



PULSE NEWSLETTER

Advertising Rates & Specs

Terms of Service

a) Invoices are payable when rendered. All sales of advertising space are final and payments are non-refundable.

b) Overdue accounts are charged interest on the unpaid amount at an annual rate of 18% calculated and compounded every 2 weeks.

c) The publisher reserves the right to increase the rate stipulated herein at any time on 30 days notice.

d) Advertiser agrees to accept full responsibility for reproduction variations between the digital file and the image for ads submitted.

e) In consideration for publishing any advertisement, the advertiser agrees to indemnify publisher from any claims that arise out of such publication.

f) The advertiser agrees that PULSE shall have no liability whatsoever to the advertiser as a result of, or in respect to, errors in ads in excess of the amount paid by the advertiser for the space actually occupied by that portion of the ad in which the error occurred, whether such error is due to the negligence of publisher or otherwise.

g) Publisher will not guarantee publication of ads which arrive after deadline for material submission.

Sizes and Pricing

Size	Price per Edition*
Full Page 8"w x 10"h	\$850
1/2 Page (vertical) 4"w x 10"h	\$450
1/2 Page (horizontal) 8"w x 5"h	\$450
1/3 Page 4"w x 7.5"h	\$350
1/4 Page (standard) 4"w x 5"h	\$250
1/8 Page (business card) 3.5"w x 2"h	\$150
Banner 8"w x 1.5"h	\$100

Publication Schedule

Publication months: **January, April, July, October**

Material Requirements

Ad materials must be digital files in high resolution PDF format.

ACCURACY IS CRITICAL TO THE ADVERTISER AND TO PULSE. PLEASE CHECK YOUR ADVERTISEMENT PROOFS CAREFULLY AND APPROVE THEM IN A TIMELY MANNER SO AS NOT TO IMPEDE FINAL PRODUCTION DEADLINES.

Deadlines

Material must be received by the close of the business day on the fifteenth (15th) day of the month preceding the issue month. All material is to be sent directly to the Managing Editor via email.

Material which does not meet the specifications outlined in the rate card and which cannot be amended by the publisher, by printing deadline, may not be included in the current issue. The publisher will employ "best efforts" to include advertisers amended material in the next scheduled issue.

Advertising Policy

Advertising will not be published on the front or back pages of PULSE.

Advertising is limited to sizes as described.

The editorial staff of PULSE reserves the right to reject any material deemed unsuitable for publication for whatever reason.

Advertising rates apply to electronic publication only.

Advertising rates may vary for Special Editions of the PULSE.