

MediaGuide

2014

Connecting You
with THE Laser
Community!



**Laser Institute
of America**

Laser Applications and Safety

13501 Ingenuity Drive, Suite 128
Orlando, FL 32826
Toll Free: 1.800.34.LASER
Phone: +1.407.380.1553
Fax: +1.407.380.5588

[www.lia.org/advertising]



LIA TODAY

Printed Circulation: **5,000**





LIA TODAY is a full-color newsletter that is published 6x per year. It includes articles on the latest industry news to keep members and other laser professionals current on important issue that impact the laser community.

Electronic (PDF): **24,000**

Readers of LIA TODAY consist of production managers, supervisors, safety professionals, researchers, end-users, laser physicians and nurses.

MECHANICAL REQUIREMENTS AND RATES*

*Rates listed are applied per insertion for standard, full color ad artwork only.

Full Page			Full Page - Inside Front/Inside Back Cover			
Insertion	Member	Non-Member	Member	Non-Member		8.5 in x 11 in
1x	\$1398	\$1645	\$2933	\$3450		216 mm x 280 mm
3x	\$1340	\$1576	\$2812	\$3308		
6x	\$1290	\$1518	\$2666	\$3137		
Half Page						
Insertion	Member	Non-Member		7.5 in x 4.75 in		3.67 in x 9.75 in
1x	\$1022	\$1202		191 mm x 121 mm		94 mm x 248 mm
3x	\$982	\$1155				
6x	\$941	\$1107				
Quarter Page						
Insertion	Member	Non-Member		3.67 in x 4.75 in		
1x	\$753	\$886		94 mm x 121 mm		
3x	\$726	\$854				
6x	\$700	\$823				

LIA CONNECTION: MONTHLY ENEWSLETTER

Online Subscriptions: **Over 33,000**

LIA Connection is a monthly eNewsletter for both members and non-members that includes information about the latest news from LIA and our members. A calendar of upcoming LIA courses and conferences is listed, along with discounts on LIA publications, products and services. There are multiple ways to advertise in the eNewsletter! You have the option

of placing a full banner ad at the top or middle of the eNewsletter, or you can choose to place a button ad along the right column. Distribution includes all people involved in laser technology – from end-users to system builders and nurses to laser physicists. An advertisement in the LIA Connection provides a cost-effective means of increasing exposure.

MECHANICAL REQUIREMENTS AND RATES

Top Banner (490 x 120 pixels)
Member / Non-Member
1 month - \$815 / \$959
3 months - \$1629 / \$1917
12 months - \$4888 / \$5750

Middle Banner (490 x 120 pixels)
Member / Non-Member
1 month - \$489 / \$575
3 months - \$978 / \$1150
12 months - \$2933 / \$3450

Top Right (160 x 230 pixels)
Member / Non-Member
1 month - \$288 / \$339
3 months - \$575 / \$676
12 months - \$1725 / \$2029

Right Column (160 x 230 pixels)
Member / Non-Member
1 month - \$192 / \$226
3 months - \$384 / \$452
12 months - \$1150 / \$1353

Advertising artwork in the LIA Connection must be static only.



MECHANICAL REQUIREMENTS AND RATES

Banner Ad (120 x 240 pixels)
Member / Non-Member
1 month - \$460 / \$541



MECHANICAL REQUIREMENTS AND RATES

Home Page
(170 x 80 pixels)

1 year
\$3421 (Member)
\$4025 (Non-Member)

Training Page*
(170 x 80 pixels)

1 year
\$2933 (Member)
\$3450 (Non-Member)

LIA's OD Calculator Page
(200 x 200 pixels)

1 year
\$3421 (Member)
\$4025 (Non-Member)

All web ads are static, unless otherwise indicated, and are featured for 12 consecutive months.

*Advertising on the Training Page is for any company who is not currently offering laser education training.

JOURNAL OF LASER APPLICATIONS

Online Subscriptions: **1,300**

The Journal of Laser Applications® (JLA) is the official journal of the Laser Institute of America and serves as the major international forum for exchanging ideas and information in disciplines that apply laser technology. Internationally known editors, reviewers and columnists deliver the latest results of their research worldwide, dealing with the diverse, practical applications of laser technology.

The JLA addresses a number of interdisciplinary topics such as laser materials processing, laser sensing and measurement, biomedical applications and laser safety,

making it an important and vibrant forum for specialists in all areas of the laser industry. A streamlined review process by a panel of recognized experts ensures the rapid dissemination of the latest developments, techniques, and research in the field. Rigorous peer review also guarantees the publication of consistently high quality work. Readers include a select audience of R&D engineers and designers, scientists, laser system builders and manufacturers. The Journal of Laser Applications is published for LIA by the American Institute of Physics (AIP) online at jla.aip.org.

LIA WEBSITE

Monthly Visitors: **Over 15,000**

LIA's website, www.lia.org, offers your company a dynamic media source. Cut through the clutter and talk directly to the laser marketplace with an ad on LIA's website. End-users, OEM's and System builders- they all visit the LIA website for industry news and events. A website ad will hit them while they are captive. Offered in a long-term placement structure, an ad on the LIA website gives you

a cost effective way to increase the number of impressions you make on your audience. If you have a current ad produced or you need one developed, the LIA web staff will get you there.

Key Benefits:

- Hot linked to your website
- Directly hits target
- Extended placement increases total impression

About LIA

LIA cultivates innovation, ingenuity and inspiration to promote the continued growth and safe use of laser applications.

At LIA, we believe in the importance of sharing new ideas about lasers. In fact, laser pioneers such as Dr. Arthur Schawlow and Dr. Theodore H. Maiman were among LIA's original founders who set the stage for our enduring mission to promote laser applications and their safe use through education, training and symposia. LIA was formed in 1968 by people who represented the heart of the profession—a group of academic scientists, developers and engineers who were truly passionate about taking an emerging new laser technology and turning it into a viable industry.

Educating the World on Laser Applications and Safety

Today, this unwavering dedication continues to propel LIA as we meet the growing demand for continuing education and safety training. LIA trains more Laser Safety Officers than any other organization in the world. We are also proud to offer flexible and convenient learning options including online training, in the classroom or onsite.

One of LIA's signature events is the International Congress on Applications of Lasers & Electro-Optics (ICALEO®), which is viewed as the premier source of technical information in the field. As the market demand for laser applications continues to rise, LIA's Lasers for Manufacturing Event® (LME®) provides a one stop event for companies interested in integrating laser technology into their production. Laser safety experts from all over the world meet at the International Laser Safety Conference (ILSC®). Significant innovations on the widespread industrial implementations of laser additive manufacturing continue to be shared at LIA's Laser Additive Manufacturing Workshop (LAM®).

Serving the Laser Community

Recognized as the professional society for laser applications and safety, LIA serves industrial, educational, medical, research and government communities across the globe. Our members are comprised of laser researchers, manufacturers, integrators and end users—all working together to increase the use and safe application of laser technologies.

Setting the Standard

To further enhance its mission of fostering lasers, laser applications and laser safety worldwide, LIA serves as the secretariat and publisher of the American National Standards Institute (ANSI) Z136 series of laser safety standards. These standards constitute the foundation of laser safety programs nationwide.

Become Part of the LIA Experience

Whether you are new to the world of lasers, or an experienced laser professional, LIA is for you. We offer a wide array of products, services, education and events to enhance your laser safety knowledge and expertise. As an individual or corporate member, you will qualify for significant discounts on LIA materials, training courses and the industry's most popular LIA conferences. We invite you to become part of the LIA experience-cultivating innovation, ingenuity and inspiration.

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