



TUG Pulse Advertising

The *TUG Pulse* goes out to all active TUG members that have an account on TUGWeb, reaching over 2700 users per month! This is a great opportunity to get your company information in front of potential customers. Each Affiliate member company receives one complimentary ¼ page advertisement per year, subject to space availability. In addition, members can choose additional advertisements at the following rates:

- ¼ page: \$175 per ad per month
- ½ page: \$350 per ad per month
- Full page: \$700 per ad per month

Advertising Specifications

Ad Size - Full Page:

Non-bleed
Full Page: 7.5" W x 10" H

All ads are four-color

- Final Trim: 7.5" W x 10" H
- Bleed/Trim: Please allow an additional 1/8" will be trimmed off each side
- Please make sure the ad does not have a rule around

Ad Size - Half Page:

Non-bleed
Half Page: 7.5" W x 4.875" H

All ads are four-color

- Final Trim: 7.5" W x 4.875" H
- Bleed/Trim: Please allow an additional 1/8" will be trimmed off each side
- Please make sure the ad does not have a rule around

Ad Size - Quarter Page:

Non-bleed
Quarter Page: 3.625" W x 4.875" H

All ads are four-color

- Final Trim: 3.625" W x 4.875" H
- Bleed/Trim: Please allow an additional 1/8" will be trimmed off each side
- Please make sure the ad does not have a rule around

Platform:

Macintosh or PC (PC Preferred)

Acceptable File Formats:

Photoshop CS3 or higher (.PSD or JPG): All Photoshop files MUST be saved as high resolution (300 dpi). JPG or PSD file in CMYK mode, include 1/8" bleeds on all sides if ads bleed.

Illustrator CS3 or higher (.AI or .EPS): All Illustrator files MUST have fonts converted to outline; all colors must be converted to CMYK. Include any support files necessary.

Portable Document Formats (.PDF): Please save PDFs with the PDF/X-1a: 2001 preference in Adobe Acrobat. High resolution (300 dpi) PDF files will be accepted if down sampling is turned off, all images and colors must be converted to CMYK, all fonts are embedded and include 1/8" bleeds on all sides if there are bleeds applicable.

Please be advised that if your artwork does not adhere to the specifications above, you accept the risk it will not appear correctly in the final document.

Please contact us if you have questions regarding your artwork.

Please e-mail all ad materials no later than the first Friday of the month to Charlotte Boyd at registration@tugweb.com.