

Media Guide

2018

Connecting You
with THE Laser
Community!



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[www.lia.org/advertising]



LIA TODAY

Printed Circulation: **5,000**

LIA TODAY is a full-color newsletter, published 6x 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.

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

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

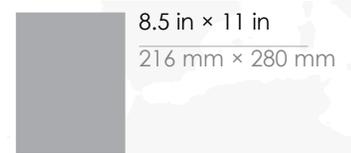
MECHANICAL REQUIREMENTS AND RATES*

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

Full Page

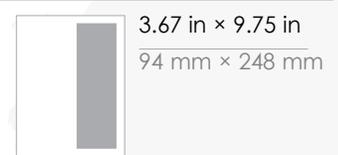
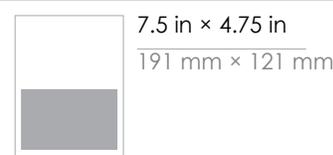
Insertion	Member	Non-Member	Member	Non-Member
1x	\$1398	\$1645	\$2933	\$3450
3x	\$1340	\$1576	\$2812	\$3308
6x	\$1290	\$1518	\$2666	\$3137

Full Page - Inside Front/Inside Back Cover



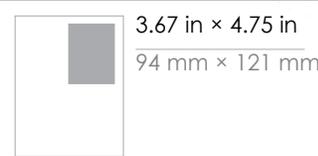
Half Page

Insertion	Member	Non-Member
1x	\$1022	\$1202
3x	\$982	\$1155
6x	\$941	\$1107



Quarter Page

Insertion	Member	Non-Member
1x	\$753	\$886
3x	\$726	\$854
6x	\$700	\$823



LIA CONNECTION: MONTHLY ENEWSLETTER

Online Subscriptions: **Over 18,000**

LIA Connection is a monthly eNewsletter for both members and non-members, which includes information about the latest news from LIA and our members. Distribution includes all people involved in laser technology – from end-users to system builders and nurses to laser physicists. You have the option of one of two button ads near the top right of

the newsletter or a full-width banner ad throughout the eNewsletter. This full-width advertisement can also be a product feature with an image and description. Each issue will include a maximum of five advertisements. All advertisers will have a quicklink to their desired page in the sponsor links area at the top of the newsletter. Increase your brand exposure by advertising in the *LIA Connection*.



MECHANICAL REQUIREMENTS AND RATES

Top Right Button
(160 × 230 pixels)
Member/Non-member
1 insertion - \$535 / \$630
6 insertions - \$2140 / \$2520
12 insertions - \$3210 / \$3780



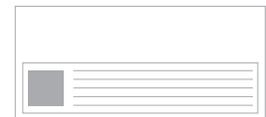
Right Column Button
(160 × 230 pixels)
Member/Non-member
1 insertion - \$515 / \$605
6 insertions - \$2060 / \$2420
12 insertions - \$3090 / \$3630



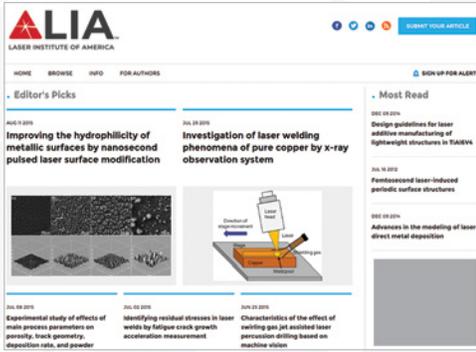
Full-width Banner
(520 × 120 pixels)
— OR —
Full-width Product Feature
(100 × 100 pixels image
300 character description)



Member/Non-member
1 insertion - \$490 / \$575
6 insertions - \$1960 / \$2300
12 insertions - \$2930 / \$3450



Advertising artwork in the *LIA Connection* must be static only.



MECHANICAL REQUIREMENTS AND RATES

Banner Ad (300 × 250 pixels)
Member / Non-Member
1 month - \$535 / \$630



MECHANICAL REQUIREMENTS

Full Page Ad

8.5 in × 11 in
216 mm × 280 mm

Quarter Page Ad

3.67 in × 4.75 in
94 mm × 121 mm

Half Page Ad

7.5 in × 4.75 in
191 mm × 121 mm

3.67 in × 9.75 in
94 mm × 248 mm

Contact us for specific event advertising availability and pricing.

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 CONFERENCES

Cumulative Annual Attendance: Over 1,300

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

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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