



MEDIA GUIDE 2022

Association of Industrial Laser Users
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WAYS TO ADVERTISE

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.

There are 2 ways to advertise with AILU:

- 'The Laser User' quarterly magazine
- The monthly e-Newsletter

You can also reach the readership of the AILU magazine by providing us with inserts (such as an A4 or A5 flyers) to be posted out with the magazine.

	Cost (excluding VAT)		
	1 issue	2 issues	4 issues
Full price	£350	£495	£635
AILU member	£280	£395	£505

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

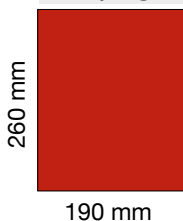
Issue dates

The magazine is issued quarterly each year as follows:

Winter edition:	February	(advert submission date 14th January)
Spring edition:	May	(advert submission date 14th April)
Summer edition:	August	(advert submission date 14th July)
Autumn edition:	November	(advert submission date 14th October)

Advertisement sizes

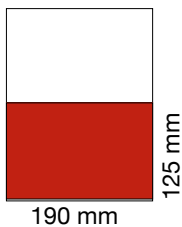
Full page



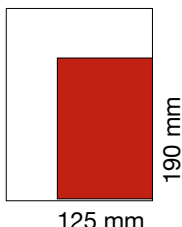
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1310	£2485	£3525	£4445
AILU member	£1045	£1985	£2820	£3555

Half page

horizontal

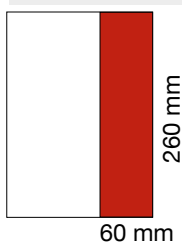


vertical



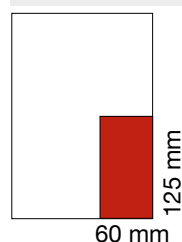
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£660	£1300	£1840	£2315
AILU member	£528	£1040	£1470	£1850

Full column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£455	£855	£1220	£1550
AILU member	£365	£685	£975	£1240

Half column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£225	£430	£620	£760
AILU member	£180	£340	£495	£610

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 in the middle of each month. Adverts should be submitted by the 7th of each month.

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	£270	£740	£1410	£2660
AILU member	£215	£590	£1125	£2125

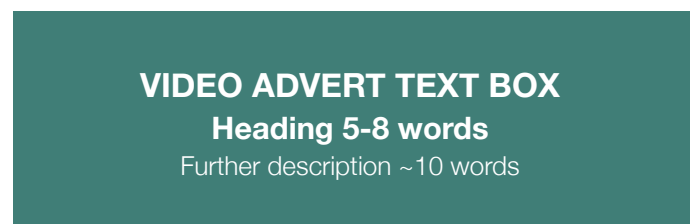
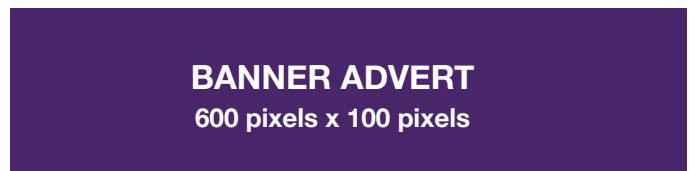
*Situations Vacant:

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	£305
AILU member	£240



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