2019 Media Guide
Connecting you with THE LASER COMMUNITY!
LIA’s Digital Marketing Ecosystem focuses on user interactions and the effective delivery of quality content. Through our growing distribution channels, we are constantly focusing on maximizing our digital presence.
2018-2019

Social Media Following

**OVER 18,000**
Followers

Website Reach

**OVER 28,000**
Users

Growth in Digital Marketing Conversions

**+57.6%**

Average Total Media Deliveries Per Press Release

**2,626**

Average Potential Audience Per Press Release

**92.6M**

Mail Campaign Opens

**+286%**

Mail Campaign Clicks

**+332%**

Lasers Today Monthly Blog Traffic

**OVER 1,500**
Users
LIA TODAY is a full-color digital newsletter, published six times per year. It includes articles on the latest industry news to keep members and other laser professionals current on important issues impacting the laser community.

Distribution includes all subscribed users involved in laser technology – from end-users to system builders and nurses to laser physicists. LIA TODAY readers consist of production managers, supervisors, safety professionals, and researchers, end-users, laser physicians and nurses.

MECHANICAL REQUIREMENTS AND RATES*

*Rates listed are applied per insertion for standard, full color ad artwork only. Space is limited and is on a first-come basis.

<table>
<thead>
<tr>
<th>Insertion</th>
<th>Member</th>
<th>Non-Member</th>
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</thead>
<tbody>
<tr>
<td>1×</td>
<td>$1398</td>
<td>$1645</td>
</tr>
<tr>
<td>3×</td>
<td>$1340</td>
<td>$1576</td>
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<tr>
<td>6×</td>
<td>$1290</td>
<td>$1518</td>
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</table>

<table>
<thead>
<tr>
<th>Half Page</th>
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</thead>
<tbody>
<tr>
<td>Insertion</td>
</tr>
<tr>
<td>1×</td>
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<tr>
<td>3×</td>
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<tr>
<td>6×</td>
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</tbody>
</table>

| Quarter Page |
| Insertion |
| 1×        | $753   |
| 3×        | $726   |
| 6×        | $700   |

**Full Page - Inside Front Cover/ Last Page**

- Member: $2933
- Non-Member: $3450
- Member: $2812
- Non-Member: $3308
- Member: $2666
- Non-Member: $3137

MECHANICAL REQUIREMENTS

- 8.5 in × 11 in
- 216 mm × 280 mm
- 75 in × 4.75 in
- 191 mm × 121 mm
- 3.67 in × 9.75 in
- 94 mm × 248 mm
- 3.67 in × 4.75 in
- 94 mm × 121 mm
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.

ICALEO CONFERENCE GROWTH (2017-2018)

+60.9% Registrations
+34.5% Room Nights
+87.5% Sponsors

The laser community is a global one, and LIA’s conferences and events bring together laser professionals from North America, Europe, Asia, and the Pacific Rim.

Advertisement opportunities are available in each on-site program to event sponsors, exhibitors and all LIA corporate members.

Key Benefits:
• Brand exposure to attendees
• Interact directly with your target audience

Contact us for specific event advertising availability & pricing.
1. LIA reserves the right to approve all advertisers and advertisements in LIA publications on the grounds of relevance to the industry, professionalism of ads, editorial and stylistic content, and conflict with products and services offered by LIA, and other reasonable bases as determined by the LIA Executive Director.

2. LIA reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all content of advertisement printed, and also assume responsibility for any resulting claims made against the publisher.

3. Advertisers and advertising agencies are jointly and individually responsible for payment of all insertions.

4. Cancellations are not accepted and copy corrections not guaranteed after closing date for space reservations.

5. On contract or scheduled insertions, previous copy will be repeated if change is not received by materials due date.

6. Any revision or special handling of materials will be billed to the advertiser.

7. Materials will be destroyed if disposition instructions are not furnished by the advertiser.

8. Requested positions are not guaranteed unless stated as a paid position.

9. All rates are based on acceptable digital files (see ad specifications). Any production work will be charged extra.

10. An agency discount of 15 percent will be given to recognized agencies on space, color, and position charges. Production and mechanical charges are not commissionable.

11. Payments are due upon receipt of invoice. AD SUBMISSION: If you require more detailed information regarding any of the above specifications, please contact your sales representative. To submit digital materials contact the LIA Advertising Department at +1.407.380.1553 or advertising@lia.org.

MAIL OR FAX COMPLETED CONTRACT TO:
LIA Advertising, Laser Institute of America
13501 Ingenuity Drive, Suite 128
Orlando, FL 32826
Phone: +1.407.380.1553
Fax: +1.407.380.5588

Applicant’s Signature ___________________ Date __________

LIA Approval Signature ___________________ Date __________
MECHANICAL SPECS AND REQUIREMENTS

LIA prefers PDF format files submitted electronically. See below for more details.

SOFTWARE PROGRAMS SUPPORTED:

PDF format is LIA’s preferred format. We prefer PDF/X1 (high res.) verified PDF files. We require “Press Optimized” settings from the PDF Distiller. Original data files need to adhere to specifications mentioned in the applications formats listed in this document.

INDESIGN: Version CS. Run InDesign’s “Package” command to collect file.

ADOBE ILLUSTRATOR: Version 8.x-10.x, CS.

PHOTOSHOP: We prefer Photoshop files to be saved for placement in page layout programs in EPS format. Use CMYK colors at 254 or 300 dpi with preview of 8 bits/pixel and binary encoding.

SOFTWARE PROGRAMS NOT SUPPORTED AT LIA:
Microsoft Word; CorelDraw; Microsoft PowerPoint; Microsoft Publisher

FONTS: Include all fonts when sending your documents for output. With Macintosh fonts, provide screen and printer fonts. With Windows fonts, provide PFM and PFB fonts. Use of TrueType or Type 3 fonts is NOT recommended, and Multiple Master fonts are not supported. If you use TrueType or Type 3 fonts in your document, desired results cannot be guaranteed and delays could result.

COLOR PROOF: LIA does not require a high-resolution color proof of the ad.

MAIL OR FAX COMPLETED CONTRACT TO:
LIA Advertising, Laser Institute of America
13501 Ingenuity Drive, Suite 128
Orlando, FL 32826
Phone: +1.407.380.1553
Fax: +1.407.380.5588