



ASSOCIATION
OF INDUSTRIAL
LASER USERS

MEDIA GUIDE 2016

Association of Industrial Laser Users
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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) 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

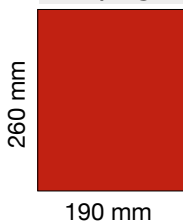
Summer edition: August

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

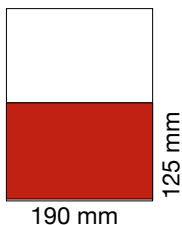
Full page



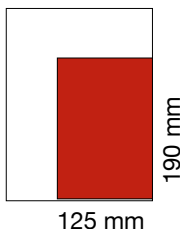
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1075	£2040	£2900	£3655
AILU member	£860	£1632	£2320	£2924

Half page

horizontal

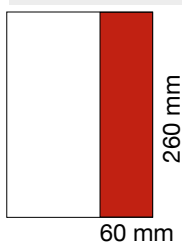


vertical



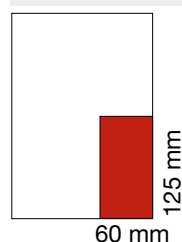
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£560	£1065	£1510	£1905
AILU member	£448	£852	£1208	£1524

Full column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£375	£705	£1005	£1270
AILU member	£300	£564	£804	£1016

Half column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£185	£350	£505	£630
AILU member	£148	£280	£404	£504

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:

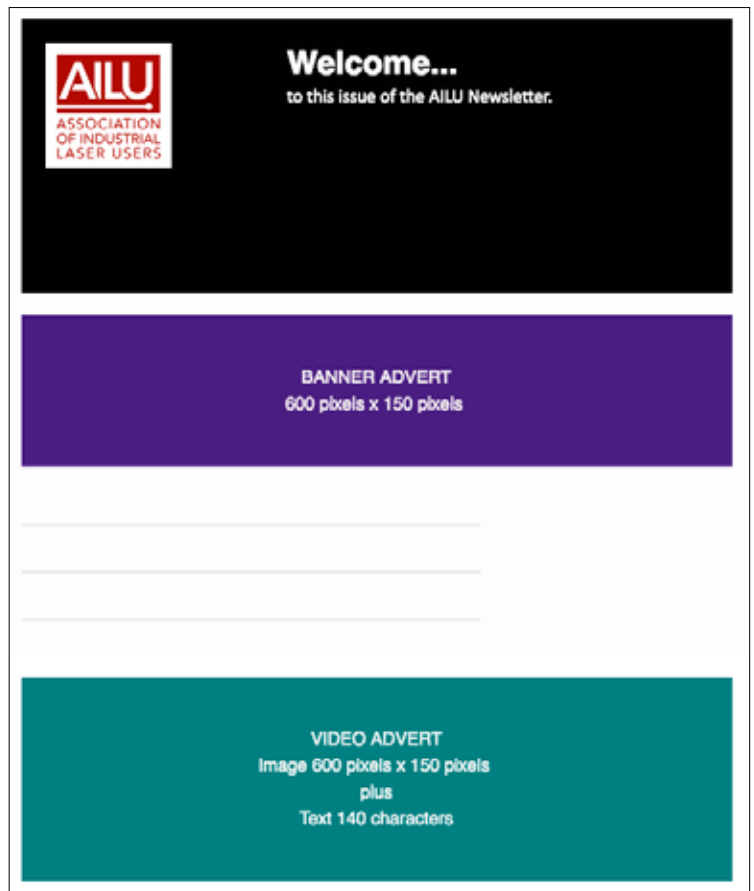
- **Banner advert**
- **Video advert**

Banner advert (purple box)

	Cost (excluding VAT)			
	1 mth	3 mths	6 mths	12 mths
Full price	£225	£610	£1155	£2185
AILU member	£180	£488	£924	£1748

Video advert (green box)

	Cost (excluding VAT)	
	1 issue	6 issues (alternate months)
Full price	£250	£1000
AILU member	£200	£800



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

Members receive a **free listing** in the Products & Services Directory (see image below). These may be enhanced, as shown, for a small fee:

- Highlighted listing: £35 + VAT
- Listing with logo: £35 + VAT
- Active web link: £35 + VAT

For all 3 enhancements a reduced cost of £73.50 +VAT applies.

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

LISTING

COMBINATION OF HIGHLIGHTING, LOGO AND ACTIVE WEB LINK

BOX ADVERT
145 pixels x 285 pixels (containing logo, URL and 30 words max.)

LISTING WITH LOGO

Box advert

	Cost (excluding VAT)		
	3 months	6 months	1 year
Full price	£87	£165	£300
AILU member	£69	£132	£240

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, +44 (0)1235 539595)

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