

AILU Advertising Rates – August 2008

AILU – The Laser User Magazine

| AILU MAGAZINE | AD SIZE | 1 X ISSUE | 2 X ISSUE | 3 X ISSUE | 4 X ISSUE |
|---------------|--------------|-----------|-----------|-----------|-----------|
| | FULL A4 PAGE | £756 | £1,436 | £2,098 | £2,722 |
| | Member | £643 | £1,221 | £1,783 | £2,313 |
| | 1/2 A4 PAGE | £480 | £912 | £1,332 | £1,728 |
| | Member | £408 | £775 | £1,132 | £1,469 |
| | 1/3 A4 PAGE | £357 | £678 | £991 | £1,285 |
| | Member | £303 | £577 | £842 | £1,092 |
| | 2/9 A4 PAGE | £290 | £551 | £805 | £1,044 |
| | Member | £247 | £468 | £684 | £887 |
| | 1/6 A4 PAGE | £245 | £466 | £680 | £882 |
| | Member | £208 | £396 | £578 | £750 |
| 1/9 A4 PAGE | £189 | £359 | £524 | £680 | |
| Member | £161 | £305 | £446 | £578 | |
| 1/18 A4 PAGE | £105 | £200 | £291 | £378 | |
| Member | £89 | £170 | £248 | £321 | |

AILU - Design for Laser Manufacture Web Site

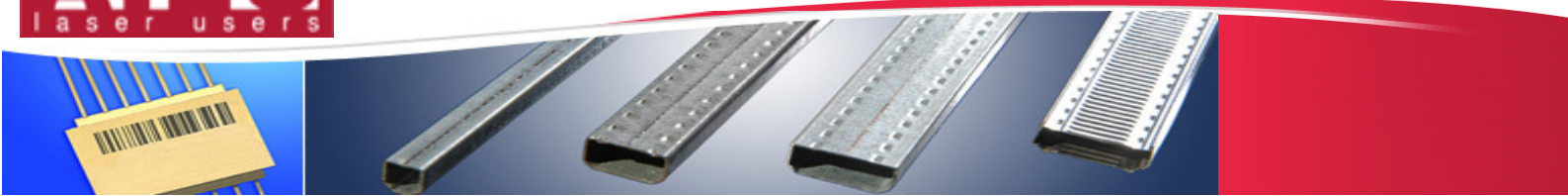
| DLM Web Site | AD SIZE | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|---|--|----------|----------|-----------|
| ALL DLM WEB PAGES | These AD's will appear in equal weighting on ALL pages within the site | | | |
| ROTATING AD's | Text AD 182 x 115 Pixels | £160 | £304 | £444 |
| Maximum - 10 Positions Equal weighting from pool | Member | £136 | £258 | £377 |



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AILU – News Letter

| AILU NEWSLETTER - Sponsored AD's | | TEXT AD SIZE | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|---|---|----------------|---------|----------|----------|-----------|
| PROMOTED POSITION <small>Maximum - Top 4 Positions</small> | Text AD 145 x 130 Pixels <small>Member</small> | | £68 | £194 | £359 | £645 |
| | | | £58 | £165 | £305 | £549 |
| PROMOTED POSITION <small>Maximum - Top 4 Positions</small> | Text AD 145 x 285 Pixels <small>Member</small> | | £88 | £251 | £464 | £835 |
| | | | £75 | £213 | £394 | £710 |
| PROMOTED POSITION <small>Maximum - Top 4 Positions</small> | Text AD 145 x 595 Pixels <small>Member</small> | | £108 | £308 | £569 | £1,025 |
| | | | £92 | £262 | £484 | £871 |
| STANDARD POSITION - 5 TO 10 <small>Remaining 6 Positions</small> | Text AD 145 x 130 Pixels <small>Member</small> | | £50 | £143 | £264 | £475 |
| | | | £43 | £121 | £224 | £403 |
| STANDARD POSITION - 5 TO 10 <small>Remaining 6 Positions</small> | Text AD 145 x 285 Pixels <small>Member</small> | | £70 | £200 | £369 | £664 |
| | | | £60 | £170 | £314 | £565 |
| STANDARD POSITION - 5 TO 10 <small>Remaining 6 Positions</small> | Text AD 145 x 595 Pixels <small>Member</small> | | £90 | £257 | £475 | £854 |
| | | | £77 | £218 | £403 | £726 |
| AILU NEWSLETTER - Button AD's | | BUTTON AD SIZE | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
| POSITION - 1 <small>Fixed Position</small> | Button AD 204 x 255 Pixels <small>Member</small> | | £142 | £405 | £749 | £1,348 |
| | | | £121 | £344 | £636 | £1,146 |
| POSITION - 2 <small>Fixed Position</small> | Button AD 204 x 255 Pixels <small>Member</small> | | £127 | £362 | £670 | £1,205 |
| | | | £108 | £308 | £569 | £1,024 |
| POSITION - 3 <small>Fixed Position</small> | Button AD 204 x 255 Pixels <small>Member</small> | | £117 | £333 | £617 | £1,110 |
| | | | £99 | £283 | £524 | £944 |
| POSITION - 4 <small>Fixed Position</small> | Button AD 204 x 255 Pixels <small>Member</small> | | £107 | £305 | £564 | £1,015 |
| | | | £91 | £259 | £480 | £863 |
| AILU NEWSLETTER - Banner AD's | | BANNER AD SIZE | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
| POSITION - 1 <small>Fixed Position</small> | Banner AD 428 x 91 Pixels <small>Member</small> | | £155 | £442 | £817 | £1,471 |
| | | | £132 | £375 | £695 | £1,250 |
| POSITION - 2 <small>Fixed Position</small> | Banner AD 428 x 91 Pixels <small>Member</small> | | £140 | £399 | £738 | £1,329 |
| | | | £119 | £339 | £627 | £1,129 |
| POSITION - 3 <small>Fixed Position</small> | Banner AD 428 x 91 Pixels <small>Member</small> | | £130 | £371 | £685 | £1,234 |
| | | | £111 | £315 | £583 | £1,049 |
| POSITION - 4 <small>Fixed Position</small> | Banner AD 428 x 91 Pixels <small>Member</small> | | £120 | £342 | £633 | £1,139 |
| | | | £102 | £291 | £538 | £968 |



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AILU - Web Site

| AILU Web Site | AD SIZE | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|--|--------------------------|----------|----------|-----------|
| P & S Directory - Home - Level 1 | | | | |
| These AD's will always and only appear in the Promoted area of the Products & Services Directory Home Page | | | | |
| PROMOTED POSITION | Text AD 145 x 130 Pixels | £280 | £532 | £777 |
| Maximum - Top 4 Positions | Member | £238 | £452 | £660 |
| PROMOTED POSITION | Text AD 145 x 285 Pixels | £560 | £1,064 | £1,554 |
| Maximum - Top 4 Positions | Member | £476 | £904 | £1,321 |
| PROMOTED POSITION | Text AD 145 x 595 Pixels | £1,120 | £2,128 | £3,108 |
| Maximum - Top 4 Positions | Member | £952 | £1,809 | £2,642 |
| P & S Directory - Home - Level 2 | | | | |
| These AD's will always and only appear with equal weighting in standard positions on the P & S Directory Home Page | | | | |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 130 Pixels | £240 | £456 | £666 |
| Remaining 6 Positions | Member | £204 | £388 | £566 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 285 Pixels | £480 | £912 | £1,332 |
| Remaining 6 Positions | Member | £408 | £775 | £1,132 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 595 Pixels | £960 | £1,824 | £2,664 |
| Remaining 6 Positions | Member | £816 | £1,550 | £2,264 |
| P & S Directory - Category - Level 1 | | | | |
| These AD's will appear in the Promoted area on ALL pages within ONE Category of the P & S Directory | | | | |
| PROMOTED POSITION | Text AD 145 x 130 Pixels | £240 | £456 | £666 |
| Maximum - Top 4 Positions | Member | £204 | £388 | £566 |
| PROMOTED POSITION | Text AD 145 x 285 Pixels | £480 | £912 | £1,332 |
| Maximum - Top 4 Positions | Member | £408 | £775 | £1,132 |
| PROMOTED POSITION | Text AD 145 x 595 Pixels | £960 | £1,824 | £2,664 |
| Maximum - Top 4 Positions | Member | £816 | £1,550 | £2,264 |
| P & S Directory - Category - Level 2 | | | | |
| These AD's will appear with equal weighting in standard positions on ALL pages within ONE Category of the P & S Directory | | | | |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 130 Pixels | £200 | £380 | £555 |
| Remaining 6 Positions | Member | £170 | £323 | £472 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 285 Pixels | £400 | £760 | £1,110 |
| Remaining 6 Positions | Member | £340 | £646 | £944 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 595 Pixels | £800 | £1,520 | £2,220 |
| Remaining 6 Positions | Member | £680 | £1,292 | £1,887 |
| Laser Technology & Applications - Level 1 - All Main Headings | | | | |
| These AD's will appear in the Promoted area on ALL main headings within Laser Technology & Applications | | | | |
| PROMOTED POSITION | Text AD 145 x 130 Pixels | £180 | £342 | £500 |
| Maximum - Top 4 Positions | Member | £153 | £291 | £425 |
| PROMOTED POSITION | Text AD 145 x 285 Pixels | £360 | £684 | £999 |
| Maximum - Top 4 Positions | Member | £306 | £581 | £849 |
| PROMOTED POSITION | Text AD 145 x 595 Pixels | £720 | £1,368 | £1,998 |
| Maximum - Top 4 Positions | Member | £612 | £1,163 | £1,698 |
| Laser Technology & Applications - Level 1 - All Main Headings | | | | |
| These AD's will appear with equal weighting in the standard positions on ALL main headings within LTA | | | | |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 130 Pixels | £160 | £304 | £444 |
| Remaining 6 Positions | Member | £136 | £258 | £377 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 285 Pixels | £320 | £608 | £888 |
| Remaining 6 Positions | Member | £272 | £517 | £755 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 595 Pixels | £640 | £1,216 | £1,776 |
| Remaining 6 Positions | Member | £544 | £1,034 | £1,510 |
| Laser Technology & Applications - Level 2 - Information Sheet Categories | | | | |
| These AD's will appear in the Promoted area within ONE Category under the Information Sheet Main Heading | | | | |
| PROMOTED POSITION | Text AD 145 x 130 Pixels | £140 | £266 | £389 |
| Maximum - Top 4 Positions | Member | £119 | £226 | £330 |
| PROMOTED POSITION | Text AD 145 x 285 Pixels | £280 | £532 | £777 |
| Maximum - Top 4 Positions | Member | £238 | £452 | £660 |
| PROMOTED POSITION | Text AD 145 x 595 Pixels | £560 | £1,064 | £1,554 |
| Maximum - Top 4 Positions | Member | £476 | £904 | £1,321 |
| Laser Technology & Applications - Level 2 - Information Sheet Categories | | | | |
| These AD's will appear with equal weighting in the standard area within ONE Category under the Information Sheet Main Heading | | | | |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 130 Pixels | £120 | £228 | £283 |
| Remaining 6 Positions | Member | £102 | £194 | £283 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 285 Pixels | £240 | £456 | £666 |
| Remaining 6 Positions | Member | £204 | £388 | £566 |
| STANDARD POSITION - 5 TO 10 | Text AD 145 x 595 Pixels | £480 | £912 | £1,332 |
| Remaining 6 Positions | Member | £408 | £775 | £1,132 |