



ASSOCIATION
OF INDUSTRIAL
LASER USERS

MEDIA GUIDE 2019

Association of Industrial Laser Users
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www.ailu.org.uk

WAYS TO ADVERTISE

There are 3 ways to advertise with AILU:

- **'The Laser User' quarterly magazine**
- **The monthly e-Newsletter**
- **The AILU website**

This Media Guide illustrates the different advertising options available, giving advert size and price information.

AILU members receive a 20% discount on the price of placing an advert. Full and discounted prices are shown on the following pages

Should you wish to place an advert, or require further information, then please call the AILU office (+44 (0)1235 539595) or email us (info@ailu.org.uk) and we will be happy to advise you.

'THE LASER USER' MAGAZINE

Issue dates

The magazine is issued quarterly as follows:

Winter edition: February

Spring edition: May

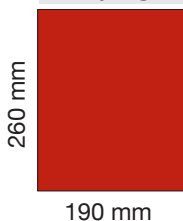
Summer edition: August

Autumn edition: November

Adverts must be submitted by the middle of the month prior to publication (e.g. mid-January for the February edition).

Advertisement sizes

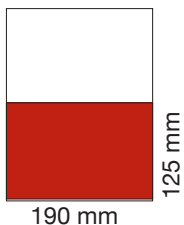
Full page



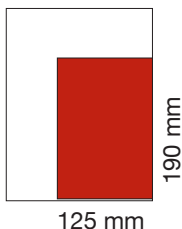
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1158	£2198	£3120	£3935
AILU member	£925	£1758	£2496	£3148

Half page

horizontal

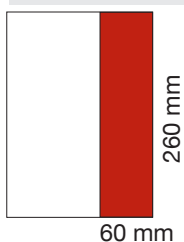


vertical



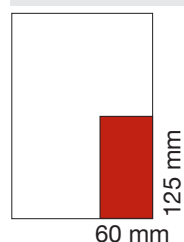
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£605	£1150	£1625	£2050
AILU member	£485	£920	£1300	£1640

Full column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£405	£758	£1080	£1370
AILU member	£325	£605	£865	£1095

Half column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£200	£380	£545	£675
AILU member	£160	£305	£436	£540

Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, JPG or TIFF file

E-NEWSLETTER

The e-newsletter is issued monthly.

There are 2 types of advert available:

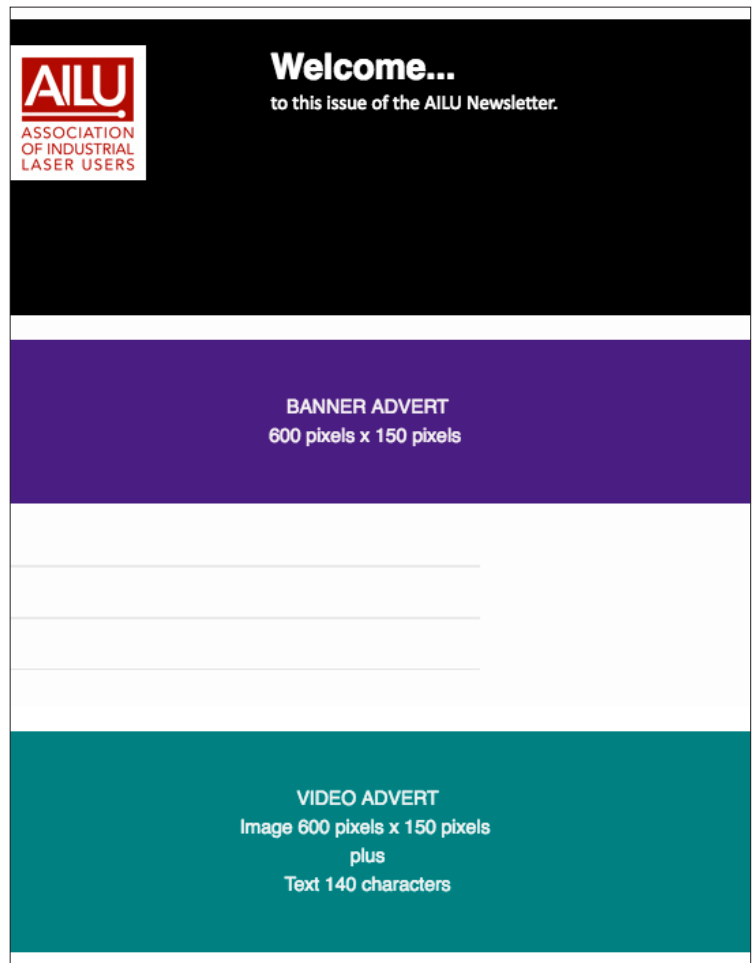
- Banner advert
- Video advert

Banner advert (purple box)

	Cost (excluding VAT)			
	1 mth	3 mths	6 mths	12 mths
Full price	£240	£655	£1245	£2355
AILU member	£192	£525	£995	£1885

Video advert (green box)

	Cost (excluding VAT)
	1 issue
Full price	£270
AILU member	£215



Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, JPG or TIFF file

WEBSITE

Product & Services Directory

www.ailu.org.uk/products_and_services/product_and_services_directory.html

Members receive a **free listing** in the Products & Services Directory (see image below). These may be enhanced, as shown, for a small fee:

- Highlighted listing: £37 + VAT
- Active link to website: £37 + VAT
- Listing with logo: £37 + VAT

There is a 30% discount for all 3 enhancements.

Members and non-members may supply a box advert (see blue text below)

The screenshot shows the AILU website interface. The main content area displays a list of suppliers under the 'Cooling' category. The listing for 'Purex International Ltd' is highlighted in yellow. Annotations include:

- LISTING**: Points to the entire listing entry.
- HIGHLIGHTING AND LOGO**: Points to the yellow background and the company logo.
- BOX ADVERT**: Points to a blue-bordered advertisement for 'Advanced Optical Technology Ltd' on the right side of the page. The text next to it specifies: '145 pixels x 285 pixels (containing logo, URL and 30 words max.)'.
- LISTING WITH LOGO**: Points to the 'TLM Laser Ltd' listing which includes a logo.

Box advert

	Cost (excluding VAT)		
	3 months	6 months	1 year
Full price	£92	£180	£325
AILU member	£76	£145	£260

This table shows the cost of a box advert on one page. For placement on more than one page please contact us (info@ailu.org.uk, +44 (0)1235 539595)

Graphics must be high resolution (300 dpi) and submitted copy-ready as a PDF, JPG or TIFF file