



ASSOCIATION  
OF INDUSTRIAL  
LASER USERS

# MEDIA GUIDE 2019

Association of Industrial Laser Users  
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[www.ailu.org.uk](http://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](mailto: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

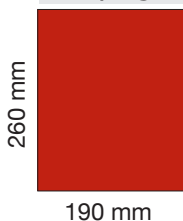
Summer edition: August

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

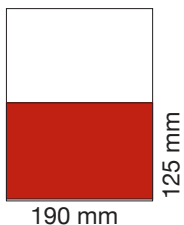
Full page



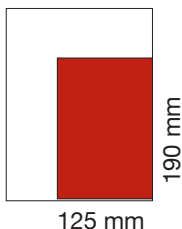
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1158	£2198	£3120	£3935
AILU member	£925	£1758	£2496	£3148

Half page

horizontal

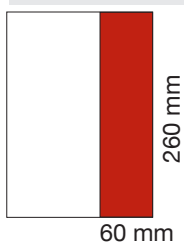


vertical



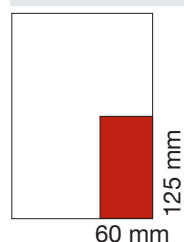
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£605	£1150	£1625	£2050
AILU member	£485	£920	£1300	£1640

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 (including Situations Vacant\*)
- 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

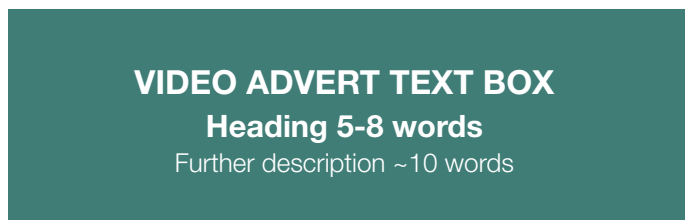
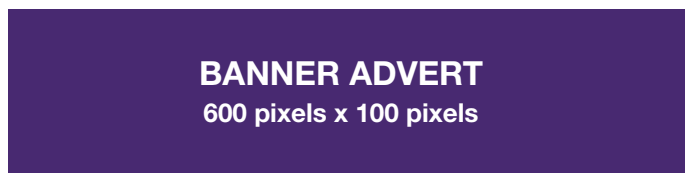
\*Situations Vacant:

Members: take out one FREE advert before reverting to membership rates above.

Non-members 2-for-1 offer: pay for the first month and get the second month free.

## 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](http://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) including a live website link. These may be enhanced, as shown, for a small fee:

- Highlighted listing: £37 + VAT
- Listing with logo: £37 + VAT

There is a 30% discount for both enhancements.

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

The screenshot shows the AILU website's 'Product & Services Directory' for 'Cooling'. The page features a search bar, a navigation menu, and a list of suppliers. Annotations point to specific features:

- FREE LISTING:** Points to the 'Laser SOS Ltd' listing, which is highlighted in a light blue box.
- HIGHLIGHTING AND LOGO:** Points to the 'Laser SOS Ltd' listing, which includes a company logo and a highlighted text box.
- BOX ADVERT:** Points to a 'Liquidity Services Inc.' advertisement on the right side of the page, which includes a logo, URL, and 30 words.
- LISTING WITH LOGO:** Points to the 'TLM Laser Ltd' listing, which includes a company 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](mailto: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**