

# TULSA HIGH TECH

Tulsa High Tech  
3311 South 127 East Place  
Tulsa, OK 74146  
donsingleton@cox.net

Tulsa High Tech is a new free newspaper which is solely advertiser supported. It will be distributed throughout the greater Tulsa area, covering information for the novice computer users, end users, small business owners, developers, and IT Professionals. We will include news on many different "High Technology" related organizations in Tulsa including Tulsa Computer Society (TCS), Tulsa Users of Macintosh Society (TUMS), Tulsa AutoCAD (TAUG), ASM Tulsa, Microsoft IT Pros of Tulsa (OKITP), Tulsa Java Users Group, Tulsa Linux Users Group (TLUG), Tulsa Small Business Server User Group (Tulsa SBSers), Tulsa SQL Server Group, Tulsa SharePoint Interest Group (TSPIG), TulsaDevelopers.NET, and other computer organizations, as well as graphic art, amateur radio, and other engineering, science, or other technology related organizations. We are offering to list their meetings and publish other information about their group in return for their members helping us take copies of the newspaper to businesses near where they live or work.

**We would like to invite you to help make Tulsa High Tech possible, and be an advertiser in this newspaper.**

An eighth page ad costs \$60, and it can be either 3.1" High by 5.1" Wide or 6.4" High by 2.5" Wide. But if you pay in advance for three consecutive insertions you only pay \$162, which is an effective 10% discount. For six insertions the price is \$306, which is an effective 15% discount over the single insertion rate, and for twelve insertions the price is \$576, which is an effective 20% discount. For larger ads, see the attached Rate Card.

We intend to start off with a 10,000 circulation, which is what the attached Rate Card is based on. If the publication is as successful as we expect it will be, the number of copies printed will increase, which will necessitate an increase in the ad rates, however any advertiser that is in our first issue, and that advertises in at least three issues each year, may use this rate card, regardless of how much our circulation, and hence costs, might grow.

Working with the Tulsa Computer Society I successfully printed a free newspaper that was distributed all over the greater Tulsa area in the late '90s until year 2000. The Tulsa Computer Society is too small to support such a paper now, so we have decided to launch Tulsa High Tech, and dedicate it to providing information on many different high technology organizations.

It will probably take us a month or so to get enough advertisers and enough distributors lined up to publish our first issue, but we really would like to include you in that initial issue. If you will email your ad copy (pdf, png, gif, jpg, or tiff format) to [donsingleton@cox.net](mailto:donsingleton@cox.net), and mail me your check, or snail mail both to 3311 South 127 East Place, I will reserve a space in the first issue for you, and **I will guarantee you that I will not cash your check until the first issue is back from the printer and has started being distributed all over town.**

**Will you help us make Tulsa High Tech possible?**

## Tulsa High Tech Rate Card

<b>Advertising Rates</b>				
Camera Ready Copy				
	One Time	3 Times	6 Times	12 times
Effective discount		10%	15%	20%
Business Card 2.0 " High by 3.5" Wide	Not Available	\$60	\$115	\$216
Eighth Page 3.1" High by 5.1" Wide or 6.4" High by 2.5" Wide	\$60	\$162	\$306	\$576
Quarter Page 6.4" High by 5.1" Wide or 13.0" High by 2.5" Wide	\$120	\$324	\$612	\$1,152
Half Page 6.4" High by 10.3" Wide or 13.0" High by 5.1" Wide	\$225	\$608	\$1,148	\$2,160
Three Quarter Page (ad prepared for 8-1/2 x 11 publication) 9.7" High by 7.7" Wide	\$375	\$1,013	\$1,913	\$3,600
Full Page 13.0" High by 10.3" Wide	\$450	\$1,215	\$2,295	\$4,320
Spot Color \$50 Each Additional Color				
For Additional Sizes and Discounts call 622-3417				

For example an Eighth Page ad can be either 3.1" High by 5.1" Wide or 6.4" High by 2.5" Wide and costs \$60. But if you pay in advance for three consecutive insertions you only pay \$162, which is an effective 10% discount. For six insertions the price is \$306, which is an effective 15% discount over the single insertion rate, and for twelve insertions the price is \$576, which an effective 20% discount.

We intend to start off with a 10,000 circulation, which is what this Rate Card is based on. If the publication is as successful as we expect it will be, the number of copies printed will increase, which will necessitate an increase in the ad rates, however any advertiser that is in our first issue, and that advertises in at least three issues a year, may use this rate card, regardless of how much our circulation, and hence costs, might grow.

You may email copy (pdf, png, gif, jpg, or tiff format) to [donsingleton@cox.net](mailto:donsingleton@cox.net) or snail mail it to 3311 South 127 East Place. The deadline is the 15<sup>th</sup> of the month for a newspaper that will come out the 1<sup>st</sup> of the next month.