

INDUSTRIAL LASER SOLUTIONS

F O R M A N U F A C T U R I N G .

ESTABLISHED IN 1986

2020 MEDIA PLANNER

- 100% Lasers for Materials Processing
- Worldwide Audience
- Multi-Channel Marketing
- 100% Buying Authority



PART OF THE LASER FOCUS WORLD MEDIA GROUP
WWW.INDUSTRIAL-LASERS.COM



THE GLOBAL MANUFACTURING COMMUNITY

INCLUDES THESE PROFESSIONALS ...

- **MANUFACTURING PROFESSIONALS**
responsible for selecting, installing, and maintaining equipment to produce components and final products for end-use markets
- **DESIGN ENGINEERS**
responsible for selecting new product materials and assembly process technologies
- **RESEARCHERS AND PROCESS DEVELOPERS**
focused on materials and process changes of components or products for future manufacturing operations
- **DISTRIBUTORS**
who resell and support OEM laser systems

WORKING AT THESE TYPES OF COMPANIES ...



Fabricated Metal Products

Spacetrronics, Klune Industries, Lasertron, Erie Industrial



Industrial & Commercial Machinery

EMAG, Aisin Seiki, ABB Robotics



Laser Systems Integrator

Amada, Bystronic, Trumpf, Mitsubishi



Medical & Dental Instruments

Baxter, Vista Dental Johnson & Johnson



Electrical, Electronic, Semiconductor

Phillips Lighting, Samsung Electronics, Intel



Transportation

Airbus, Toyota, BMW, Lear, Blue Bird



Research & Development

EWI, Fraunhofer ILT, Laser Zentrum Hanover



Textile/Paper/Rubber/Plastic Products

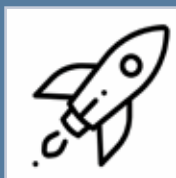
Kimberly-Clark, Firestone, Clopay Plastic Products

FACING THESE CHALLENGES



LEARNING

about new laser and system concepts and design



DISCOVERING

new laser process applications



STAYING ABREAST

of advances in laser processing for manufacturers



KEEPING CURRENT

with advances in laser process research & development

BELOW IS A SAMPLING OF THE IN-DEPTH CONTENT INDUSTRIAL LASER SOLUTIONS PROVIDES TO ADDRESS THESE CHALLENGES

- *Fiber laser breakthrough - Tunable beam quality enables optimized cutting of thin and thick metal*
- *Blue Wavelength High Power Diode Laser - A new horizon for advanced laser processing of copper*
- *How to Increase Productivity in Ultrashort-Pulsed Lasers*
- *Fiber laser technology enables a wide range of welding and marking of polymer medical devices.*
- *Powder-bed fusion technology for large, high-value components.*
- *Laser cladding is a method to resurface or fabricate a part.*
- *Lasers for rear-side contact openings as part of passivated emitter rear contact solar cells.*
- *Pulsed fiber lasers with patterning techniques that produce consistent, mechanically robust welds in lap and spot welds*
- *Learn how to increase productivity when micromachining with USP lasers*
- *Fiber lasers are widely used for metal welding and cutting, however in some applications they deliver less than ideal results*
- *Photons to generate new material properties represents a new field of application.*
- *Partnership to create laser welding solutions for electric vehicle battery enclosures*

Industrial Laser Solutions offers readers current reports on cost-effective applications for lasers in manufacturing contributed by international leaders from all the technology sectors. As the 'journal of record' for industrial laser processing, ILS connects process developers and equipment suppliers with global end-users.

INDUSTRIAL LASER SOLUTIONS

MORE THAN JUST A MAGAZINE ... DELIVERING INFORMATION WHEN, WHERE, AND HOW THE AUDIENCE WANTS IT!

- **31,000 SUBSCRIBERS AS OF SEP/OCT 2019 ISSUE***
- **68,000 AVERAGE PAGE VIEWS PER MONTH****
- **30,000 AVERAGE VISITORS PER MONTH****



TABLE OF CONTENTS

THE COMMUNITY	2-3
OVERVIEW	4
MULTICHANNEL MARKETING	5
MEDIA PORTFOLIO	6
AUDIENCE PROFILE	7
2020 EDITORIAL CALENDAR	8
MAGAZINE: SPECIFICATIONS	9
ONLINE BUYER'S GUIDE	10
WEBSITE BANNERS	11
SITE RESKIN	12
EXPANDABLE LEADERBOARD/BILLBOARD	13
AMPLIFY / LIST RENTAL	14
NEWSLETTERS	15
AUDIENCE EXTENSION	16
CONTENT MARKETING:	
NATIVE ADVERTISING	17
WHITE PAPERS / SMARTPAPERS	18
TECHNICAL DIGESTS	19
WEBCASTS	20-21
VIDEO	22
ADFLEX	23
HIGH ENGAGEMENT LANDING PAGES	24-25
MARKETING SOLUTIONS RESEARCH	26
SOCIAL MEDIA/SEO AUDITS	27
IMPORTANT CONTACTS	28

* Publisher's Audience Data (Sept/Oct 2019 Issue)

** Google Analytics / 3-month average (Jul-Sept 2019)

INDUSTRIAL-LASERS.COM

Details subject to change. Contact your Business Solutions Manager for current information.

2020 MEDIA PLANNER

MULTICHANNEL MARKETING | MARKETING MIX

Reach and Convert More Buyers with the Winning Marketing Mix

TODAY'S EDUCATED BUYERS consume information at all hours of the day and from a wide variety of sources; they search the web, read trade magazines, watch videos and webcasts, read newsletters, download apps, and travel to trade shows, all in the pursuit of the latest information to help them do their jobs.

THE CHALLENGE

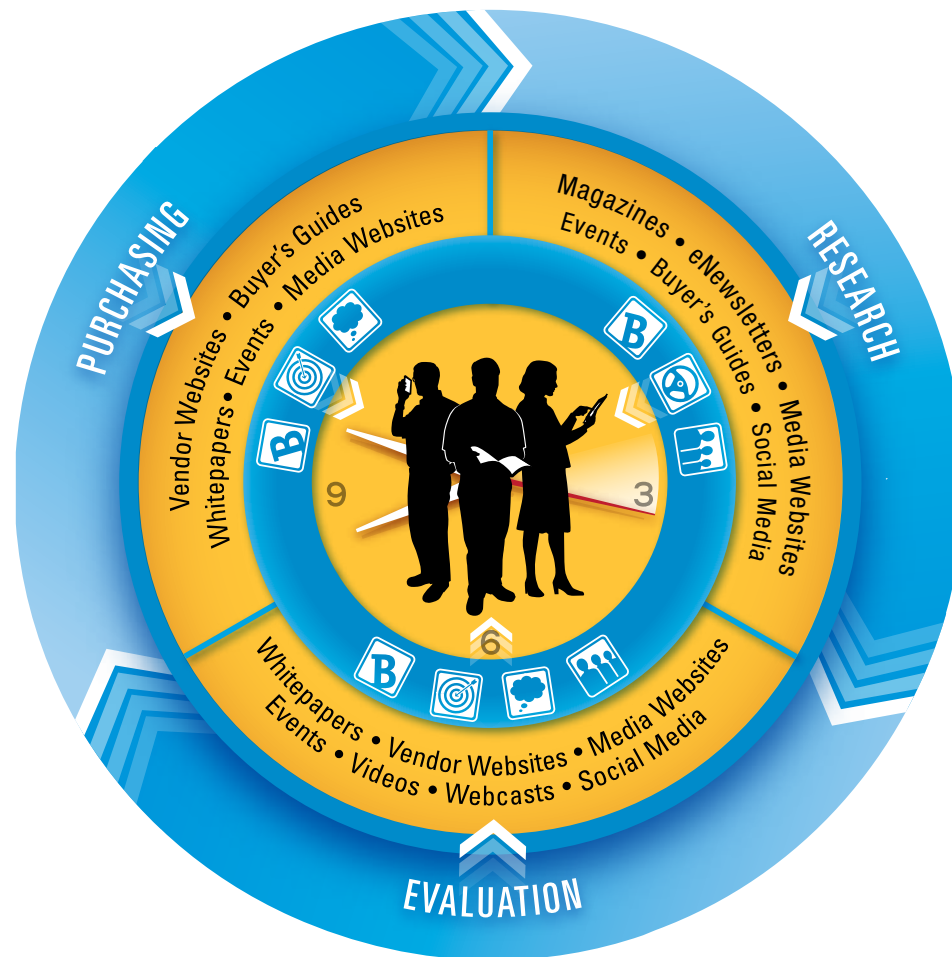
Finding the best mix of the many options available to reach and influence these buyers as they navigate numerous channels can be difficult. Using one marketing vehicle exclusively in the hopes of reaching prospects at "the right point" in their buying cycle may result in buyers seeing your message too late, or not at all. Spreading your message out across too many channels may leave you with too little frequency in any channel to make a memorable impression.

THE SOLUTION








Solving this challenge requires an understanding of how various information channels work in concert to reach and engage your prospects throughout the buying process. Creating an organized and well-planned strategy, with consistent presence in multiple channels that qualified buyers rely on, helps ensure your message reaches them often and effectively during their knowledge gathering.







THE WINNING MARKETING MIX

At *Industrial Laser Solutions*, we have the experience and the marketing options to reinforce your message to qualified decision-makers throughout the buying process. We look forward to the opportunity to work with you to create a winning marketing mix.



INTEGRATED MEDIA PORTFOLIO

YOUR MARKETING CAMPAIGN OBJECTIVES			OUR MARKETING APPROACH
 Brand A Brand Awareness campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the materials processing community.	 Traffic A Traffic Driving campaign is designed to push materials processing professionals to your website or other online offerings.	 Lead A Lead Generation campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the materials processing community.	 Push In a Push Marketing approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.
 Social A Social Engagement campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.	 Thought A Thought Leadership/Education campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.		 Pull In a Pull Marketing approach, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles

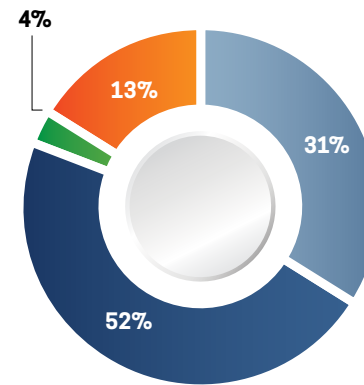
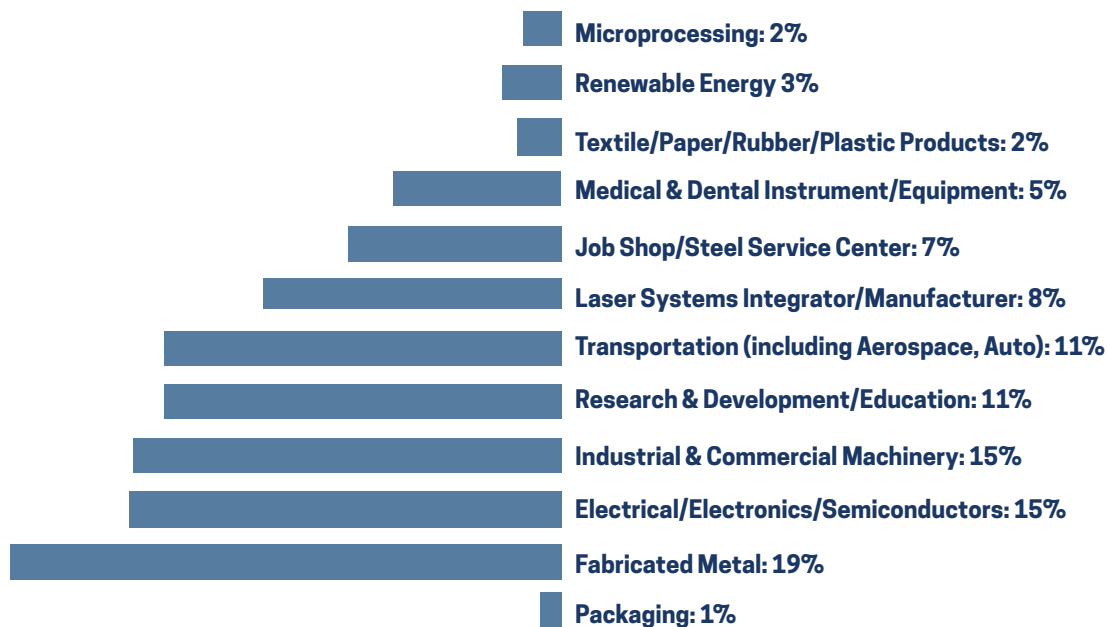
	YOUR MARKETING CAMPAIGN OBJECTIVES					MARKETING APPROACH	
MEDIA SOLUTIONS	 Brand	 Traffic	 Lead	 Social	 Thought	 Push	 Pull
Print Magazine	■					■	
AdFlex	■	■		■	■		■
Banner Ads	■	■					■
Buyer's Guide	■	■	■			■	■
Newsletter Sponsorship	■	■	■			■	
Technical Digests	■		■		■		■
Push Down Ads	■	■					■
Native Advertising	■	■			■		■
Video Sponsorship	■		■		■	■	■
Webcast Sponsorship	■		■		■	■	■
White Papers / SMARTPapers	■		■		■		■

The achievement of a campaign objective depends strongly on the creative unit and messaging for digital media. Ask your sales representative for examples of what works and what doesn't.

AUDIENCE PROFILE

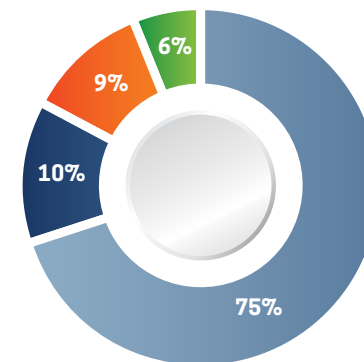
100% Direct Request ■ 100% Buy/Specify Laser Technologies for Industrial Applications

The *Industrial Laser Solutions* digital magazine is where decision-makers look first to see what happens next. Our trusted and well-respected content provides the cutting-edge, educational information they need to do their jobs more efficiently and effectively. *Industrial Laser Solutions* attracts a high-level, decision-making audience of manufacturing professionals who read our timely, practical, and insightful material. Our long-standing position within laser materials processing makes *Industrial Laser Solutions* the most effective brand available for delivering your message to this global audience of buyers.



Subscriber Job Function

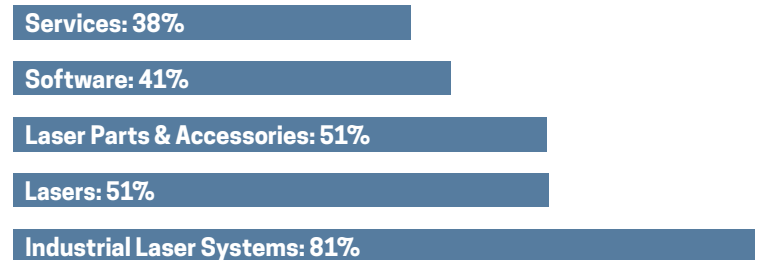
- Manufacturing/Production Engineering; Design/ Applications Engineering/ Laser Technician
- Corporate Management; Engineering Manufacturing/ Production Management
- Purchasing/Procurement & Consulting/ Tradeschool Education
- Research & Development



Geographic Breakdown

- North America
- Asia/Asia Pacific
- Europe
- Rest of World

Subscriber Purchasing Influence



* Publisher's Audience Data (Sept/Oct 2019)



DIGITAL MAGAZINE TOTAL
QUALIFIED SUBSCRIBERS

31,000

2020 EDITORIAL CALENDAR [Subject to change]

	THEME	FEATURE ARTICLES	EDITORIAL NEWSLETTERS	SPONSORED CONTENT	BONUS SHOW DISTRIBUTION
JANUARY/FEBRUARY Ad Deadline: 1/6 Materials Due: 1/9 Issue Available: 1/29	MICROMACHINING	FEATURING Review of USP Market: Part 1 Advanced USP Applications High-speed USP micromachining Processing microfluidic devices ALSO: Annual Economic Review Industrial lasers in Japan	Industry Watch 1/9, 1/30, 2/6, 2/27 Laser Processing 1/23, 2/20	Best of Show SPIE Photonics West – 1/28 Product Watch – 1/16, 2/13 Webcast: Advertiser's Choice	SPIE Photonics West Feb 1-6, 2020 San Francisco, CA LASER World of Photonics China March 18-20, 2020 Shanghai, China
MARCH/APRIL Ad Deadline: 2/25 Materials Due: 2/28 Issue Available: 3/18	ADDITIVE MANUFACTURING	FEATURING Advances in laser metal deposition AM applications in aerospace Wire feed deposition Functionally graded components ALSO: Review of USP Market: Part 2 Impact of beam mode on processing	Industry Watch 3/5, 3/26, 4/9, 4/30 Laser Processing 3/19, 4/23	Product Watch – 3/12, 4/16 Webcast: Advertiser's Choice	RAPID Manufacturing Apr 20-23, 2020 Anaheim, CA AKL International Laser Technology Congress May 6-8, 2020 Aachen, Germany
MAY/JUNE Ad Deadline: 4/21 Materials Due: 4/24 Issue Available: 5/13	WELDING	FEATURING High-power welding in eMobility Mixed-mode welding High power blue laser welding Joining composites ALSO: What's new in laser welding? Vibration-assisted laser drilling	Industry Watch 5/7, 5/28, 6/4, 6/25 Laser Processing 5/21, 6/18	Product Watch – 5/14, 6/11 Webcast: Advertiser's Choice	
JULY/AUGUST Ad Deadline: 6/22 Materials Due: 6/25 Issue Available: 7/15	SURFACE TREATMENT	FEATURING Very high power USP laser processing Laser-induced deep etching Advances in laser microstructuring ALSO: Review of laser beam shaping Weld process monitoring	Industry Watch 7/9, 7/30, 8/6, 8/27 Laser Processing 7/23, 8/20	Product Watch – 7/16, 8/13 Webcast: Advertiser's Choice	
SEPTEMBER/OCTOBER Ad Deadline: 8/24 Materials Due: 8/27 Issue Available: 9/16	CUTTING	FEATURING Adaptive beam mode cutting A short history of fiber laser cutting Advances in nesting technology Case histories using fiber laser cutting ALSO: Beam shaping for thick section cutting	Industry Watch 9/10, 9/30, 10/8, 10/29 Laser Processing 9/24, 10/22	Best of Show FABTECH – 11/17 Product Watch – 9/17, 10/8 Webcast: Advertiser's Choice	ICALEO Oct TBD FABTECH Nov 18-20, 2020 Las Vegas, NV
November/December Ad Deadline: 10/23 Materials Due: 10/28 Issue Available: 11/16	MARKING/ ENGRAVING	FEATURING New additives for marking Advances in deep engrave marking Laser marking in Italy Challenges in plastic marking ALSO: Micro drilling electronic components Laser peening update	Industry Watch 11/5, 11/24, 12/3, 12/22 Laser Processing 11/19, 12/17	Product Watch – 12/10 Webcast: Advertiser's Choice	OSA Laser Congress TBD Boston, MA

MECHANICAL SPECIFICATIONS

Page Specs Publication trim size: 8" x 10.5" (203mm x 267mm)

	FULL PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE		
Ad Size						
Shape	----	----	----	Island	Horizontal	Vertical
Trim (WxH)	16" X 10.5" 406mm X 267mm	8" X 10.5" 203mm X 267mm	5" X 10.5" 127mm X 267mm	5" X 8" 127mm X 203mm	8" X 5.25" 203mm X 133mm	3.875" X 10.5" 98mm X 267mm
Bleed	16.25" X 10.75" 413mm X 274mm	8.25" X 10.75" 210mm X 274mm	5.25" X 10.75" 133mm X 274mm	5.25" X 8.25" 133mm X 210mm	8.25" X 5.5" 210mm X 140mm	4.125" X 10.75" 105mm X 274mm
Live	15" X 9.5" 381mm X 241mm	7" X 9.5" 178mm X 241mm	4.5" X 9.5" 114mm X 241mm	4.5" X 7.375" 114mm X 187mm	7" X 4.875" 178mm X 124mm	3.375" X 9.5" 86mm X 241mm

CREATIVE SPECIFICATIONS

Format (hi-resolution, full color):

- PDF with PDF/X-1a option (preferred)
- InDesign
- Quark XPress
- Illustrator
- Photoshop

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

	1/3 PAGE		1/4 PAGE	1/6 PAGE
Ad Size				
Shape				
Trim (WxH)	----	----	----	----
Bleed	n/a	n/a	n/a	n/a
Live	7" X 3.312" 178mm X 84mm	2.25" X 9.5" 57mm X 241mm	4.5" X 4.875" 114mm X 124mm	3.375" X 4.875" 86mm X 124mm

**PLEASE SEND YOUR AD NO LATER
THAN THE MATERIAL DUE DATE ON THE
EDITORIAL CALENDAR**

ELECTRONIC SUBMISSION OF PRINT AD MATERIAL

PDFx1a is the preferred pdf format for ad file submission.

TO EMAIL:

For files up to 10MB, please email your ad to: pw-admaterial@endeavorb2b.com. Please include advertiser name, publication name, and issue date.

TO FTP TRANSFER:

For large files over 10MB, please send via ftp, such as the free service: www.wetransfer.com. Please use **pw-admaterial@endeavorb2b.com** in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

ASK YOUR SALES REP about additional ad formats, such as belly band, gatefold inserts, and others!

ONLINE BUYER'S GUIDE

Increase your branding and purchase consideration by leveraging the capabilities of *Industrial Laser Solutions'* Online Buyer's Guide.

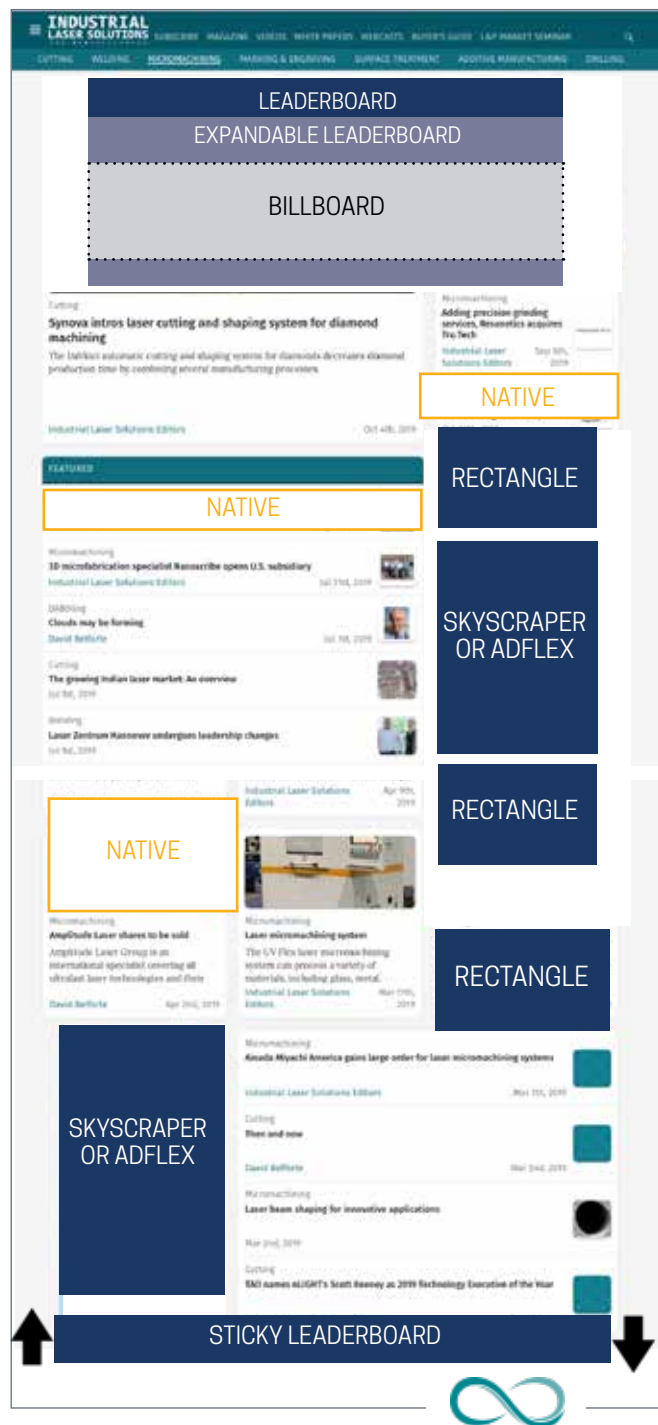
The *Industrial Laser Solutions* Buyer's Guide is specifically designed to enhance, expedite and complete the buying process while providing users with indispensable product information, industry news and analysis.



EDUCATE CUSTOMERS ■ CREATE VISIBILITY BUILD PREFERENCE ■ GENERATE LEADS

SPONSORSHIP FEATURES	ALL ACCESS SPONSORSHIP	FREE BASIC LISTING
Full-service Listing Updates	✓	N/A
Company-branded Expanded Profile	✓	N/A
Priority Listing in Company Directory	Top Listings	N/A
Company Logo	✓	N/A
Contact Form for Users to Email You	✓	N/A
Product Listings	Unlimited	6
Product Description (# of words)	Unlimited	30
Product Photos (per product)	6	1
Product Resource Files (spec sheets, brochures, etc.)	Unlimited	N/A
Videos (Product and Company)	Unlimited	N/A
Company Description (# of words)	Unlimited	30
Press Releases	Unlimited	N/A
Company Resource Files (white papers, collateral, etc.)	Unlimited	N/A
Company Blogs	Unlimited	N/A
Dedicated Promotional Email to Drive Traffic (10,000 targeted names)	1	N/A

The *Industrial Laser Solutions* Buyers Guide is the online resource for laser materials processing professionals needing the most detailed and comprehensive data on products, systems, services, and companies during the buying process.



NEW! Infinite Scroll on Channels

DIGITAL ADVERTISING: WEBSITE BANNERS

Our newly re-architected site runs on BASE, a digital publishing platform specifically built for B2B media. It is optimized for impressions via an engaging user experience on desktop and mobile devices. The site is hosted on industrial-strength servers and utilizes a robust worldwide content delivery system from Amazon Web Services.

SPONSORSHIP	CREATIVE SPECIFICATIONS
Leaderboard	BANNER: 970 x 90, 728 x 90 pixels (40k max. file size); Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300 x 50 pixels (40k max. file size); Link to URL
Expandable Leaderboard	COLLAPSED: 970x90 (40k max. file size) EXPANDED: 970x415 pixels (100k max. file size). File format: gif or jpg PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 (40k max. file size). Link to URL
NEW! Billboard	BANNER: 970 X 250 (SEE PAGE 13 FOR DETAILS)
Rectangle	BANNER: 300x250 pixels (40k max. file size). ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg
Skyscraper	BANNER: 300x600 pixels, (40k max file size) No animation FILE FORMAT: gif or jpg
AdFlex	ADFLEX: Available as 300x250 or 300x600 (SEE PAGE 23 FOR DETAILS)
Sticky Leaderboard (Persistent on scroll)	BANNER: 970x90, 728x90 pixels (40k max. files size). Link to URL ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg. PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300x50 pixels (40k max. file size). Link to URL
NEW! SITE RESKIN	(SEE PAGE 12 FOR DETAILS)
NATIVE SPONSORED CONTENT	(SEE PAGE 17 FOR DETAILS)

Banner ads that appear on our **TOPIC CHANNELS** enjoy **INFINITE SCROLL** — your advertising continues to appear as content continues to load!

DIGITAL ADVERTISING: **NEW!** SITE RESKIN

Make the BIGGEST
STATEMENT POSSIBLE on
industrial-lasers.com!

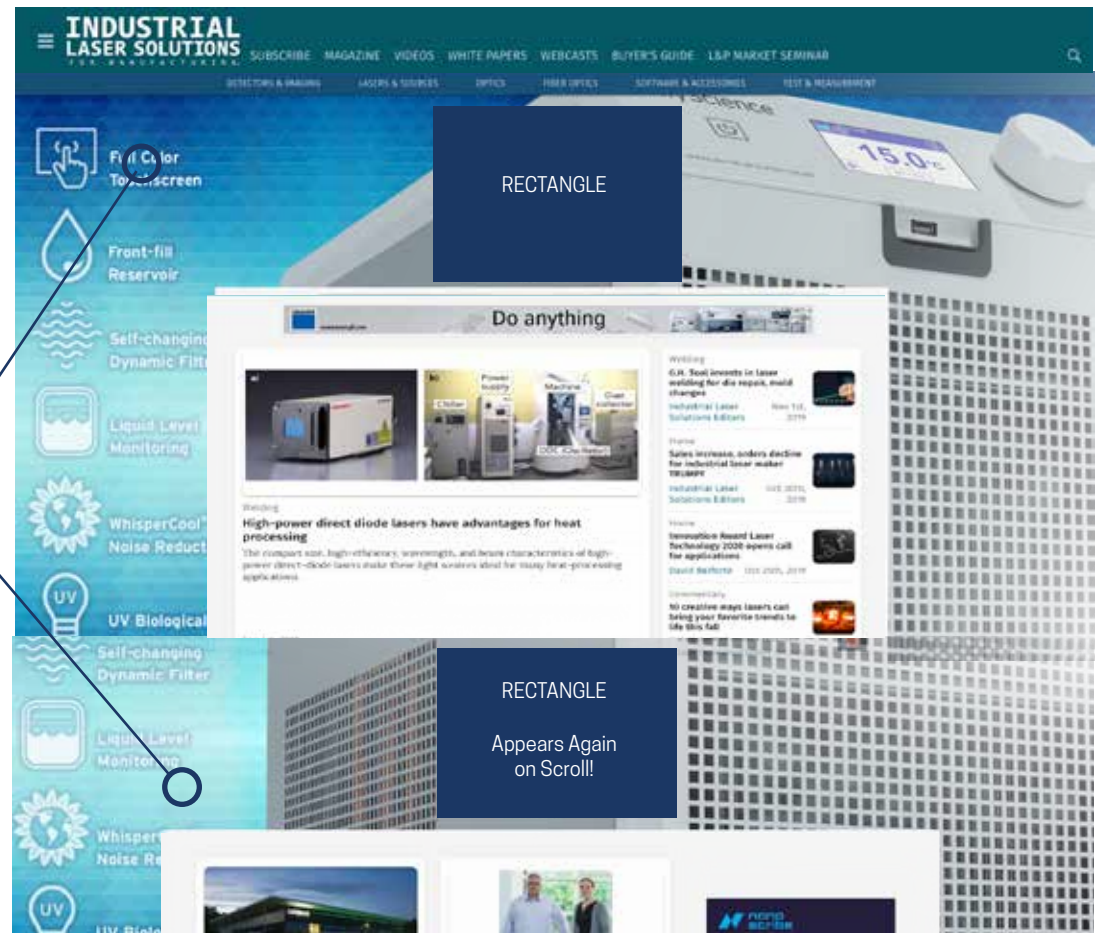
SITE RESKIN

Offering maximum impact across desktop, tablet, and mobile devices, the Site Reskin delivers maximum exposure for your branding and messaging while generating high click-through rates.

THIS AD UNIT DISPLAYS ACROSS ON THE TOP AND SIDE BORDERS OF THE WEBPAGE, CREATING A BACKGROUND or “skin” on the page that surrounds *Industrial Laser Solutions*’ editorial content. YOUR ADDITIONAL 300 X 250 BANNER ad appears at the top of the page and reappears on scroll.

Only available through Endeavor Business Media, this high impact ad unit yields the highest click-through rate of any measured ad type.

CONTACT YOUR BUSINESS SOLUTIONS MANAGER FOR DETAILS ON OUR MOST IMPACTFUL BANNER OFFERING TO DATE !



INFINITE SCROLL ON SITE RESKIN



DIGITAL ADVERTISING: EXPANDABLE LEADERBOARD BANNER | **NEW!** BILLBOARD BANNER

The Expandable Leaderboard and Billboard banners are highly interactive, rich-media ad units that provide impactful branding and directresponse opportunities. These premium position ad units provide visibility, even when collapsed.

Large, high-impact Expandable Leaderboard and Billboard ad units can support a more detailed message through the use of streaming video and multiple targeted links to your offers. They can also support an interactive form for capturing user contact information.

EXPANDABLE LEADERBOARD SPECS:

- Collapsed: 970 x 90; Max. file size: 40k
- Expanded: 970 x 415; Max. file size: 100k
- Mobile: 300x250; 40k Max. file size
- Allow space for “open” and “close” button on both versions of the ad (collapsed and expanded). Button will be placed 15 pixels from the right and 15 pixels from the top. Please do NOT incorporate a button in your design.
- File formats: .gif, .jpg

VIDEO SPECS:

- Collapsed Panel: 970 x 90 pixels, 60kb, + click-through URL
- Expanded Panel: 970 x 415 pixels, 40kb Hyperlink: + click-through URL
- Video: Max file size 7MB and preferred 4:3 aspect ratio
- Video Format: Mp4 Only
- Hyperlink: + click-through URL
- Format: HTML5, .gif, .jpg

**The video player (400 x 300 pixels) will be on the right side of the panel, do not place content on this side or the video will cover your content.

* Leave room on both panels for the open/close button, 65 pixels from the right and 20 pixels from the top. DO NOT incorporate a button into your design.

BILLBOARD SPECS:

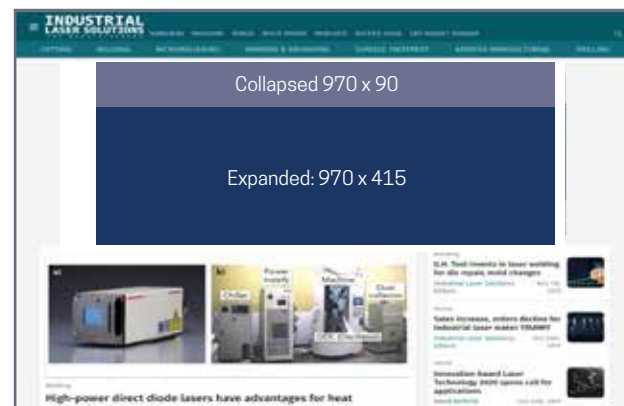
970 x 250 + click-through URL link

PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS:

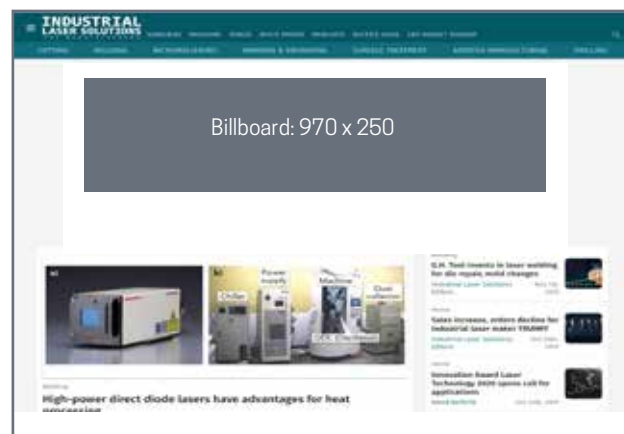
300 x 50; Max file size: 40k

File format: gif, jpg, tags, png

EXPANDABLE LEADERBOARD



BILLBOARD



NEW! AMPLIFY: Lead Generation + Native | LIST RENTAL

Amplify is a three-step **lead-generation and sales-nurturing program** that generates highly qualified leads with a strong likelihood of accepting sales calls, submitting RFPs, and converting to sales.

HOW DOES IT WORK?

Amplify uses the latest marketing automation technology to qualify prospects as they move through the sales funnel. We do this with a multi-step, or tiered, email drip campaign.

WHY SHOULD I USE IT?

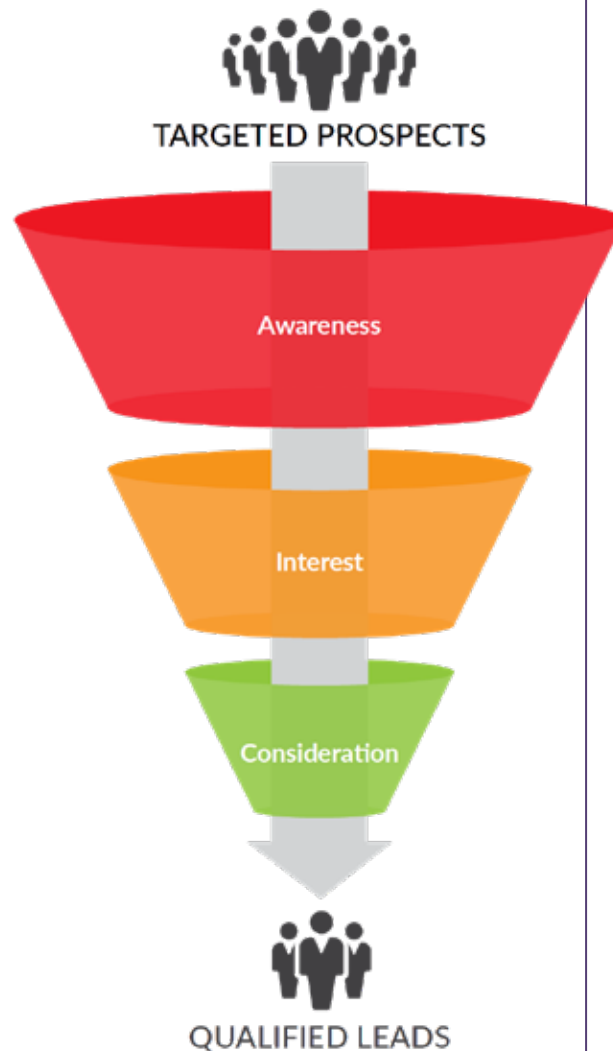
Amplify helps you develop relationships with buyers at every stage of the sales funnel from “prospect” to “qualified lead.” You will generate demand for your products while accelerating your prospects through the buying journey.

» You will receive detailed reports on how your campaign performs as well as highly qualified leads for your sales team.

HOW DO I START?

Tell us whom you want to reach by selecting from our database of industry and business segments. You will then be asked to provide us with your content and creative messaging.

OUR CONTENT MARKETING TEAM WILL WORK WITH YOU TO DEVELOP AN ENGAGING CAMPAIGN THAT RESONATES WITH INDUSTRIAL LASER SOLUTIONS READERS.



Direct Access to Laser Manufacturing Professionals

BASIC LIST RENTAL

Target your most desired prospects with *Industrial Laser Solutions* email, postal, and telephone list rental.

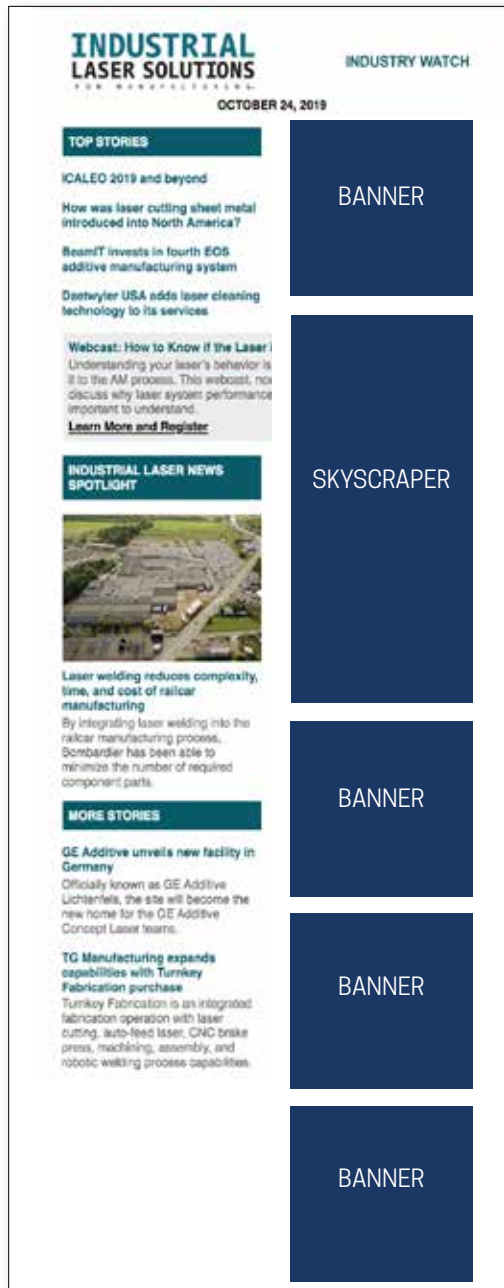
Select by job function, industry served, and/or purchase influence to bring your marketing message to industrial laser decision-makers

Industrial Laser Solutions' email, phone or postal lists connects you with highly engaged decision makers in the industrial laser industry.

Industrial Laser Solutions' list rental contacts are highly-qualified:

- **VERIFIED:** as purchasers of laser materials processing products and services
- **COMPREHENSIVE:** have been active within a 24-month period
- **TARGETED:** are identified by job function, industry served and/or purchase influence
- **UP-TO-DATE:** Our constantly updated content drives new professionals to subscribe
- **GDPR AND CASL COMPLIANT**

EMAIL ADVERTISING: NEWSLETTERS



Industrial Laser Solutions newsletters are the ideal vehicle for promoting a new product or brand message to a targeted audience of materials processing buyers and purchase influencers. Filled with trusted technical content, news and product information, this newsletter is a simple and effective way to drive traffic and push your marketing message to your target audience, as they make strategic purchasing decisions. The newsletter reaches recipients beyond the magazine's circulation.

NEW! PROFILE REPORTS

OPTIONAL ADD-ON to your newsletter ad campaign. Receive contact profile information from anyone who clicks on your ad!

Profile data ranges from full subscriber data to email addresses and is GDPR- and CASL-compliant. Contact your business solutions manager and find out how to take advantage of this exciting new opportunity.

SPECIFICATIONS

All banner positions are single-sponsor

SPONSORSHIP	CREATIVE SPECIFICATIONS
Banner	<ul style="list-style-type: none"> 300 x 250 pixels max. file size: 40k format: gif, jpg
Skyscraper	<ul style="list-style-type: none"> 300 x 600 pixels max. file size: 40k format: gif, jpg

Animated gifs are accepted in our newsletters. Animation cannot be guaranteed to work with all email clients. The first slide should include your call to action.



PRODUCT WATCH

- Product Image: 320 (w) x 180 (h) px jpg, gif, png
- Headline: 36 characters max (including spaces and punctuation)
- Body Copy: 400 characters max (including spaces and punctuation)
 - One paragraph
 - No bullet points
 - No custom formatting (bold, italics, color)
 - No hyperlinked text
- Call to Action Text: 34 characters max (including spaces and punctuation)
- One Click through URL

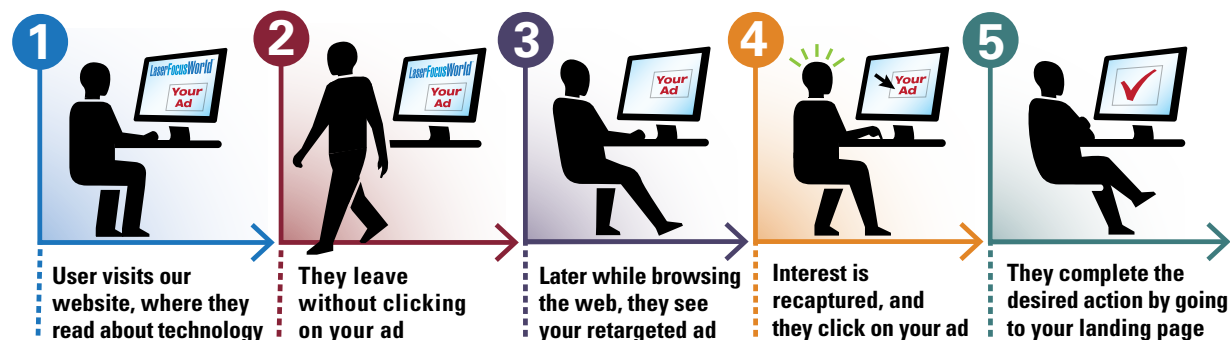
BEST OF SHOW NEWSLETTER

Rise above the competition before some of the industry's most important events. As an exhibitor, the Best of Show Newsletter gives you the opportunity to showcase your company's unique marketing message to thousands of potential buyers and specifiers before you've even reached the show floor.

AUDIENCE EXTENSION

Increase ROI by Targeting Qualified Professionals, Wherever the Internet Takes Them

Engaging prospects and nurturing them to a purchase can take up to seven sales message touch points. Innovative web technologies allow you to display your ads to industrial-lasers.com visitors as they navigate the Internet, keeping your message in front of key prospects even after they have left industrial-lasers.com. We apply behavioral methodologies and sophisticated bot-blocking technology to identify site visitors who express interest in the various topics covered on our site, and tag them with a “cookie” to find them elsewhere on the Internet. Then we deliver your banner to these prospects until they click on it, ensuring your impressions are reaching and nurturing true prospects and not bots.



NEW THIS YEAR!

AUDIENCE EXTENSION ALSO AVAILABLE FOR FACEBOOK AND INSTAGRAM!

Your company can advertise to *Industrial Laser Solutions*' audience on Facebook and Instagram. It's easy, effective, cost-efficient, and keeps your brand in front of sales prospects.

BENEFITS

- » Click-through rates as high as 1%
- » Targeted audience
- » Amplified branding and purchase prompts
- » Cost-effective
- » One ad fits all
- » Facebook ad shows in newsfeed, right rail & mobile app
- » Ad serves on Instagram

BENEFITS OF THE AUDIENCE EXTENSION PROGRAM

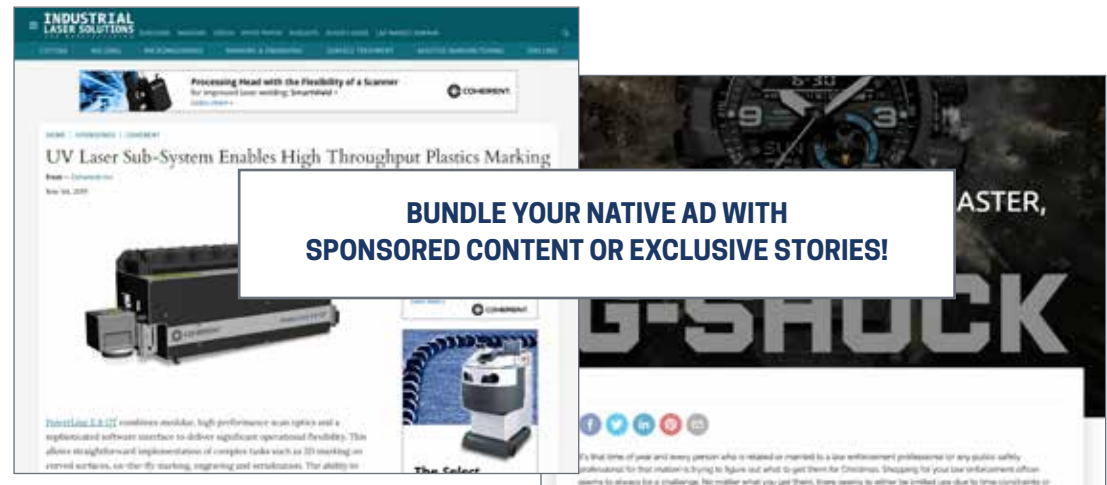
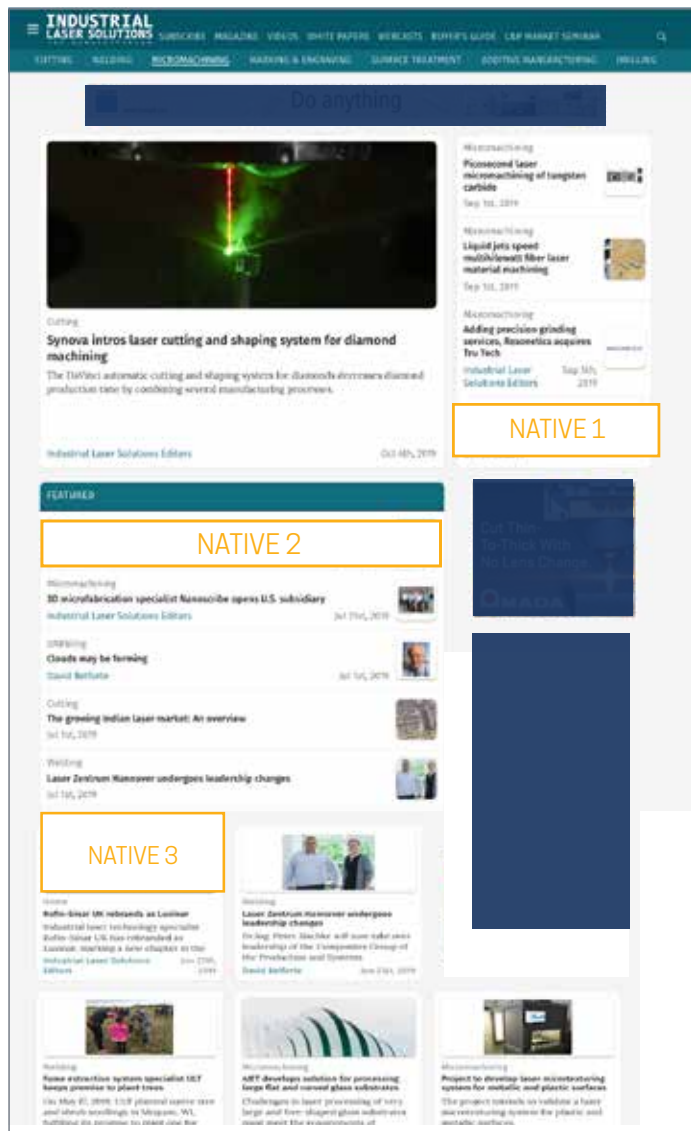
- Brand-safe inventory targets humans while blocking bots, and other invalid traffic
- Interest-based ads retarget users of specific technologies
- More successful conversion rates – up to 10x higher than traditional advertising
- Extended period of prospect engagement
- Boost brand awareness and stay top of mind
- Perception of being a large company
- Improved return on investment
- Turnkey – easy to buy from us
- Increased frequency of brand and product visibility
- Ability to obtain a lead from other sites via your *Industrial Laser Solutions* ad
- Option to retarget with multiple messages and IAB-standard ad sizes
- Ads display on mobile and desktop platforms
- Shortening the buying process

Please submit the following sizes: 728x90, 320x50, 300x600, 300x250 in JPG, GIF, or PNG format plus click-thru URLs.

- GIF's cannot be animated for more than 30 seconds.
- Banners must include a logo that is displayed on the landing page.

CONTENT MARKETING: NATIVE ADVERTISING

Native Advertising is a form of media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content.



- **THREE AD SIZES:**
Multiple placements offer maximum engagement
➤ Channel-targeted
- Ad positions easily integrate into content labeled as "sponsored"
- Performance delivers an average of 1-2x of banner ads
- Ad blocker/ad fraud resistant
- **EXCLUSIVE! Online ad creation tool.** Create as many ads as you need as often as you want!
- Easy materials collection:
 - Image
 - Title (75 characters max.)
 - Link/URL
 - Description (255 characters max.)

NEW! A/B REPORTING — Measure the success of your Native ads with our campaign creative report. Monitor impressions and click-through rates on multiple ad units and adjust your creative as necessary to increase engagement.

CONTENT MARKETING: WHITE PAPERS AND **NEW** SMARTPAPERS

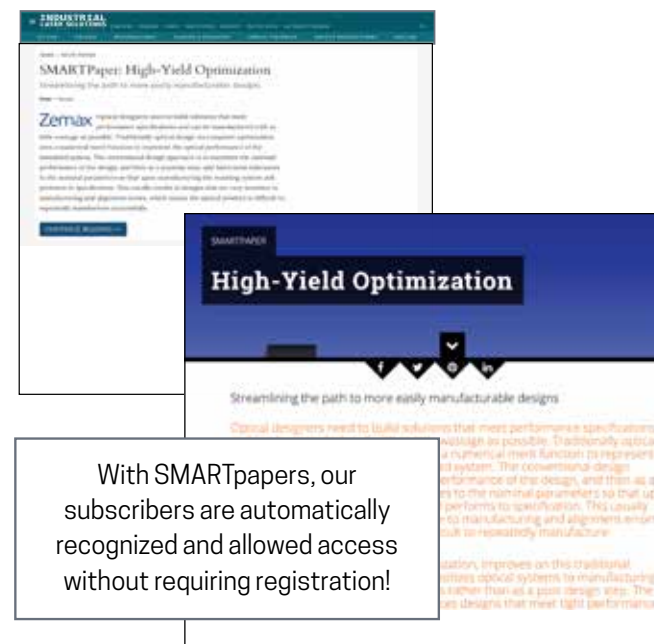
Drive more leads with your expert content using our promotional capabilities

WHITE PAPERS ensure your content is visible where decision-makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our site's content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Includes one dedicated email promotion to 10,000 targeted subscribers, as well as promotions through our editorial newsletters. Custom registration forms help provide your sales staff with a database of quality leads.

CREATIVE SPECIFICATIONS:

Your White Paper with logo (gif or jpg file) and brief abstract are posted in the online White Paper library. Users who click on the link must register to download the White Paper, resulting in instant leads for you.

Transform your white paper into a custom content marketing solution delivering high engagement with our proprietary digital platform!



With SMARTpapers, our subscribers are automatically recognized and allowed access without requiring registration!

SMART GRAPHICS ■ SMART GATING ■ SMART ANALYTICS

This cloud-based marketing solution features:

- The latest in web technology
- Interactive graphics and video
- Delivery to defined and qualified airport business decision-makers
- Content optimized for mobile, tablet, laptop, and desktop devices
- Social media engagement
- Customizable content

Reporting provides the following metrics:

- Which content pages were viewed
- Time spent on each page and video
- Identifying influencers who shared the SMARTpaper and how broadly
- Email addresses for sales follow-up
- Match emails to our subscriber database for deeper profiling information

Packaging includes:

- Design and host your SMARTpaper issue for up to 12 months
- Published as a piece of content on industrial-lasers.com
- Prominently featured as Sponsored Content on industrial-lasers.com homepage
- One advertiser exclusive eBlast
- Facebook and Twitter posts

CONTENT MARKETING: TECHNICAL DIGESTS

EXCLUSIVE SPONSORSHIP OPPORTUNITY



Generate High-Level Leads

Technical Digests are downloadable (PDF) high-level summaries of key industry topics by *Industrial Laser Solutions* editors accompanied by a package of hand-selected, recent, must-read articles on the topic from the pages of *Industrial Laser Solutions*' highly respected magazine and website. Technical Digests are posted to *Industrial Laser Solutions*' website to generate leads not only from our audience, but from online search as well. Additionally, Technical Digests offer you the opportunity to align your company with high-value, thought leadership-oriented content.

Technical Digests gives readers a direct line to Editor in Chief David Belforte's insights into industry topics. The downloadable format makes them perfect not only for desktop reading and printing, but also for taking on the go — ground or air — on a laptop, iPad, tablet, Kindle, or other eBook device.

BENEFITS INCLUDE:

- Two full-page ads in the Technical Digest
- Sponsor logo on cover and each page of the Technical Digest
- Resource page at the end of the Technical Digest includes 1,000-word sponsor company overview and links to related topics and offers on sponsor website (5 links max.)
- Each Technical Digest will be promoted in two newsletters during the three-month sponsorship period
- The Technical Digest and sponsor logo will be featured on industrial-lasers.com's homepage for one week (min.)
- Exclusive email promotion will be sent to targeted users, promoting the Technical Digest and highlighting the sponsor
- Optional: Executive Interview. Maximum 3 questions

INDUSTRIAL LASER SOLUTIONS

HOME | WHITE PAPERS

EDITORIAL GUIDE: Automotive manufacturing benefits from laser processing

From — Optix

Laser processing technologies are useful in automotive manufacturing due to their ability to process components with good repeatability, restricted heat, and minimal distortion, all in high-volume production environments. This Editorial Digest provides three examples of laser processing technologies and how they are being applied in automotive production

To access this piece of premium content, please fill out the following form:

DOWNLOAD YOUR FREE COPY

Email Address*

Country*

Please select one ...

First Name*

Last Name*

Primary Job Function*

Please select one ...

Company*

Phone

Ask your sales representative about available topics.

Generate High-Quality Leads with a Webcast Sponsorship!

The image shows two overlapping screenshots of a webcast registration page for Industrial Laser Solutions. The top screenshot displays the title "How to Know if the Laser in Your AM System is in Spec" and a "REGISTER NOW" button. The bottom screenshot shows the registration form with fields for email, name, company, and phone number, along with a "Log In" button and a "Submit" button. The form also includes a "Webcast Description" section and a "Sponsored by" section with logos for Imks and Ophir.

Industrial Laser Solutions webcast sponsorships generate high-quality leads for your sales team – varying in quantity depending on type of program and technology topic. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company’s technical expertise, showcase customer testimonials, and explain product differentiators.

Custom or Editorially Driven: your choice. Choose a custom webcast to present your own content, and we will produce and promote your webcast to our targeted recipients who want to learn about your products and services. OR co-sponsor one of our editorial webcasts, which generate relevant contacts attracted by our independent speakers.

TYPES OF WEBCASTS:

EDITORIALLY DRIVEN CONTENT

- Technology topic
 - With industry-respected Expert as guest speaker
 - With Editors as speakers – e.g.: Industry state of the union, or wrap-up of an industry conference
- Sponsor-presentation
 - Single sponsor, moderated by Editors
 - Multi-sponsor, moderated by Editors
- Industry executive, interviewed by Editors
- Sponsor customer, interviewed by Editors
- Panel Discussion (sponsor-provided), moderated by Editors

* Exclusive sponsors receive two polling questions.

CUSTOM SPONSORED CONTENT

- Customer case study – with one of their customers
- Video webcast – on-location with our crew (extra charges apply), or supplied by customer
- Product demo (generically moderated)
- How-To tutorial with examples
- Whiteboard presentation
- The Tradeshow presentation
- Presentation adapted from a conference

OPTIONAL

- Program with accreditation test for continuing education credits
- Social Video Chat (Google Hangout)
 - Lower price alternative (open to all with no lead registration and limited promotion.)

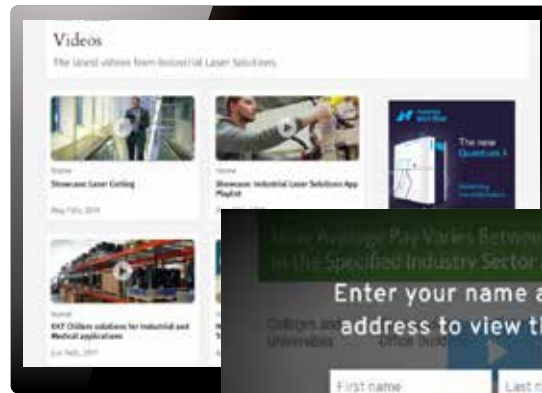
Our webcast platform is optimized for desktop, mobile, and phone use.



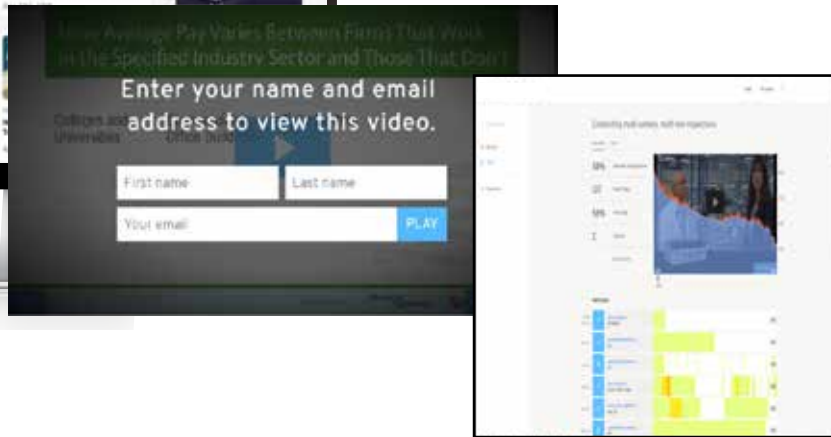
YOUR SPONSORSHIP PACKAGE INCLUDES:

- Our brand cache
- SEO optimizations
- Editor/Moderator
- Rehearsal/Dry Run
- Campaign tracking, great platform, includes polling, video, screen-sharing, and more
- Email promotion, HTML and text – 2x10,000 before, 1x10,000 after (also available for sponsor use for their own distribution)
- Promotion on our home page webcast aggregator pane
- Social activity during presentation
- Reminder emails 24 hours and 30 minutes before webcast
- On-demand hosting for six months in our webcast library
- Collaborative consulting on the event topic/theme
- Targeted global prospect list
- Landing page on our site, including a 100-word description and links to sponsors' website
- Links to appropriate company assets, product sheets, website, related downloads, etc.
- 24/7 reporting from registrations, and downloadable highly qualified sales leads
- Lead scoring, a measurement of attendees' participation, interest and engagement
- Pre-roll and Post-roll Video Commercial – 20 second bumpers using sponsor-supplied video (optional at extra cost)
- Polling question during the program, with data dropping into attendees' registration*
- Q&A period typically allows for six to ten questions
- Social Media Boost (optional at extra cost)

* Exclusive sponsors receive two polling questions.



Video offers a unique and effective way to capture the attention of your prospects, demonstrate new products, and extend the reach of your trade show presentations. Whether you produce your own video content or are looking for a low-cost alternative that delivers professional quality, *Industrial Laser Solutions* can help.



NEW! Video Lead Traction

Turn your trade show booth presentations and existing video assets into powerful lead-gen promotions! Special reporting also lets you know the number of plays your video received and how engaged viewers are with your content.

SPONSORSHIP SPECIFICATIONS

PRODUCT	PRODUCT DESCRIPTION	PRODUCTION ELEMENTS	DELIVERABLES
PRODUCT INNOVATION VIDEO (COMPANY SPOTLIGHT)	<i>Industrial Laser Solutions</i> will produce your professional newsroom-style video using your script with our studio and on-air presenter. This 3-minute video format is ideal for promoting the technical features and benefits of a new product, features <i>Industrial Laser Solutions</i> and sponsor branding, and can be re-used on your site and in your booth at trade shows.	<ul style="list-style-type: none"> 1 camera/crew, 1 host on camera Production produced in <i>Industrial Laser Solutions</i>' professional video studio Client provides 250-350 word script Client provides up to 15 high-Res images, B-Roll and logo 1 round of edits 	<ul style="list-style-type: none"> 30 min. shoot, resulting in 2-3 min. video Homepage, and shared email promotion Inclusion on the <i>Industrial Laser Solutions</i> Video Gallery page, hosted 24 months Client receives digital copy after the first 30 days Reporting on video views
TRADE SHOW VIDEO (INDUSTRY EVENT)	<i>Industrial Laser Solutions</i> ' Video Showcase program extends the reach of your trade show presentations by providing a low-cost opportunity to capture them on camera. Our professional videographer records a video at your booth. The edited video is posted on our site and promoted via our Video Showcase email newsletter to attract viewers, plus you receive a copy to post on your own site, YouTube, and elsewhere.	<ul style="list-style-type: none"> 1 camera/crew 1 HD camera kit, wireless lav kit, camera light Up to 2 locations in booth Up to 2 people in a shot Up to 2 still shots includes logo, video title, video description, related link, and related call-to-action 1 round of edits 	<ul style="list-style-type: none"> 30 min. shoot, resulting in 2-3 min. video Promotion through our newsletter Inclusion on the <i>Industrial Laser Solutions</i> Video Gallery page, hosted 24 months Client receives digital copy after the first 30 days Reporting on video views
VIDEO SPONSORSHIP WITH PROMOTION	If you have already invested in creating video content, <i>Industrial Laser Solutions</i> can help you recoup that investment by hosting your videos on our site and promoting them to our targeted audience. This program ensures your content is seen not only by those proactively searching for video, but also by those passive users who will click through to your video from our promotion.	<ul style="list-style-type: none"> Client provides video 	<ul style="list-style-type: none"> Dedicated email promotion Inclusion on the <i>Industrial Laser Solutions</i> Video Gallery page, hosted 24 months Reporting on video views

The AdFlex Sponsor is a premium, content-driven display ad on our homepage, enabling site visitors to engage with your relevant industry content via Content Marketing, Social Media, and Video Consoles. Powered by mobile-friendly HTML5, your branding images and call to action are locked in while prospects navigate your dynamically populated content.

OPTION A

OPTION B

PRODUCT MATERIAL SPECIFICATIONS

Branded Header Image
280 x 120
(jpg, gif, or png)
Click-through URL

Background
300 x 600
(jpg, gif, or png)
or hex color code

Tabs [up to three]
Title: 25-character max
Background: hex color code
Font: hex color code

Call to Action Image:
280 x 50 (jpg, gif, or png)
Click-through URL

Mobile Viewing
320 x 70 banner
with click-through URL

Content Area 1
Video or Banner Ad

- Video: MP4 or YouTube link
- Banner: 280 x 158 (jpg, gif, or png)
- Click-through URL

Content Area 2
3-5 content listings with the following:

- 150 x 150 thumbnail
- Title
- Description
- Click-through URL

 Choose from articles on your site and/or Endeavor-hosted content assets.

**Brand your company and products,
improve engagement metrics, and
drive traffic to your web site.**

INDUSTRIAL-LASERS.COM

Details subject to change. Contact your Business Solutions Manager for current information.

2020 MEDIA PLANNER

23

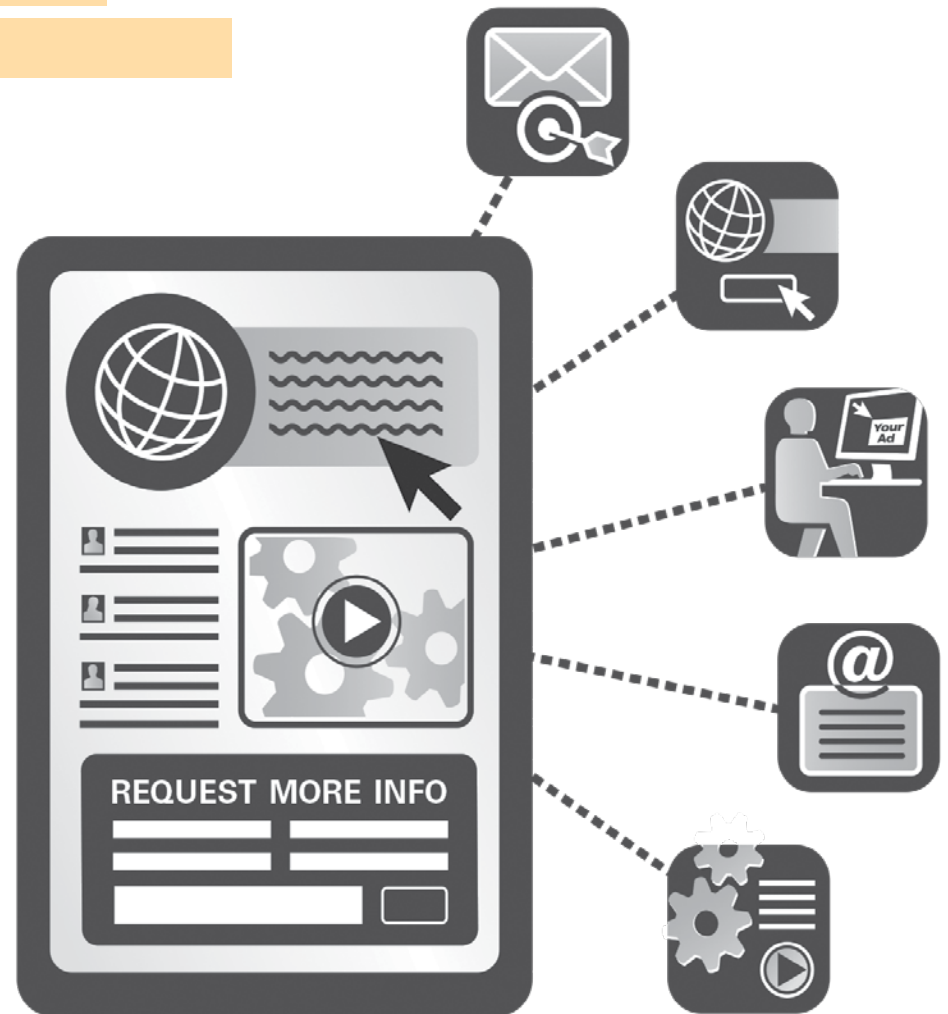
HIGH-ENGAGEMENT LANDING PAGES: HELP FOR YOUR LEAD-GEN EFFORTS

- The hub of your lead-gen efforts
- Every campaign should have a custom landing page
- Landing pages need to look good and read well to perform great

We will create a high-engagement campaign with an eye towards conversion. After a concise consultation with you and your team, we will help you establish the overall objectives of this program, messaging, look & feel, and develop a detailed timeline for each stage to meet your objectives and deadlines.

THE FOLLOWING SERVICES ARE PROVIDED IN THIS STAGE.

- Messaging meeting to detail overall program objectives
- Develop copy and overall direction
- Provide two design and copy options for review and feedback
- Initial review round of creative direction based on feedback
- Present a second round of creative based on feedback
- Finalize creative direction based on edits
- Develop all files as per approved creative
- Test on various browsers and email platforms to ensure best-of-class functionality
- Coordinate with media to ensure all file transfers are in accordance of specifications and function as intended
- Landing page can house your high-value communication assets such as videos, white papers, case studies, analytic tools, etc.



HIGH-ENGAGEMENT LANDING PAGES: HELP FOR YOUR LEAD-GEN EFFORTS

Draw New Leads to Your Landing Page

Now that you have created your landing page, *Industrial Laser Solutions* Marketing Solutions can also help you create other types of media that will generate more visits to your site.

DELIVERABLES



TARGETED EMAIL PROMOTION

- Creative development: copywriting and design
- Programming/HTML development
- Hosting

- One HTML email
- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



WEB BANNER

- Creative development: copywriting and design
- Programming/HTML development
- Hosting of landing page

- One animated banner
- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



RETARGETED WEB BANNER

With *Industrial Laser Solutions'* new Audience Extension program, your ads will be in front of key prospects—buyers of defense technologies—even after they've left industrial-lasers.com.

The Audience Extension program makes use of innovative web technologies that keep track of buyers who visit industrial-lasers.com and display your ads to them as they navigate the Internet. The program allows you, the advertiser, to get your targeted message to prospects and continue the marketing conversation, nurture the prospect along to the high-converting landing page, and ultimately shorten the buying process time frame.

- Use of the banners created before
- Campaign that targets highly qualified traffic from our site
- Real-time bidding for Ad slots on major advertising networks
- We manage all aspects of that external campaign
- Full reporting



NEWSLETTER CONTENT PROMOTION

- Write a maximum of 50-word description with a link to landing page and image to be posted on the Newsletter page.
- Programming/HTML development
- Hosting of landing page

- One landing page with lead capture form
- Hosting of landing page
- Real-time lead forwarding to client email address and weekly summary spreadsheet



INTERACTIVE "WHITE PAPER LIVE!" OR OTHER CONTENT

A boost for your demand generation – improve results 2-3x by harnessing the power of interactive video content

- Video interview editing in your graphics and content assets
- 3-months hosting on site and top-tier visibility in the white paper library
- Exclusive promotional email deployment to 10,000 targeted selects
- Promotion through our editorial newsletters

MARKETING SOLUTIONS | ENDEAVOR RESEARCH

Endeavor Business Media now offers a wide range of marketing services. We connect your brand with solutions that move people to action. We've built a team of the best branding strategists, digital marketers, and creative design experts all under one roof for maximum impact.

SERVICE OFFERED

- CONTENT CREATION
- INFOGRAPHICS
- DIGITAL & PRINT AD DESIGN
- MARKETING COLLATERAL
- BROCHURES & CATALOGS
- WEB DESIGN & DEVELOPMENT
- HTML EMAILS
- SEO
- SOCIAL MEDIA STRATEGY
- HIGH-ENGAGEMENT LANDING PAGES



BONUS! We are offering a FREE comprehensive audit of your website. To take advantage of this great opportunity, contact our team at marketingservices@endeavorb2b.com.

INDUSTRIAL-LASERS.COM

Details subject to change. Contact your Business Solutions Manager for current information.



SURVEYS

For an easy and effective method for gathering the information you need, utilize the *Industrial Laser Solutions* audience to generate responses to your organization's questions. Results are analyzed and compiled into a special report in PowerPoint and Excel. In addition, you'll receive the raw data (not including respondent names).

INFOGRAPHICS

Infographics are graphic representations of data and information that can be absorbed at a glance. Presenting information in a visual format provides viewers immediate knowledge. Infographics are also a great way to present your custom content.

CONSULTING

Endeavor Research provides insight and analysis at the company, country, and industry level, including, but not limited to, competitor and market data, valuations, market trends, product pipelines, and forecasts. With vetted experts across the globe, our team delivers high-quality analysis and business intelligence from in-depth primary and secondary research to proprietary databases and directories.

Learn more about Endeavor Research. Contact our team at research@endeavorb2b.com.

SOCIAL MEDIA AND SEO AUDITS

SOCIAL MEDIA BRAND & COMPETITOR ANALYSIS

Industrial Laser Solutions Marketing Solutions can perform a social media audit as a standalone project designed to develop and/or inform your communications strategy, or as part of a larger strategic project to improve/optimize an overall communications program.

The audit process is fully customized to your needs, but may include:

- Competitive analysis
- Brand reputation analysis
- Content analysis
- Brand alignment

Through this process, we consider:

- Are stated goals and objectives being met?
- Is the current strategy optimizing ROI?
- Is the target audience being engaged?
- How does the social strategy integrate with overall marketing?
- Is social building positive influence among customers?
- Is social driving brand visibility and amplifying its messages?
- What is your competitor's footprint on social media?
- What are your competitors doing right on social media?
- What are your competitors doing wrong on social media?

Each audit includes a written report with the findings and recommendations:

- Social media brand & competitor analysis
- Review of existing channels
- Competitor / industry analysis
- Gap analysis
- Recommendations

SEARCH MARKETING/SEO SMART PACKAGES

The rules continue to change, have your SEO organic strategy and tactics changed? We know that SEO can be a daunting challenge. With our packages, your website and online presence will become easy to find. Remove the doubt; select one of our packages today!

SILVER PACKAGE:

This great starter package is ideal for small- to medium-size businesses. Upon implementation, your company's website will be optimized for the search engines. Our online experts will create and manage:

- Keyword research
- Initial competitor analysis
- On-site optimization
- Clean code
- Alt tags
- Title tags
- Meta tags
- Site map
- Google Analytics installation
- Submission to major search engines and directories

GOLD PACKAGE:

This package takes your website to the next level. We provide ongoing analysis and insight. You get everything in the silver package plus:

- Copy editing for SEO purposes (up to 50 web pages)
- Internal linking
- Landing pages for up to 10 keywords (copy provided by client)
- Submission to less-popular search engines and directories
- Review hosting statistics (if applicable) and Google Analytics reports/provide insights
- Provide content development and management insight



Can't handle the truth about Marketing Automation?

Implementing marketing automation into your business can be overwhelming. Our experienced team will help make the process easier. We work with all platforms and will assist you in creating content, inventory, customer personas, templates, and HTML emails. We'll even assist with branching logic and drip campaigns. Let us manage your campaigns while you manage your business. Call us so you can get a full night's rest.

IMPORTANT CONTACTS



JOHN LEWIS
Editor in Chief
603-891-9130
jlewis@endeavorb2b.com



ASSOCIATE PUBLISHER / SALES MGR.
East/South/Midwest
Jeff Nichols
413-442-2526
jnichols@endeavorb2b.com



ISRAEL
Dan Aronovic
+972-9-899-5813
aronovic@actcom.co.il



PAUL ANDREWS
Group Publisher
603-891-9447
pandrews@endeavorb2b.com



WEST/MOUNTAIN
Anne Marie St. John
510-606-0630
amstjohn@endeavorb2b.com



CHINA/HONG KONG
Adonis Mak
+852 28386298
adonism@actintl.com.hk



MD, NC, VA, TX, CO, Quebec
Kim Abair
951-305-8847
kabair@endeavorb2b.com



CHINA/HONG KONG
Mark Mak
+852 90319283
markm@actintl.com.hk



EUROPE
Holger Gerisch
+49-(0)8847-6986656
hgerisch@endeavorb2b.com



JAPAN
Masaki Mori
+81-3-3219-3561
masaki.mori2@ex-press.jp



**Delivering the highest-quality
content in the B2B markets
we serve via the various,
multi-channel formats that
today's readers demand.**

FOR EDITORIAL CONTACTS, PLEASE SEE PAGES 6 & 7.

List Rental
Kelli Berry
918-831-9782
kberry@endeavorb2b.com

Marketing Director
Adrienne Adler
603-891-9420
aadler@endeavorb2b.com

Sales Associate
Julia Campbell
603-891-9174
jcampbell@endeavorb2b.com