

Additional Benefits of Being a Member of TUG

By Jay Burford

Do you realize what a TUG Gold Membership can do for YOU? This is the third in an occasional series of commentaries discussing some of the less frequently considered benefits of TUG Membership. In the first article we looked at the Hot Topic Sessions provided free to TUG members by ASTECH Solutions Inc., and in the second article we talked about using your TUG Membership to attend the twice-yearly Conferences held by COMMON, the largest IBM User Group in the world.

This piece is about TUG Gold Membership. There are a number of obvious reasons for companies to become Gold Members of TUG. For instance, at each Meeting of the Members, they are allowed to send twenty members (instead of three), to receive the very latest information on a variety of technical topics provided during the two education sessions. You couldn't obtain this much instruction for the IT professionals in your company, at a better rate. In addition, these attendees are able to enjoy the dinner and networking opportunities provided between the educational presentations. Gold Members also receive twenty copies (instead of three) of each issue of the TUG eServer magazine for distribution to their staff and customers, AND in every issue their logo is prominently featured on The Gold Page.

Perhaps more importantly, the positive perception that Gold Member Companies receive as supporters of both the iSeries 400 Community, and TUG, cannot be measured. It is recognized when people see their logo in the magazine as mentioned above, or when they display a sign at their booth at the annual TUG Technical Education Conference (TUG TEC) proudly announcing their Gold Membership. Matthias Schmidt of ASTECH Solutions Inc. points out "Regular exposure on The Gold Page in the TUG Magazine helps us to express our continued support for both the iSeries and the Toronto User Group."

The benefit of Gold Membership that may be least apparent is the intrinsic value of the leveraged advertising. In the first year of your Gold Membership, your company will be given the opportunity to have a flyer mailed out with the TUG Magazine. This promotional flyer, up to eight and a half by eleven inches, will be included in the mailing at a cost of only seven hundred and fifty dollars (\$750). (The normal cost for this mailing with TUG is thirteen hundred and fifty dollars (\$1350), a saving of six hundred dollars.) More importantly, fifty-two hundred copies of the magazine are sent

out, and that means that your flyer is reaching this audience for less than fifteen cents per copy. I believe that it would be difficult to match this price for almost any type of advertising. This isn't just your average advertising that you hope will reach your audience. This is TARGETED advertising going out to a focused and committed audience of iSeries and AS/400 users.



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Then, add on the fact that your logo is prominently displayed on The Gold Page in each of the six issues of the magazine per year (5200 copies each issue) and you are receiving a wealth of targeted advertising. In fact, if you took out an additional advertisement in the magazine that included your flyer, your company would be in the spotlight three times in one issue. Think of the added bonus coverage that your company would receive from the multiple exposures, especially when you consider both the "pass along readership" and the "longevity" of the TUG Magazine. (Gold Members will also receive an additional discount on TUG magazine advertising, based on the relationship.)

As Dan Duffy, President of Mid-Range says: "For the slightly higher investment in a Gold Membership, there is an exponential return to both the iSeries Community and to the Gold Member. Your return is ten fold."

I'd say that a TUG Gold Membership is worth more than its weight in gold! Wouldn't you? HAPPY NEW YEAR!



Léo Lefebvre, Kathy Taylor and Frank Soltis, Nov. 8, 2002

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