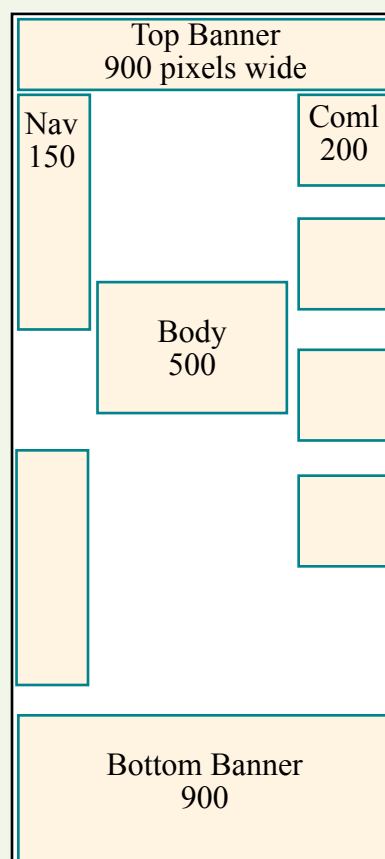


1/2 Page - Portrait
3.5” x 9.5”



1/3 Page - Portrait
2.25” x 9.5”

BUZZ LAYOUTS



TUG™ eZine

TUG eZine is a regular publication of the TORONTO USERS GROUP for Power Systems™ (a.k.a. TUG), and is distributed to members and industry associates six times per year. It contains updates on activities of the users group, as well as articles from members and non-members, which are of general interest to the "IBM® Power Systems™ community." All rights reserved. Articles may be republished only with permission.

Manuscripts should be submitted to the Editor via email. (See address below.) TUG is a not-for-profit organization that promotes knowledge of IBM® Power Systems™, System i™, System p™, iSeries™, pSeries™, AS/400™, RS/6000™, IBM i™, AIX®, Linux®, and other midrange technologies.

Questions about the users group, TUG events, and subscription enquiries, should be directed to our Association Manager, Lindsay Sutherland, at the TUG office:

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Toronto, Ontario, Canada M5C 2C5.

Phone: 905-607-2546 Email: admin@tug.ca
Toll Free: 1-888-607-2546 Fax: 905-607-2547



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Summary of Rates

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Volume Discounts

eZine Placements:

	Base	3X -5%	6X -10%
Premium	each	each	each
Inside Cover	1680	1596	1512
Fixed Page	1200	1140	1080
Run of Book	each	each	each
Two-page Spread	1920	1824	1728
Full Page	\$1000	950	900
2/3 Page	800	760	720
1/2 Page (Landscape or Portrait)	600	570	540
1/3 Page (Square or Portrait)	480	456	432
1/4 Page	320	304	288
Classified Ads (per Column Half Inch) *	75		

Buzz / Website Placements:

	Base	-5%	-10%
	2 months	6 months	12 months
Standard Sizes			
Top Banner — 900 X 100 (90 Kilopixels)	1440	4104	7776
Left (Navigation) — 150 X 500 (75 Kp)	750	2138	4050
Middle (Body) — 500 X 400 (200 Kp)	\$1000	2850	5400
Right (Commercial) — 200 X 200 (40 Kp)	320	912	1728
Bottom Banner — 900 X 150 (135 Kp)	540	1539	2916

Per Pixel Rates (variable height)

Top Banner — 900 pixels wide	\$16 /Kp
Left (Navigation) — 150 pixels wide	\$10 /Kp
Middle (Body) — 500 pixels wide	\$5 /Kp
Right (Commercial) — 200 pixels wide	\$8 /Kp
Bottom Banner — 900 pixels wide	\$4 /Kp

Incentive Discounts

- Contract for 2 years (12 issues) = 20% off base
- Multiple Placements per issue = 10% additional
- TEC Showcase Exhibitor = 5% additional

* Notes:

- 1.) Incentive Discounts do not apply to Classified Advertisements.
- 2.) There is no extra charge for hot links and interactive features.

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