



# MEDIA GUIDE 2017

Association of Industrial Laser Users  
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[www.ailu.org.uk](http://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](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

Spring edition: May

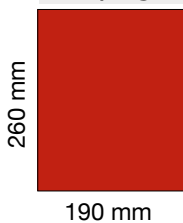
Summer edition: August

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

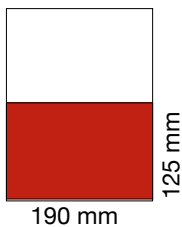
Full page



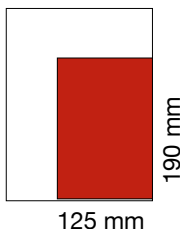
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1130	£2145	£3045	£3840
AILU member	£905	£1715	£2435	£3070

Half page

horizontal

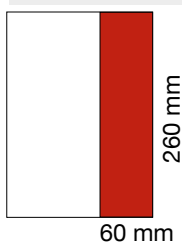


vertical



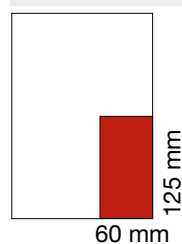
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£590	£1120	£1585	£2000
AILU member	£470	£895	£1268	£1600

Full column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£395	£740	£1055	£1335
AILU member	£315	£595	£845	£1070

Half column



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£195	£370	£530	£660
AILU member	£155	£295	£425	£530

**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 3 types of advert available:

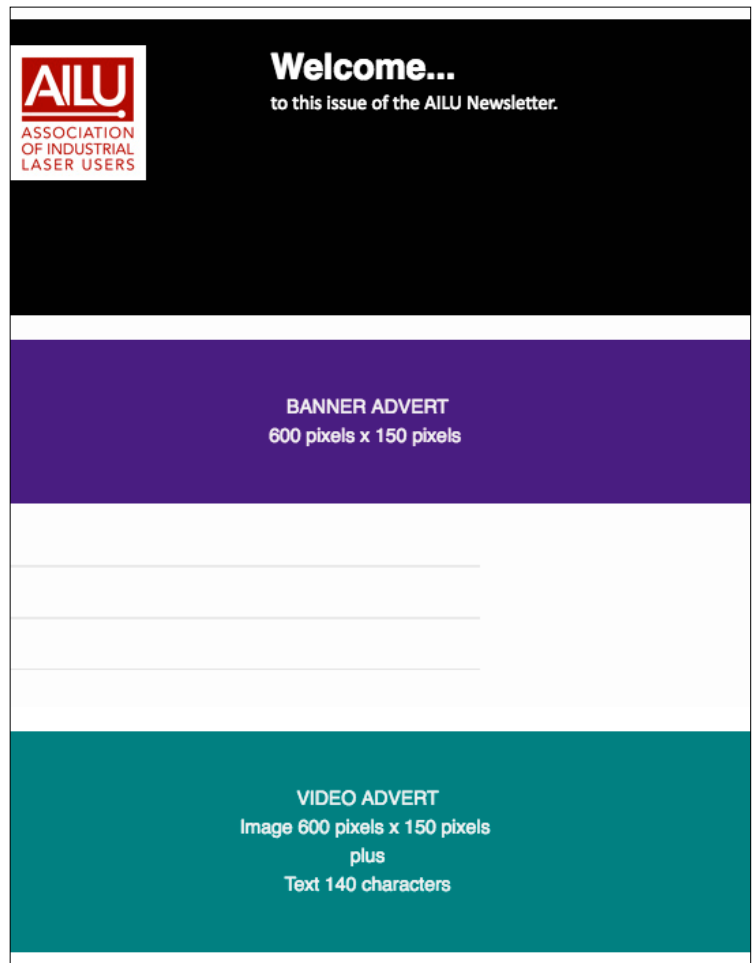
- Banner advert
- Video advert

## Banner advert (purple box)

	Cost (excluding VAT)			
	1 mth	3 mths	6 mths	12 mths
Full price	£235	£640	£1215	£2295
AILU member	£190	£510	£970	£1835

## Video advert (green box)

	Cost (excluding VAT)
	1 issue
Full price	£265
AILU member	£210



**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](http://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

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

**LISTING**

**HIGHLIGHTING AND LOGO**

**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	£90	£175	£315
AILU member	£72	£140	£252

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](mailto: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**