



MEDIA GUIDE 2021

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 2021 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	£335	£470	£605
AILU member	£270	£375	£485

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.

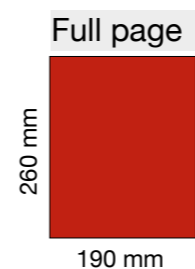
'THE LASER USER' MAGAZINE

Issue dates

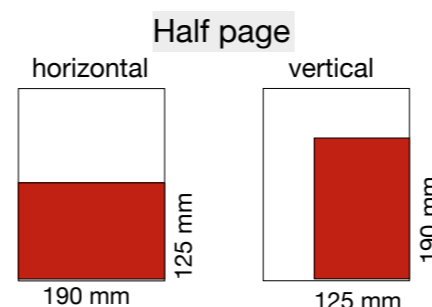
The magazine is issued quarterly as follows:

Winter edition:	February 2021	(advert submission date 14th January)
Spring edition:	May 2021	(advert submission date 14th April)
Summer edition:	August 2021	(advert submission date 14th July)
Autumn edition:	November 2021	(advert submission date 14th October)

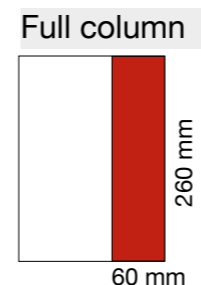
Advertisement sizes



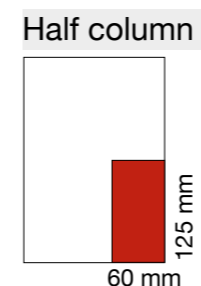
	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£1245	£2365	£3360	£4235
AILU member	£995	£1890	£2685	£3390



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£650	£1240	£1750	£2205
AILU member	£525	£990	£1400	£1765



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£435	£815	£1160	£1475
AILU member	£350	£650	£935	£1180



	Cost (excluding VAT)			
	1 issue	2 issues	3 issues	4 issues
Full price	£215	£410	£590	£725
AILU member	£175	£330	£470	£580

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	£255	£705	£1340	£2535
AILU member	£207	£565	£1070	£2025

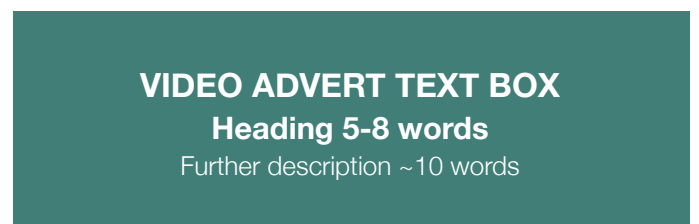
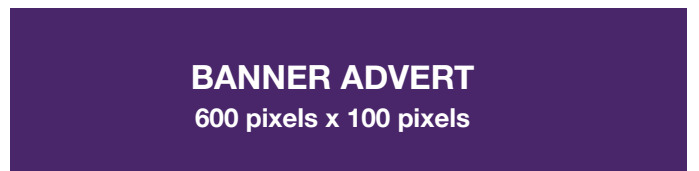
*Situations Vacant:

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	£290
AILU member	£230



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