



# Media Guide 2010

**AILU's highly ranked main website ([www.ailu.org.uk](http://www.ailu.org.uk)), its Design for Laser Manufacture web site ([www.designforlasermanufacture.com](http://www.designforlasermanufacture.com)), the renowned AILU quarterly magazine 'The Laser User' and the popular monthly email newsletter provide a highly effective combination of ways to help you position your products and services.**

**This guide provides all you need to know, whether a member of AILU or not, including opportunities for free advertising for Members**

**The AILU office staff will help you place your advertising, press releases, technical articles and application stories to gain optimum exposure in the community, of laser users and suppliers of lasers and laser-related technology in manufacturing, which we serve in the UK and worldwide.**

**Mike Green**

**AILU Secretary**

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# Placing an advert or enhancing a listing on the AILU website

## Main web site www.ailu.org.uk

### Sponsored link adverts in the Products & Services Directory

There are 88 pages in the directory sorted into 15 subject categories. These are listed in appendix A.

Advertisers choose the category or categories they wish to advertise in. On each new page selected by a visitor up to 10 sponsored links, randomly selected, are presented in a right hand column.



A page of the P&S Directory showing sponsored links in the right column.

145 x 285 pixels (logo, URL and approx 200 - 250 words)	3 months	6 months	1 year
<b>1 category</b>	75	140	255
<b>2 categories</b>	145	275	480
<b>5 categories</b>	330	625	1120

### Other options

Please contact the office for charges for more categories, a promoted ranking (guaranteed top 4 spaces) and larger sponsored link adverts.

## AILU MEMBERS

AILU members enjoy a free listing in the Products & Services Directory. For a small annual charge these entries can be enhanced, see back page.

### Sponsored link on other areas of the main AILU web site

The '1 category' rate quoted in the table applies to adverts placed on other areas of the site, except for the home page, where a higher rate will apply. However, adverts for other areas must first be approved by the AILU committee. Contact the AILU office for details.

## Design for Laser Manufacture website

### Sponsored link adverts

The sponsored links are presented in a right hand column. On each new page selected by a visitor up to 10 sponsored links, randomly selected, are presented in a right hand column. They have a fixed width and height.

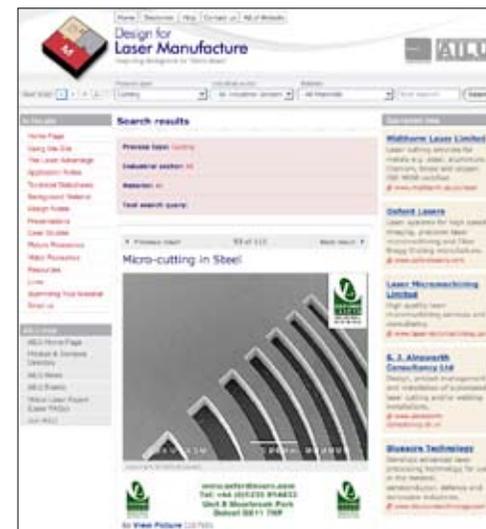


Home page showing sponsored links

Title and descriptive text up to 150 characters (excluding spaces) and hypertext link	3 months	6 months	1 year
<b>All pages</b>	40	75	135

### Other options

Please contact the office for charges for a promoted ranking (i.e. guaranteed top 4 spaces).



## AILU MEMBERS

AILU member material submitted and approved for the DLM site is displayed with a free banner advert with a link to the member's website.

Display of a selected asset (in this case a picture), showing sponsored links and a FREE banner advert with website link

**+ 15% discount for AILU Members**

All prices quoted exclude VAT

For more information on advertising or to place an advert contact Liz at the AILU office (T: 01235 539595; E: liz@ailu.org.uk)

# Placing an advert on the AILU magazine or e-Newsletter

## Laser User magazine

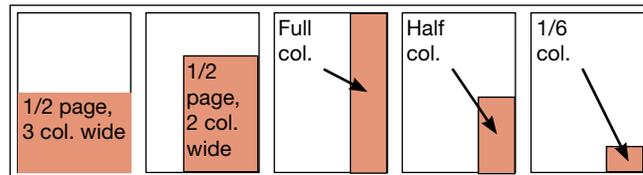
The magazine is issued quarterly. Adverts can be placed on any page except for the covers and the feature articles. The magazine comes out in early January, April, July and October. Adverts must be submitted no later than the middle of the previous month i.e. mid-December for the January issue.



300 dpi picture file	1 issue	2 issue	3 issue	4 issue
<b>Half page</b>	480	910	1295	1630
<b>1 column</b>	320	605	860	1085
<b>Half column</b>	160	300	430	540
<b>1/6 column</b>	50	95	140	180

### Other options

Other sizes of advert are allowed, up to the full height of the printed page (252 mm) but the width must be one of three values (190, 126.7 or 63.3 mm) corresponding to 3 column structure of the surrounding text; see examples below.



Best efforts will be made to satisfy requests regarding advert placement (e.g. locate near a particular news item or on a left or a right hand page)



Half page advert

## e-Newsletter

The e-Newsletter is published monthly and offers three types of advert: a 'banner appearing in the broad left column (70% of total width) of the newsletter, a 'button appearing in the narrower right hand column of the newsletter and a 'sponsored link appearing in a narrower column to the right of the newsletter.

There is space for 2 x banner adverts (under 'welcome' and under 'News'), two button adverts (under 'Gorgeous Part' and under 'Special Interest Groups') and up to 10 standard height sponsored links in each edition. The choice of location of adverts and their order are determined on a first come first serviced basis. In the table below the first of the two prices is for securing the more elevated position; in the case of sponsored links to one of the top 4 links.

**e-Newsletter showing: (a) banner advert, three times the standard height, in top position beneath the 'welcome'; (b) standard button advert in the top position under the 'gorgeous part'; and (c) a standard sponsored link in an position below the top 4.**



		1 issue	3 issues	6 issues	12 issues
<b>Banner advert</b>	90 x 430 pixel	195/ 150	525/ 405	990/ 765	1872/ 1440
<b>Button advert</b>	255 x 205 pixel	175/ 100	470/ 270	890/ 510	1680/ 960
<b>Sponsored link</b>	285 x 145 pixel	60/ 40	160/ 375	305/ 200	575/ 380

### Other options

The width is fixed but adverts of both greater and lesser height than the standard are permitted (e.g. banner advert 'a' in the figure above).

**+ 15% discount for AILU Members**

All prices quoted exclude VAT

To place an advert or enhance a directory listing contact Liz at the AILU office (T: 01235 539595; E: liz@ailu.org.uk)

# AILU Member advertising benefits

## General

AILU members enjoy a 15% discount on all prices for advertising quoted in this pack.

AILU membership also brings other advertising opportunities:

- News items (including product releases, new services added etc) appear initially on the AILU home page, and then on the current news page and finally in the news archive. The search feature on the site immediately brings up all items submitted by an organisation, including magazine articles and Product and Service entries too. News items include a link to the member's web site and a contact email address.
- News items submitted for the web site are set out with any pictures supplied and included on the site in full. They are then also featured in the AILU quarterly magazine and may appear in the monthly e-Newsletter.
- Articles submitted for the AILU magazine are considered in the Design for Laser Manufacture website.
- Members' Events are displayed in the Events diary on the web site.
- Members are encouraged to link their website to the AILU site, both directly and by including some of the material on the AILU site with a link to the complete text. The AILU web site, with its high information content, enjoys a good search engine ranking and by linking to it in the ways described, members' websites enjoy a boost in their internet activity.
- Member material submitted and accepted for display on the Design for Laser Manufacture web site, in the form of pictures, videos, data sheets, case studies and design notes, is displayed with a free banner advert linked to the member's web site. Material submitted for the AILU magazine is automatically considered for inclusion on the Design for Laser Manufacture site.
- Members enjoy free entries in the Product & Service Directory, under all relevant categories. These entries can be enhanced for a small annual cost as shown below.

## Enhanced entries in the Products and Services Directory

There are three enhancements of member entries available (see figure):

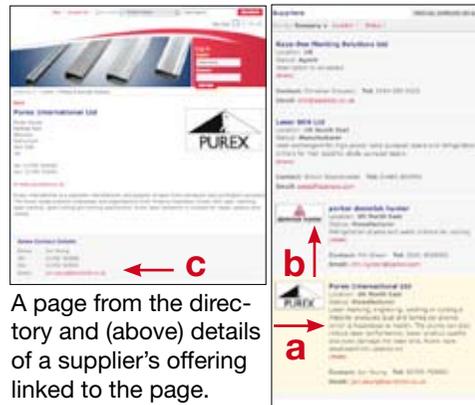
(a) highlighted entry;

(b) logo;

(c) active web link.

### Charges

£30 per year per enhancement, covering all P&S entries. For all 3 enhancements a discount of 30% will be applied.



A page from the directory and (above) details of a supplier's offering linked to the page.

# Appendix 1

## Categories and pages of the AILU Product and Services Directory

### PRODUCTS

- A Auxiliary Equipment**
- A1 Cooling and chillers
- A2 Fume extraction and processing
- A3 Gas handling
- B Laser Sources**
- B1 CO2 CW ≤ 100 W
- B2 CO2 CW > 100 W
- B3 CO2 CW > 5 kW
- B4 CO2 pulsed
- B5 Excimer
- B6 Ion
- B7 Other Gas lasers
- B8 Direct Diode < 100W
- B9 Direct Diode > 100W
- B10 Solid state CW ≤ 100 W
- B11 Solid state CW > 100 W
- B12 Solid state CW > 5 kW
- B13 Solid state long pulse: approx. ≥ 10µs
- B14 Solid state Q-switched: approx. 10µs ~ 1ns
- B15 Solid state short pulse: approx. 1ns ~ 10ps
- B16 Solid state ultra-short pulse: approx. ≤ 10ps
- B17 Solid state harmonics
- B18 Other laser sources
- B19 Sub-systems and replacement parts
- C Beam delivery**
- C1 Optical components
- C2 Optical mounts
- C3 Scanners
- C4 Fibre and articulated arm
- C5 Processing heads
- D Measurement**
- D1 Beam Profiling
- D2 Beam Power and Energy
- D3 On-line beam monitors
- D4 Process monitoring
- D5 Parts inspection
- E Software**
- E1 CAD/CAM
- E2 Computer Aided Engineering
- F Materials**
- F1 Gases
- F2 Laser Steel
- F3 Protective materials
- F4 Other
- G Work Handling**
- G1 Robots
- G2 Linear and rotary
- G3 Indexers
- G4 Special purpose
- G5 Jigs and fixtures
- G6 CNCs and drives
- H Safety**
- H1 Eyewear
- H2 Guarding and enclosures
- H3 Other laser safety equipment

### I Processing Machines

- I1 Cutting - Flatbed
- I2 Cutting - Tube
- I3 Cutting - Multi-axis
- I4 Drilling
- I5 Marking
- I6 Engraving/Scribing
- I7 Micro-processing
- I17 Nano-processing
- I19 Lithography
- I8 Rapid prototyping
- I9 Cladding
- I10 Hardening
- I18 Annealing
- I11 Brazing
- I12 Soldering
- I13 Welding - Metals
- I14 Welding - Plastics
- I15 Refurbished
- I16 Special purpose

### SERVICES

- J Sub-contract laser processing**
- J1 Flatbed cutting
- J2 Tube cutting
- J3 3D cutting
- J4 Drilling
- J5 Engraving/Scribing
- J6 Marking
- J7 Micro-processing
- J8 Welding
- J9 Other processes
- K Repair**
- K1 Laser sources
- K2 Mechanical
- K3 Other
- L Calibration**
- L1 Laser sources
- L2 Mechanical
- L3 Other
- M Other machine services**
- M1 System Integration
- N R&D**
- N1 Applications and processes
- N2 Laser sources, beams and optics
- O Advice, education, training and consultancy**
- O1 Laser safety
- O2 Optical design
- O3 Product and process design for laser manufacture
- O4 Implementation and optimisation of laser processing
- O5 Lasers and applications courses and training
- O6 Marketing