

# WHO'S WHO - Lighting Directory 2020

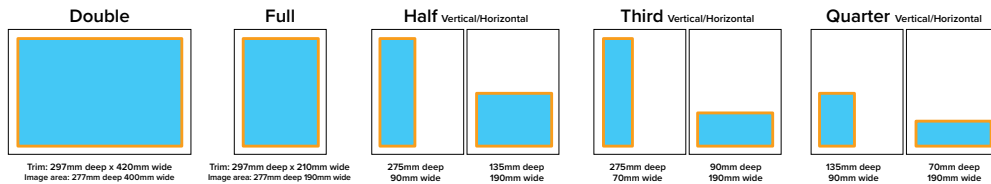
WHO'S WHO copies distributed at **light+building** Frankfurt

February 2020

## Key communication elements

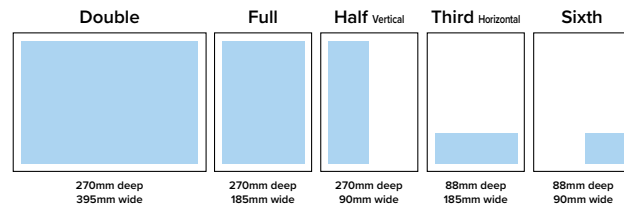
1

### Display advertising



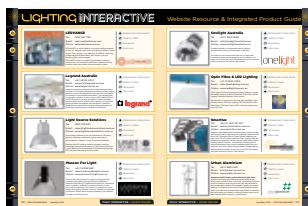
2

### Buyer's Guide Directory



3

### Lighting Interactive



## Special packages

Incorporates 20% SAVING with multiple Brand exposure opportunities throughout and online

GOLD	SILVER	BRONZE
<b>Magazine elements</b>	<b>Magazine elements</b>	<b>Magazine elements</b>
Display section <b>Double page</b>	Display section <b>Full page</b>	Display section <b>Half page</b> (Horizontal/Vertical)
BUYER'S Guide <b>Half page</b> (Vertical)	BUYER'S Guide Directory <b>Third page</b> (Horizontal)	BUYER'S Guide Directory <b>Sixth page</b>
Lighting INTERACTIVE <b>Quarter page</b>	Lighting INTERACTIVE <b>Quarter page</b>	Lighting INTERACTIVE <b>Quarter page</b>
<b>Online elements</b>	<b>Online elements</b>	<b>Online elements</b>
Lighting Product Showcase (Website) <b>2 x Product listings</b>	Lighting Product Showcase (Website) <b>1 x Product listing</b>	Lighting Product Showcase (Website) <b>1 x Product listing</b>
Lighting eNewswire eBroadcast <b>Strip advertisement</b>	Lighting eNewswire eBroadcast <b>Strip advertisement</b>	Lighting eNewswire eBroadcast <b>Strip advertisement</b>
Lighting Website <b>Leaderboard Banner</b>	Lighting Website <b>Leaderboard Banner</b>	Lighting Website <b>Leaderboard Banner</b>
Total package 8,670 LESS 20% SAVING <b>6,935+gst</b>	Total value 6,535 LESS 20% SAVING <b>5,225+gst</b>	Total value 4,925 LESS 20% SAVING <b>3,940+gst</b>



**Confirm before 22 January**

Submit artwork by 29 Jan (production assistance available upon request)

Tel: +61 2 9420 2080 | +61 (0)418 669 354 | adam@rala.com.au

Advertising rates mentioned are GST exclusive. Please note: Artwork and production is available upon request and charged at cost.

# WHO'S WHO - Lighting Directory 2020

February 2020 **Select any combination of these components:**

## Magazine elements

### 1) **DISPLAY advertising** – *Upfront positioning*

#### Corporate branded information / profiles / case studies /

Double page display profile – A3 (297mm deep x 420mm wide) .....	4,250
Single page display profile – A4 (297mm deep x 210mm wide) .....	2,975
Half page display profile – Vertical (275mm deep x 90mm wide) .....	2,285
Half page display profile – Horizontal (135mm deep x 190mm wide) .....	2,285
Third page display profile – Vertical (275mm deep x 70mm wide) .....	1,575
Third page display profile – Horizontal (90mm deep x 190mm wide) .....	1,575
Quarter page display profile – Vertical (135mm deep x 90mm wide) .....	1,310
Quarter page display profile – Horizontal (70mm deep x 190mm wide) .....	1,310

### 2) **BUYER'S GUIDE Directory** – *Corporate company listings*

Double page directory listing (270mm deep x 395mm wide) .....	4,250
Single page directory listing (270mm deep x 185mm wide) .....	2,975
Half page directory listing – Vertical (270mm deep x 90mm wide) .....	2,285
Third page directory listing (88mm deep x 185mm wide) .....	1,575
Sixth page directory listing (88mm deep x 90mm wide) .....	655

### 3) **LIGHTING INTERACTIVE** – *Corporate entry listings*

Quarter page entry .....	595
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### 4) **BRAND connector**

Four pages with 8mm extended TAB .....	8,500
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2x Double pages spreads run back to back

(8mm TAB extends beyond Top/Side for immediate access, Centre positioning – Printed heavier 300gsm stock, Special finishes available to enhance presentation, Run-ons available for marketing activities)

## Online elements

### 1) **LIGHTING Product Showcase** – *Product search website*

#### Category listings: Architectural | Commercial | LED | Components | Domestic

1-4 product listings (each) .....	150
5 product listings .....	675
10 product listings .....	1,350
15 Product listings .....	2,025
Leaderboard Banner (143px deep x 972px wide – JPG format) .....	990
Bulletin Board Banner (214px deep x 210px wide – JPG format) .....	630
Corporate company logo (90px deep x 170px wide – PNG format) .....	250

### 2) **LIGHTING eNewswire** – *Monthly Broadcasts*

Leaderboard Banner (200px deep x 650px wide – JPG format) .....	990
Strip advertisement (150px deep x 500px wide – JPG format) .....	630
Boxed advertisement (300px deep x 200px wide – PNG format) .....	250

### 3) **LIGHTING website**

Leaderboard Banner (50px deep x 468px wide – JPG format) .....	990
Boxed advertisement (214px deep x 210px wide – JPG format) .....	630

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# t's & c's – the small print

## **Payment Terms**

Payment is due 30 days from invoice date unless prior arrangement has been made. Preferred payment is via EFT. Visa and MasterCard payments are accepted. Additional fees may apply for late payments. Conversion and bank transfer fees will be passed onto the client. All advertised rates are exclusive of 10% GST. GST will be added to all invoices for bookings made within Australia.

## **Artwork, Design and Production Fees**

All artwork and material supplied to the publisher must be supplied to specific specifications and dimensions. Production fees will apply should artwork and material be incorrectly submitted, require design, alterations or amendments, additional proofs, or requiring any additional production or services needed for publication. Production fees will be invoiced to the client and charged at cost in addition to the advertising space booked. The positioning or placing of an advertisement is at the discretion of the publisher except where specific instructions are agreed upon when booking.

## **Cancellations**

Cancellations after the publication booking deadline will not be accepted and the full rate booked will be invoiced. In the event of non-receipt of the new copy, the publisher reserves the right to reprint the previous insertion or substitute artwork on behalf of the client to fulfil the space booked.

## **Agency Commission**

Agency discounts will be offered at the discretion of the publisher.

## **Features**

Editorial features are planned to run over the forthcoming issues. Please note however, that the publisher reserves the right to alter, change, delete or substitute any feature for others. Before booking space in any given feature please indicate placement of advertisement.

## **Additional Services**

Promotional materials, email broadcasts, additional copies, specific mailings, online suppliers directory, mailing address flysheet, run-ons, reprints, front cover wrap arounds, special PMS inks and fluorescent colours, gold and silver foiling, belly wrap around, custom packages, custom bookmarks, please ask us how we can create a unique and specific marketing method to enhance your marketing and promotional requirements.

## **Printing**

Printing method is four process printing, all colours will be matched as closely as possible. However specific requirements will be charged in addition – such as PMS Colours, Metallic inks or Fluorescent inks will be printed as 5th colours – POA.

## **Liability**

The publisher reserves the right to alter or omit any article or advertisement submitted and requires indemnity from the advertisers and contributors against damages or liabilities that may arise from material published. The publisher will not be liable for damage or other circumstances arising from omission, late publication, any loss occasioned by failure of an advertisement to appear on any specific date, any discrepancy in colour, layout or design of advertisements, or any other cause whatsoever for damage to or loss of artwork or any other material.

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