Exploring Light for a Better Future
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Luger Research, with its headquarters in Austria, is a media, events and research organization that supports the global lighting industry by sharing information about trends and technologies for future lighting solutions.

Luger Research fosters a global understanding of future lighting solutions. They do this by raising awareness, communicating and supporting the lighting industry and research, and by facilitating partnerships. This enables lighting technologies and trends to contribute to sustainability and well-being, for a better future.

Founded in 2001 with a focus on research and consulting, Luger Research has grown and developed in the last 18 years. The LED professional publications were launched in 2006. In 2011 the LED professional Symposium +Expo was introduced, and in 2017 the Trends in Lighting Blog and Event joined the company’s portfolio.

Today, Luger Research cooperates with multiple lighting organizations, scientific associates and event and media partners around the globe.

Media

The LED professional publications form the global information hub for lighting technologies and applications. It is comprised of LED professional Review, the LED professional Newsletter, LED professional Online and, the recently launched Trends in Lighting Blog. Affiliated to the network are multiple social media channels serving the international lighting industries and research organizations with up-to-date news and features.

LED professional has over 30,000 subscribers, more than 220,000 page-views per month and social media platforms with followers in excess of 21,000. It is the world’s leading publication and platform in the field of Solid-State-Lighting technology information.

The Trends in Lighting Blog is dedicated to reporting on creative, inspirational and impactful uses of light. TiL Blog shares and explores the potential of light, through interviews, case studies and product and application news articles. The core focus areas are Illuminating Spaces, Mobility, Life & Wellbeing and Light Experiences, wherever light influences life. The TiL Blog has over 12,000 subscribers, more than 1400 unique page-views per month and a growing number of social media followers from around the world.

The Global Lighting Directory (GLD) covers the full value chain in lighting, addressing architecture, lighting design and industry experts. It features LinkedIn profiles, reference projects, and enhanced opportunities for highlighting entries.

Events

Luger Research is the organizer of the LED professional Symposium (LpS) and the Trends in Lighting (TiL) event. LpS is the leading international lighting technologies event for design, testing and production of lighting systems, controls and equipment, showcasing state of the art lighting designs and products.

TiL was launched in 2017. TiL is the unique, international “Innovation in Light” event, that is dedicated to bridging the gap between technologies and applications. The aim of TiL is to be the “incubator in light” for ideas, processing, optimizations and applications of lighting technologies. TiL is tailored to architects, lighting consultants, lighting manufacturers, electrical consultants and lighting designers. Held in Austria, the events have over 100 lectures and workshops, 2000 visitors and around 100 exhibitors. It is the meeting place for experts from international lighting industries and research, making the event one of the world’s leading lighting technology conferences.

Research & Consulting

Luger Research has been providing research, innovation and technology consulting services on various lighting technology topics since 2001. The services range from engineering to IP and technology reviews, including trend, risk and patent analyses. Luger Research is also a knowledge and dissemination partner in various EU partner projects. Luger Research founded the Scientific Partnership in Lighting. SciPiL connects research organizations and the lighting industry, enabling knowledge sharing that triggers the development of vital innovations in the lighting domain. Research needs external input to continue its essential work. Industry can only thrive when it has access to the latest scientific findings. The SciPiL recognizes the need to build partnerships that will create an information exchange and collaboration, creating new possibilities for both researchers and industries in lighting.
“Today’s marketing realities dictate that companies spend money only where they get results; Cree is no exception. This is why we can say that advertising with LED professional, in their magazine, online and in the LED professional newsletter, is money well spent.”

Cree

“LED professional is a quality, professional media portfolio which enables us to reach our target customer base efficiently and effectively.”

Jamie Singerman
Corporate VP WW
Future Lighting Solutions
Future Electronics Inc.

“The Global Information Hub for Lighting Technologies

“Beyond being an excellent resource for LED information and market insight, LED professional’s media service has been exceptional through their prompt response and friendly staff. With their wide network and being known as an industry expert, we have also seen more response to our own product as well.”

Frank Wu
Marketing Manager
SemiLEDs

“Fulham finds LED professional to be the best way to reach technology savvy lighting engineers and designers in both North America and Europe. With Fulham’s focus on Clever LED lighting products, LED Professional stands alone in efficiently reaching our target customers.”

Russ Sharer
VP Global Marketing
Fulham
LED professional
The Global Information Hub for Lighting Technologies

LED professional is the comprehensive publication and platform, connecting experts in the design, testing and production of the latest lighting technologies information from around the world.

LED professional Review (LpR)
- The established authority when it comes to LED & OLED technology information
- Read by more than 30,000 people throughout the world
- The essential marketing tool used by decision makers in the LED lighting industry
- Helps generate valuable sales leads
- Published bimonthly for a solidly growing reader audience comprised of engineers & researchers, executives & corporate management, and many others

LED professional Online (LpO)
- One of the most trusted online portals for all aspects of design, engineering and the application of Solid-State-Lighting and general LED & OLED technologies, worldwide
- Has in excess of 220k page-views per month
- The perfect supplement to the more extensive technical articles in the LED professional Review (LpR)
- Has company information available in a well structured Buyer’s Guide
- Showcase for products and services to the right audience the world over
- Generates traffic to advertisers’ websites 24/7
- Designed to make it easy to access important information quickly

LED professional Newsletter (LpN)
- Delivers information and breaking news on cutting edge technologies and the latest product and application reviews twice monthly
- Reaches an audience of over 29,000 subscribers who can get the latest information by simply opening an email
- Reaches a targeted, opt-in audience that wants to see it
- Effective way to generate new contacts and leads
- Allows for coinciding ads with upcoming events or product releases
AUDIENCE

ORGANIZATIONS

- System Manufacturers: 59%
- Module Manufacturers: 35%
- Component Manufacturers: 35%
- Manufacturers: 56%
- Engineering & Design Services: 36%
- Distributors & Retailers: 18%
- Testing Laboratories: 14%
- Universities, Institutes: 12%
- Consultancies: 10%

JOBS

- Engineering & R&D: 48%
- Corporate Management: 14%
- MarCom & Sales: 11%
- Consultancy: 8%
- Purchasing & Manufacturing: 5%
- Education: 5%

APPLICATIONS

- Indoor Lighting: 60%
- Human Centric Lighting: 50%
- Agricultural Lighting: 45%
- Signage Lighting: 40%
- Transportation Lighting: 40%
- Outdoor Lighting: 50%

SPECIFIED / PURCHASED PRODUCTS

- 54% LEDs, OLEDs & Modules
- 53% Optics
- 41% Thermal
- 39% Lighting Systems
- 33% Electronics & Controls
- 25% Equipment
- 25% Electro-Mechanics
- 18% Software/Tools

GEOGRAPHICAL DISTRIBUTION

- 43% Europe
- 29% Asia
- 25% Americas
- 2% Oceania
- 1% Africa

WOULD READERS RECOMMEND LED PROFESSIONAL?

- 40% Definitely
- 33% Very Likely
- 25% Likely
- 2% Not Likely

Source: Publisher’s own data from readers’ survey 2017 and from Google Analytics statistics. Page impressions are based on physical access measured with the server’s AW-Stats tool.
<table>
<thead>
<tr>
<th>ISSUE N°</th>
<th>IN THE SPOTLIGHT***</th>
<th>BONUS DISTRIBUTION**</th>
<th>AD CLOSE</th>
<th>MATERIAL DUE</th>
<th>ONLINE PUB.</th>
<th>PRINT PUB.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Making a profit with lighting products has become harder since the introduction of LEDs as the preferred light source – especially in Europe and the US. Sophisticated new concepts that add value, designs, materials and smart manufacturing methods may provide a chance. This issue reveals the most ingenious approaches.</td>
<td>Light + Building (Frankfurt, GER)</td>
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<td></td>
<td>Efficient lighting has become a prerequisite. Ongoing discussions question whether efficient lighting is also healthy lighting and if it supports well-being. This issue allows for an open discussion about the requirements for healthy light and the presentation of technologies and approaches needed to produce healthy light.</td>
<td></td>
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<td></td>
<td>Buildings are usually constructed to last several decades. Therefore owners and operators expect future proof lighting solutions. Uncertainty about future proof lighting products rises with the number of increasing competitors and the number of systems. Solutions for this issue will be provided in LpR 79.</td>
<td>LED &amp; OLED Expo (Kyntex, KR)</td>
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<td></td>
<td>Inter Lumina Panama (Panama City, PAN)</td>
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<tr>
<td></td>
<td>The problem of excessive Artificial Light at Night (ALAN) is a widely recognized phenomenon that is being discussed. The EU Commission supports the move towards a more circular economy to reduce waste. Technologies, designs and solutions that identify these aspects are addressed in this issue.</td>
<td>Light Middle East (Dubai, AE)</td>
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<tr>
<td></td>
<td>The spectral properties of a light source have great influence on visual performance, cognition and stimulation. Furthermore, the application of this knowledge has ethical and legal implications. Crucial questions, concepts, technologies and solutions will be discussed in this issue.</td>
<td>HK Lightfair Autumn Ed. (Hong Kong, HK)</td>
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<tr>
<td></td>
<td>LED Light is not only used for illuminating rooms and open spaces. The applications of LEDs are manifold. In addition to use in general lighting, this issue acknowledges the importance of LED light sources in automotive, horticultural, medicinal, cosmetic, and environmental applications, including sensing tasks, to name just a few.</td>
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</tbody>
</table>

* The editorial topics mentioned above are special features among a wide range of topics impacting the LED & OLED industry. Topics may include: LEDs, OLEDs, lighting systems, lighting fixtures, lamps, drivers, supplies, controls, optics, thermal management components, testing equipment, and manufacturing equipment.

** Subject to change
## ADVERTISING FORMATS & RATES

### NET RATES (4c)

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>US$ 3,960</td>
<td>3,780</td>
<td>3,560</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>US$ 4,760</td>
<td>4,540</td>
<td>4,280</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>US$ 4,760</td>
<td>4,540</td>
<td>4,280</td>
</tr>
<tr>
<td>Opposite Front Cover</td>
<td>US$ 4,760</td>
<td>4,540</td>
<td>4,280</td>
</tr>
<tr>
<td>Opposite Editorial Pg.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opposite Content Pg.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opposite Commentary</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>US$ 4,970</td>
<td>4,720</td>
<td>4,450</td>
</tr>
</tbody>
</table>

### NET RATES (4c)

<table>
<thead>
<tr>
<th>Format</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>US$ 2,380</td>
<td>2,270</td>
<td>2,110</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>US$ 1,990</td>
<td>1,880</td>
<td>1,760</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>US$ 1,690</td>
<td>1,610</td>
<td>1,510</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>US$ 1,270</td>
<td>1,190</td>
<td>1,110</td>
</tr>
</tbody>
</table>

**Special Requests**

e.g. First third of magazine, guaranteed right hand side, etc. +15%

*NET Rates per insertion in US$, excl. VAT.*
### Advertising Formats & Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Trimmed [in mm]</th>
<th>Untrimmed [in mm]</th>
<th>Live Area [in mm]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1/1 Page</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical</td>
<td>W 210</td>
<td>H 297</td>
<td></td>
</tr>
<tr>
<td>Horizontal</td>
<td>W 216</td>
<td>H 303</td>
<td></td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>Vertical</td>
<td>W 99</td>
<td>H 297</td>
</tr>
<tr>
<td></td>
<td>Horizontal</td>
<td>W 210</td>
<td>H 144.5</td>
</tr>
<tr>
<td><strong>1/3 Page</strong></td>
<td>Vertical</td>
<td>W 76</td>
<td>H 297</td>
</tr>
<tr>
<td></td>
<td>Horizontal</td>
<td>W 210</td>
<td>H 94</td>
</tr>
<tr>
<td><strong>1/4 Page</strong></td>
<td>Vertical</td>
<td>W 93</td>
<td>H 133</td>
</tr>
<tr>
<td><strong>1/6 Page</strong></td>
<td>Vertical</td>
<td>W 60.67</td>
<td>H 133</td>
</tr>
<tr>
<td></td>
<td>Horizontal I</td>
<td>W 93</td>
<td>H 83.33</td>
</tr>
<tr>
<td></td>
<td>Horizontal II</td>
<td>W 190</td>
<td>H 40</td>
</tr>
</tbody>
</table>

- **Bleed**: 3mm - on all sides
- **Live Area**: The 10mm margin allows the printing press to have room to trim properly.
- All text needs to stay within this area unless it should bleed off the page. All photos or other graphics that should not bleed need to stay within the live area.

- **File Format**: Min. 300dpi | High quality
- Flattened cmyk - PSO Uncoated v3 FOGRA52
- PDF | JPG | TIFF without layers only

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**Lead Time**

- Production starts 5 business days after approval
- First option: 2 weeks lead time
- Second option: 4 weeks lead time

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**File Submission**

- PDFs, JPGs, and Tiffs without layers only
- Min. 300dpi for high quality
- Flattened cmyk
- PDF, JPG, or TIFF files are accepted

---

**Ad Details**

- **Ad Height (including bleed)**: 320mm
- **Ad Width (including bleed)**: 400mm
- **Lead Times**:
  - 4 weeks for option 1
  - 6 weeks for option 2

---

**SPA**

- **HOR**: 190 x 40 mm

---

**Contact Information**

- www.led-professional.com
Cover Corner Snipe Ad

The Cover Corner Snipe Ad is a triangular ad separated from the cover page by a thin white line. Basically, the same design rules are valid as for any regular ad. There are just a few relevant additional requirements due to the triangular shape.

Specifications:

- Overall size: 86 x 86 mm
  - The lower right half of the triangle should be designed keeping bleed and live area requirements in mind
- The upper left side of the triangle MUST be transparent
  - Suitable file formats for this are PDF or TIFF
  - Color space is cmyk - PS0 Uncoated v3 FOGRA52
- Bleed: 3mm resulting in an overall size of 80 x 80 mm
- Live Area Margin: 6mm, resulting in an overall live area of approx. 74 x 74mm whereby the upper left half is transparent and the lower right half contains the ad
- Choose either one web link or a link to an ad or article inside the magazine

Spotlight Promotion Ad

<table>
<thead>
<tr>
<th>Picture: 38 x 38 mm 300 dpi</th>
<th>Headline: Max. 100 characters including spaces</th>
<th>Logo: 38 x 30 mm or 38 x 38 mm 300 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text: Max. 400 characters including spaces</td>
<td>Spotlight Ads have a standard layout</td>
<td>Weblink / Email</td>
</tr>
<tr>
<td></td>
<td>For individual layouts, please provide an ad according to the 1/6 page specifications</td>
<td></td>
</tr>
</tbody>
</table>

**NET Rates (4c)**

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>US$ 3,960</td>
<td>3,780</td>
</tr>
</tbody>
</table>

**Stipulations:**

- Only firm bookings accepted
- Limit of 3 cover snipes per year, per company
- No first rights for re-booking

NET Rate per insertion in US$, excl. VAT.
LEADERBOARD BANNER & ANCHOR BANNER

Leaderboard Banner
- Size: 728px (w) x 90px (h)
- Allocation: 2
- On all pages
- Cost: US$ 4,120

Anchor Banner
- Size: 728px (w) x 90px (h)
- Allocation: 2
- On all pages
- Cost: US$ 2,690

Banner file formats:
- JPG, GIF, Animated GIF, HTML5;
- File size: max. 70 kB

Logo & thumbnail file formats:
- JPG, PNG, GIF;
- File size: max. 30 kB
**FEATURED PRODUCT & HOME BANNERS**

**Banner file formats:**
- JPG, GIF, Animated GIF, HTML5;
- File size: max. 70 kB

**Logo & thumbnail file formats:**
- JPG, PNG, GIF;
- File size: max. 30 kB

---

**Featured Product / Story**

**Features:**
- Run of site for two weeks and then continuing for 12 months on a high traffic sub-page
- The first 300 characters of the press release will be displayed in the “FP Box”
- Image run of site for two weeks and then on the category pages and sub-pages
- Full press release on the sub-pages
- Contact information on the sub-pages

**Material Needed:**
- Headline: 60 characters including spaces
- Text: Full press release (1,500 - 5,000 characters)
- Product image: 960px (w) x 640px (h)
  - (The full format image will be automatically rescaled in the “FP box” on the homepage, category pages and subpages)
- Weblink and/or email address
- Short Company Description:
  - max. 500 characters including spaces

**US$ 1,370**

---

**Home Banner I**

240px (w) x 200px (h)
- Allocation: 1
- On all pages

Position 1 - US$ 2,930

**Home Banner II**

240px (w) x 200px (h)
- Allocation: 1
- On all pages

Position 2 - US$ 2,510

**Home Banner III**

240px (w) x 200px (h)
- Allocation: 1
- On all pages

Position 3 - US$ 2,230

---

**NET rates per insertion / Banner rates per month in US$, excl. VAT.**
SIDE BANNERS & COMPANY LOGO

**Banner file formats:**
- JPG, GIF, Animated GIF, HTML5;
- File size: max. 70 kB

**Logo & thumbnail file formats:**
- JPG, PNG, GIF;
- File size: max. 30 kB

---

**Superior Company Logo**
- 150px (w) x 50px (h)
- Allocation: 1
- Preferred top position for one month
- On all pages
- **US$ 1,550**

**Side Banner Premium I**
- 150px (w) x 200px (h)
- Allocation: 3
- On all pages
- **US$ 2,240**

**Side Banner Premium II**
- 150px (w) x 200px (h)
- Allocation: 3
- On all pages
- **US$ 2,240**

**Company Logo**
- 150px (w) x 50px (h)
- Rotating logo in a prominent position for one year
- On all pages
- **US$ 1,690**

*NET rate per year

---

NET rates per insertion / Banner rates per month in US$, excl. VAT.
PAGE PEEL BANNER & SKYSCRAPER BANNER

**Page Peel Corner Banner**

- **Small image:** 150px (w) x 114px (h)
- **Large image:** 900px (w) x 650px (h)
- **Allocation:** 1
- **On all pages**
- **Technical integration to be defined**
- **Requires extended lead time due to harmonization process**
- **US$ 3,090**

**Logo & thumbnail file formats:**
- JPG, PNG, GIF
- File size: max. 30 kB

**Banner file formats:**
- JPG, GIF / Animated GIF, HTML5
- File size: max. 70 kB

**Skyscraper**

- **150px (w) x 600px (h)**
- **Allocation:** 3
- **On all pages**
- **US$ 3,820**

**NET rates per insertion / Banner rates per month in US$, excl. VAT.**
WHITE PAPERS

White Paper

- Headline/Title of max. 100 characters including spaces will be provided on Homepage for four weeks with link to the White Paper
- Abstract of up to 80 words or 500 characters including spaces will be provided on subpage for one year minimum with link to the White Paper
- Thumbnail 120 (w) x 80 (h) pixels will be displayed on subpage with the abstract
- Document will be provided for download for at least one year in a download area
- Link to the White Paper in the Full Buyer’s Guide Listing where applicable

US$ 690

White Paper Plus - Three Month Package

Deliverables include all of the above plus:

- Home page: Featured Product + image (for 4 weeks - created by the publisher)
- Newsletter: Box Ad + image (2 times)
- Leads provided within one week of start date

US$ 2,030

BUYER’S GUIDE LISTING

We offer a free Basic Listing and a paid, 1-year, Premium Listing for the Buyer’s Guide. Features for both types of listings can be seen in the table below.

US$ 1,270

Free vs. Full 12-Month BG Listing:

<table>
<thead>
<tr>
<th>Features</th>
<th>Free Listing</th>
<th>Full Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Street</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>ZIP Code</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>City</td>
<td>✔</td>
<td>✔</td>
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<td>County</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Country</td>
<td>✔</td>
<td>✔</td>
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<td>Phone Number</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Email Contact Option</td>
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<td>✔</td>
</tr>
<tr>
<td>Website</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Max. 10 Categories</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>incl. Subcategories *</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>1 Company Logo</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>1 Image</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company description</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Links to White Papers</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Needed Material for Full Listing:

- Company logo, 150px (w) x 50px (h)
- Image, 150px (w) x 150px (h)
- Company description (max. 1,000 words)
- Complete contact information (name, address, phone, email,...)
- Weblink
- Choice of categories and subsequent subcategories *

Logo & thumbnail file formats:

- JPG, PNG, GIF; File size: max. 30 kB

NET rates in US$, excl. VAT

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugerresearch.com/data-protection
WEBINAR SPONSORSHIPS

Showcase your technological leadership, increase brand awareness and reach prospective clients

LED professional webinars provide an effective platform to demonstrate thought leadership, engage with your target audience and drive crucial leads for business. LED professional’s highly qualified audience guarantees superior leads that are essential for your success. Webinars are an exceedingly effective way to connect with prospective customers for the first time and intensify communication with your existing clients.

Hosted Webinar Package - 3 Months:
- Hosted webinar on LpO (client provides video)
- LpN announcement: once a month (3 times in total)
- Lead generation for 3 months
- At the end of the 3 month period the webinar is archived for 1 year

US$ 4,760

Hosted Webinar Package - 12 Months:
- Hosted webinar on LpO (client provides video)
- LpN announcement: once every 2nd month (6 times in total)
- Lead generation for 12 months
- At the end of the 12 month period the webinar is archived for 1 year

US$ 7,780

Webinar Sponsorship Package - 12 Months:
- Recorded live webinar (approx. 45 min.) moderated and hosted by LED professional
- One E-mail blast in advance
- LpN E-newsletter Ad - in 2 issues (pre) and 1 issue (post)
- LpR magazine Spotlight Ad - in 1 issue (pre) and 2 issues (post)
- LpO online banner - 150px (w) x 125px (h) - for 2 months (pre) and 2 months (post)
- Lead generation and reporting for 12 months
- Archived webinar for two years

US$ 12,730

NET rates in US$, excl. VAT

LED professional Webinar sponsorship includes cross-media promotion on LpO, LpN email campaigns and in LpR. This intensive promotion can start up to 4 months before the event and continues through the 12 month period that the webinar is archived.

Sponsors receive detailed information of each webinar participant. This information includes full name, title, job-title, company name, address, email and phone number. On request, additional information can be gathered or customized questions can be included.

Sponsoring a Webinar demonstrates your innovative leadership skills to a committed, decision making audience.

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugerresearch.com/data-protection
# LED PROFESSIONAL NEWSLETTER

## NEWSLETTER BANNERS & ADS

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard Banner I &amp; II</strong></td>
<td>600px (w) x 90px (h)</td>
<td>US$ 880</td>
</tr>
<tr>
<td><strong>Tile Banner I &amp; II</strong></td>
<td>150px (w) x 200px (h)</td>
<td>US$ 700</td>
</tr>
<tr>
<td><strong>Box Ad</strong></td>
<td>360px (w) x 300px (h) - Ad 120px (w) x 100px (h) - Image</td>
<td>US$ 1,370</td>
</tr>
<tr>
<td><strong>Skyscraper I &amp; II</strong></td>
<td>150px (w) x 600px (h)</td>
<td>US$ 740</td>
</tr>
<tr>
<td><strong>Divider Banner</strong></td>
<td>390px (w) x 90px (h)</td>
<td>US$ 560</td>
</tr>
<tr>
<td><strong>Company Logo</strong></td>
<td>Static Logo 150px (w) x 50px (h)</td>
<td>US$ 1,690</td>
</tr>
<tr>
<td><strong>Anchor Banner</strong></td>
<td>600px (w) x 90px (h)</td>
<td>US$ 530</td>
</tr>
</tbody>
</table>

**Email Blast**

- **Headline**: Max. 12 words or 100 characters including spaces
- **Sub-headline**: Max. 12 words or 100 characters including spaces
- **Text length**: 200 words or 1,250 characters including spaces
- **Weblink or email address on image**: All materials/links will be checked for compliance by the publisher before sending
- **Weblink or email address on “Read more”**: HTML files only

**Restrictions:**
- The number of blasts is limited to two blasts per month
- No direct lead generation or surveys allowed due to our confidentiality policy with our subscribers
- All materials/links will be checked for compliance by the publisher before sending
- HTML files only

**Banner file formats:**
- JPG, GIF / Animated GIF, HTML5
  - File size: max. 70 kB

**Logo & thumbnail file formats:**
- JPG, PNG, GIF
  - File size: max. 30 kB

Because some e-mail clients don’t support animated banners, please include all relevant information on the first frame.

* NET rates per insertion in EUR, excl. VAT

* Guaranteed positioning: Add +15%
LED PROFESSIONAL CROSS MEDIA PACKAGES

12 MONTH PACKAGES AT PREMIUM PRICES

The 12-month promotion packages have been put together especially for clients that want to sample all of our media channels at a price that fits their budget. The Silver, Gold and Platinum packages afford your company visibility throughout the year.

Platinum Promotion Package*

- REVIEW (LpR)
  - 3x Print Ad (1/1 page)
  - 3x Spotlight Promotion Ad
- ONLINE (LpO)
  - 1 year Company Logo on every high traffic page
  - 1x Full Buyer’s Guide Listing
  - 5x Featured Product
- NEWSLETTER (LpN)
  - 24x Company Logo in sponsor area
  - 4x Box Ad
  - 1x Anchor Banner

US$ 33,200 | US$ 21,580 NET

Gold Promotion Package*

- REVIEW (LpR)
  - 1x Print Ad (1/2 page)
  - 1x Print Ad (1/6 page)
  - 2x Spotlight Promotion Ad
- ONLINE (LpO)
  - 1 year Company Logo on every high traffic page
  - 1x Full Buyer’s Guide Listing
  - 3x Featured Product
- NEWSLETTER (LpN)
  - 24x Company Logo in sponsor area
  - 2x Box Ad

US$ 17,690 | US$ 12,380 NET

Silver Promotion Package*

- REVIEW (LpR)
  - 1x Spotlight Promotion Ad
- ONLINE (LpO)
  - 1 year Company Logo on every high traffic page
  - 1x Full Buyer’s Guide Listing
  - 2x Featured Product
- NEWSLETTER (LpN)
  - 24x Company Logo in sponsor area
  - 1x Box Ad

US$ 10,030 | US$ 7,990 NET

* The package prices are non-negotiable and valid for the shown constellation only.
Products must be used up within the 12 month running period.
Individual packages are calculated using the list prices as a basis.
Leftover products cannot be carried over into a new 12 month period or new package. Prices are excl. VAT.

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugerresearch.com/data-protection
LED PROFESSIONAL CROSS MEDIA PACKAGES

PRODUCT LAUNCH PACKAGES AT PREMIUM PRICES

These packages are tailor-made for product launches of any size. All of the items on the timelines were specially chosen to complement each other. Your campaign will run for 4 months in a Tease-Release-Inform series of ads that aid you in optimally branding your product.

Diamond Action Package* | Ruby Action Package* | Sapphire Action Package*

<table>
<thead>
<tr>
<th>REVIEW (LpR)</th>
<th>REVIEW (LpR)</th>
<th>REVIEW (LpR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x Print Ad (1/1 page)</td>
<td>1x Print Ad (1/2 page)</td>
<td>1x Spotlight Promotion Ad</td>
</tr>
<tr>
<td>ONLINE (LpO)</td>
<td>ONLINE (LpO)</td>
<td>ONLINE (LpO)</td>
</tr>
<tr>
<td>2x Featured Product</td>
<td>1x Featured Product</td>
<td>1x Featured Product</td>
</tr>
<tr>
<td>1x Home Banner III</td>
<td>1x Side Banner Premium</td>
<td></td>
</tr>
<tr>
<td>NEWSLETTER (LpN)</td>
<td>NEWSLETTER (LpN)</td>
<td>NEWSLETTER (LpN)</td>
</tr>
<tr>
<td>1x Box Ad</td>
<td>2x Box Ad</td>
<td>1x Box Ad</td>
</tr>
<tr>
<td>1x Leaderboard Banner</td>
<td>1x Tile Banner</td>
<td></td>
</tr>
</tbody>
</table>

US$ 11,180 | US$ 8,380 NET**  
US$ 8,080 | US$ 6,450 NET**  
US$ 4,010 | US$ 3,400 NET**

All packages include the following free bonus products:
- Tweet of the LpO Featured Product announcement including the product image
- 1x White Paper (without lead generation)
- Link to the White Paper on our website (lead generation not included) from an existing Full Buyer’s Guide Listing

Possible Timelines:

<table>
<thead>
<tr>
<th>Tease</th>
<th>LpO: Home Banner III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>LpN: Leaderboard Banner</td>
</tr>
<tr>
<td>Release</td>
<td>LpO: Featured Product I</td>
</tr>
<tr>
<td></td>
<td>LpN: Box Ad</td>
</tr>
<tr>
<td></td>
<td>LpO: Featured Product II</td>
</tr>
<tr>
<td></td>
<td>LpR: Print Ad (1/1 page)</td>
</tr>
<tr>
<td>Inform</td>
<td>LpO: White Paper</td>
</tr>
</tbody>
</table>

* All material is due 1 week before the campaign begins. Each campaign will introduce one product or product family only.

All campaigns will be carried out within a 4 month period with the exception of the White Paper, which will run for one year.

** The package prices are non-negotiable and valid for the shown constellation only. Individual packages are calculated using the list prices as a basis.

Prices are excl. VAT.

Luger Research follows all legal requirements of the EU GDPR legislation. For details please see: www.lugerresearch.com/data-protection
LED PROFESSIONAL

Supporters & Partners

Supporters

Scientific Partners

Supporting Organisations
TERMS AND CONDITIONS

1. All orders are subject to acceptance by Luger Research e.U. (henceforth also known as the publisher).
2. No conditions other than those set forth in the LED professional Media Kit shall be binding upon Luger Research unless specifically agreed to by Luger Research in writing.
3. Positioning of advertisements is at the sole discretion of the publisher except where a specific position has been agreed to by the publisher in writing or has been purchased in advance.
4. All advertising materials have to be sent complete and in the formats and quality defined in this Media Kit. Luger Research is under no obligation to revise advertising materials not received by the LED professional department by the closing date*.
   Luger Research is not liable for any publication delay or dissatisfying appearance if the material does not comply with the specification. Luger Research reserves the right not to accept such material for publication.
5. Where no new material arrives by the due date for scheduled advertising, the publisher reserves the right to use the material at hand.
6. Once the order has been confirmed, cancellations or changes in advertising by the advertiser or its agency may be made under the following conditions: For cancellations made 12 weeks or longer before the publication date, 50% of the order amount will be charged. For cancellations made less than 12 weeks before the publication date, the full order amount is due.
7. Luger Research assumes no liability for any errors or omissions in relevant information appearing in advertisements.
8. Luger Research has a non-disclosure policy with its subscribers. For this reason the direct retrieval of contact information is not allowed. All landing pages must be an information page where the reader can decide whether to go forward with his/her contact information or not. The information page is hosted by the advertiser or by Luger Research.
9. Luger Research follows all legal requirements of the EU GDPR legislation.
   For details please see: www.lugerresearch.com/data-protection
10. Luger Research reserves the right to hold the advertiser and its agency jointly and severely liable for all monies that are due and payable to Luger Research.
11. Advertising in Luger Research’s online products and services is subject to the terms of the applicable online insertion order.
12. All payments are due within thirty (30) days of the invoice date unless otherwise specified. Noncommissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. The advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices.
13. Claims in regards to print ads must be made in writing within 8 (eight) weeks of publication. Claims pertaining to online banners must be made in writing within 2 (two) weeks of going live. The publisher is not responsible for any claims made after the above stated time limits.
14. Changes may be made without notice. In case of discrepancies, the current on-line version is valid.
   For details please see: www.led-professional.com/advertise
15. The LED professional Symposium +Expo is owned by Luger GmbH and organized by Luger Research e.U.

Note:
LpO Banner positions and dimensions are valid for desktop computers. Appearance and size on mobile devices and tablets may differ.

* Closing Date:
- Online Creative Deadlines: At least ten workdays prior to start of campaign
- Newsletter Creative Deadlines: At least ten workdays prior to start of campaign
- Review Creative Deadlines: At the latest by the due date specified in the Editorial Calendar

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