



ASSOCIATION
OF INDUSTRIAL
LASER USERS

MARKETING GUIDE

2024

Association of Industrial Laser Users
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MARKETING OPPORTUNITIES

'THE LASER USER' MAGAZINE

There are 3 categories of marketing opportunities available:

1. 'The Laser User' quarterly magazine (hard copy)
 - Advertise in the magazine
 - Provide inserts to be circulated in the magazine
2. The monthly e-Newsletter
 - Banner adverts and videos
 - Advertise Situations Vacant
3. Sponsored Webinar
 - Sole or joint sponsorship of a topical webinar

AILU members receive a 20% discount on marketing costs. Full and discounted prices are shown on the following pages.

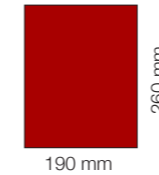
Issue dates 2024

The magazine is issued quarterly as follows:

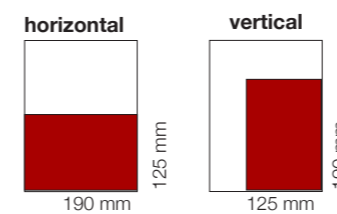
Winter edition:	February	submission date 15 January
Spring edition:	May	submission date 15 April
Summer edition:	August	submission date 15 July
Autumn edition:	November	submission date 14 October

ADVERTISE

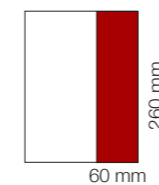
FULL PAGE



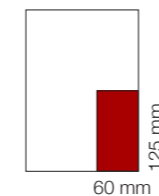
HALF PAGE



FULL COLUMN



HALF COLUMN



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1530	£2900	£4200	£5185
AILU member	£1225	£2320	£3350	£4150

	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£780	£1520	£2000	£2700
AILU member	£620	£1215	£1600	£2160

	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£490	£950	£1425	£1810
AILU member	£395	£760	£1140	£1450

	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£260	£485	£700	£890
AILU member	£210	£390	£560	£715

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

MAGAZINE INSERTS



1 page insert per issue	Cost (excluding VAT)
Full price	£450
AILU Member	£360

For multiple issues contact AILU

CONTACT AILU
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E-NEWSLETTER

The e-newsletter is issued monthly, around 15th of each month.

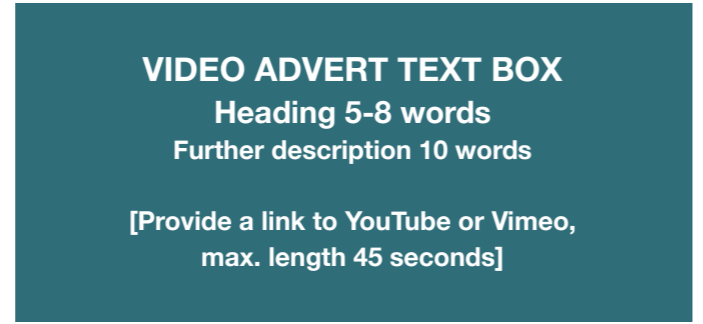
Adverts should be submitted by the 7th of each month.

There are 3 types of advert available:

- Banner advert
- Video advert
- Situations Vacant*



BANNER ADVERT
1200 pixels x 400 pixels



SITUATIONS VACANT
1200 pixels x 400 pixels

Banner advert				
	Cost (excluding VAT)			
	1 mth	3 mths	6 mths	12 mths
Full price	£350	£950	£1800	£3500
AILU member	£280	£760	£1440	£2800

Video advert	
	Cost (excluding VAT)
	1 issue
Full price	£490
AILU member	£390

Situations Vacant	
	Cost (excluding VAT)
	1 issue
Full price	£450
AILU member	£360

*Situations Vacant:

Members receive 2-for-1 offer: pay for the first month and get the second month free.

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

SPONSORED WEBINAR

- Sponsor a webinar on a topic of interest, promoted as a free AILU event
- Delivered by AILU
- Post-event the video will be free to view on YouTube and Vimeo
- Be a sole- or joint- sponsor



Webinar		
	Cost (excluding VAT)	
	1 sponsor	2 sponsors (each)
Full price	£2500	£1400
AILU member	£2000	£1120

Sponsors receive:

- Promotion before the event (co-branded with AILU)
- Branding during the event
- Promotion after the event (on social media)
- Analytics from the webinar including delegate email addresses