



ASSOCIATION  
OF INDUSTRIAL  
LASER USERS

# MEDIA GUIDE 2020

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**

N.B. Our new website is under construction. This will go live in 2020 and provide more advertising opportunities.

- **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	£328	£459	£590
AILU member	£262	£367	£472

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

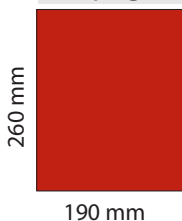
## Issue dates

The magazine is issued quarterly as follows:

Winter edition:	February 2020	(advert submission date 14th January)
Spring edition:	May 2020	(advert submission date 14th April)
Summer edition:	August 2020	(advert submission date 14th July)
Autumn edition:	November 2020	(advert submission date 14th October)

## Advertisement sizes

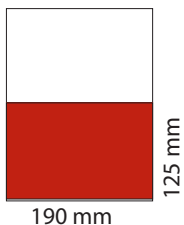
Full page



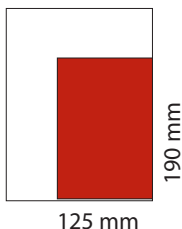
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1215	£2308	£3276	£4132
AILU member	£972	£1846	£2621	£3306

Half page

horizontal

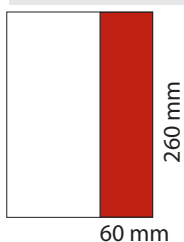


vertical



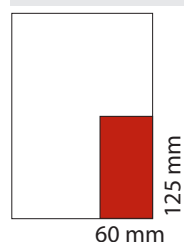
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£635	£1208	£1707	£2153
AILU member	£510	£966	£1365	£1722

Full column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£425	£796	£1134	£1439
AILU member	£342	£636	£909	£1150

Half column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£210	£399	£573	£709
AILU member	£168	£321	£458	£567

**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	£245	£688	£1308	£2473
AILU member	£202	£552	£1045	£1980

\*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	£284
AILU member	£226



**Welcome to the November Newsletter**

**BANNER ADVERT**

600 pixels x 100 pixels

**VIDEO ADVERT TEXT BOX**

**Heading 5-8 words**

Further description ~10 words

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