



Newsletters and Co-Registration Advertising Specifications

Contact sales for more information: Email: sales@tgpublishing.net



Newsletters & Co-Registration Ads

Tom's Hard News – The Computer Hardware Authority
Tom's Hard News offers a highly targeted opportunity for advertisers who desire to reach more than 110,000 affluent, educated technology enthusiasts. Delivered weekly.

Gear Digest Newsletter is the way to reach more than 12,600 affluent, educated technology enthusiasts who depend on it for consumer electronics and technology products. Delivered weekly.

NEWSLETTER FORMAT (all newsletters)

Both HTML and text versions are available, so advertisers must supply both formats.

AVAILABLE NEWSLETTER AD UNITS (all newsletters)

There are two sponsorships available in each issue (as indicated in the table below).

1	HTML Banner	468 x 60 pixels, 15kB Maximum file size. JPEG, GIF only
2	HTML Vertical Banner	125 x 250 pixels, 15kB Maximum file size. JPEG, GIF only
1	Text Banner	Send 4 lines of text maximum, 45 characters per line plus URL
2	Text Vertical Banner	Send 3 lines of text maximum, 30 characters per line plus URL

NEWSLETTER ADVERTISING RATES

		<i>Tom's Hard News</i>	<i>Gear Digest Newsletter</i>
1	Banner	\$7,500	\$2,000
2	Vertical Banner	\$5,000	\$1,500

CO-REGISTRATION AD CAMPAIGNS

We offer co-registration programs on our Email newsletter and Forumz subscriber registration pages.

Location: Subscriber registration pages

URLs:

<http://www.tomshardware.com/newsletter/user/subscribe.html>

http://www.thg-news.com/thg_newsletter/mg_subscribe_hp.html

http://forumz.tomshardware.com/modules.php?name=Your_Account&op=new_user

Specs: 88x31 logo, 50 word headline, 100 words of copy

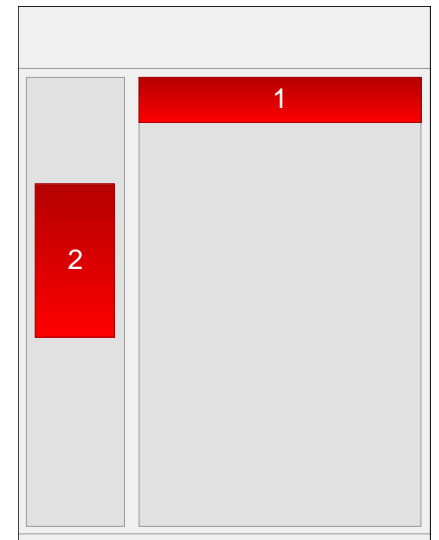
Rate: \$20 net per name for three fields (first name/last name/Email address). \$5 net per name for each additional field.

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NEWSLETTER SPECIAL REPORTS

Advertisers looking for a high impact method of reaching our Email newsletter subscribers have another option, an extra issue or special report, solely focused on a select topic. We send the Special Report out separately from our regular newsletters.

- Schedule & Content: Two issues minimum. Content written by TGP editors in collaboration with the advertiser
- Format: Both HTML and text versions are provided, so advertisers supply both formats. Creative: 336x280, plus text version
- Rate: \$9,000 net per issue, \$18,000 net total (*Tom's Hard News* subscriber base)
- Rate: \$4,000 net per issue, \$8,000 net total (*Gear Digest Newsletter* subscriber base)



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