

2015/16 Company Membership Benefits

An Overview

2011 saw the 50th Anniversary of the Association of Lighting Designers dating back to when a select band of West End credited designers met for regular lunches to discuss the industry, art and future of lighting design. This led to the formation of the Society of British Lighting Designers and eventually in the 1980's being renamed the ALD while widening the demographic of its members.

The Association has always prided itself on its relationship with the companies that supply and manufacture equipment that we utilise to create our art. With a current membership of over 800 members ranging from the top names working in the UK and internationally through venue staff and production electricians servicing and re-creating the work to the students who will be the Lds of tomorrow, we offer what we consider to be the most targeted mailing list of Live Performance lighting professionals in the world.

In 2015, we are introducing a two-tier company membership in order to better reflect the nature of the companies that provide support and services to those working in all areas of the Live Performance lighting industry.

Commercial Membership is available to companies with fewer than ten employees that have an interest in lighting, video and projection design and the operation thereof in the live performance profession. These may be non-UK based manufacturers with a small UK staff, smaller hire companies that serve their local area theatre companies or event providers, or smaller companies that supply software, small devices or services that may be useful to Professional Members. They would probably not advertise in the big trade magazines due to the scale or targeted nature of their company. Also includes those companies that have exclusive UK distribution deals with ALD Corporate Members.

Corporate Membership is open to large companies that have an interest in lighting, video and projection design and operation thereof in the live performance lighting profession. Aimed at manufacturers, hire companies, multi-national, large corporations with considerable annual turnover and a workforce of more than ten.

The ALD remains extremely grateful to all its company members for their ongoing support and we look forward to expanding the Association and its benefits as we strive to build a stronger ALD. Please also remember that we offer these benefits exclusively to Corporate and Commercial Members of the Association.



Focus Advertising

Since the publication of the new revised layout style of FOCUS, we have seen an increase in interest both from advertisers and members. We have been able to develop FOCUS further, offering more content and a full-colour design.

We are pleased to be able to offer three advertising sizes and rates for 2015, to cater to the budgets of all our Corporate and Commercial Members. These rates have been held or reduced for another year. New for 2015 however is a specific rate for placement on inside front and rear covers as well as on the outside rear cover. All adverts not placed on the covers are positioned at editorial discretion to fit with the layout, flow and content of each issue created.

We also offer a discount of 10% for booking a full calendar year for six adverts and paying in full, in advance.

FOCUS Advertising tariff 2015

Advert size / description	List Price	Bulk order discount
Cover (210x150mm) Full Colour rear / inside front / inside rear	£500	£450
Full Page with bleed (215x153mm)	£400	£360
Half page with bleed (108x153mm)	£250	£225
Quarter page with bleed (108x76mm)	£125	£110

We also accept inserts to any FOCUS mailing at the cost of £350.

FOCUS Publication Schedule 2015	Advertising deadline	Publication date
August / September	15th July	30th July
October / November	15th September	7th October
December / January 2016	15th November	7th December
February / March	15th January	7th February
April / May	15th March	7th April
June / July	15th May	7th June

To place your adverts or for more information on our terms and conditions as well as for more detailed formatting information, please visit the ALD website or contact the ALD office or ALD Company Representative.

office@ald.org.uk

declan.randall@ald.org.uk

www.ald.org.uk



ALD Commercial Membership

The annual **Commercial Membership** fee is £250.00 and includes the list of benefits for promoting your company, services and products to ALD members as follows:

- 1. Complimentary Promotion:** The ALD includes a company listing on the ALD website with company profile for all Commercial Members. This information is also included in the annual ALD Member's Directory. Commercial Members are listed, with contact numbers, in alternate issues of our bi-monthly magazine *FOCUS*.
- 2. Association Information:** Up to two additional named members of staff can receive Professional Memberships of the ALD with all its benefits (please supply names to the ALD office).
- 3. News Distribution:** We publish Commercial Member companies' news as supplied by an RSS feed from your press releases on our website, with links to your website.
- 4. Advertising Opportunities:** We offer the opportunity to advertise in *FOCUS* (see cost comparison over)
- 5. ALD Logo:** Commercial Members can display the 'ALD Commercial Member' logo on their website and letterheads if desired. Electronic artwork supplied upon request.

ALD Corporate Membership

The annual **Corporate Member** fee as of January 2015 is £600.00 and includes the list of benefits for promoting your company, services and products to ALD Members as follows:

- 1. Direct Mail Marketing:** Full access to the ALD mailing list to distribute your promotional literature to approximately 800 targeted users and potential customers.
- 2. Advertising Opportunities:** We offer the opportunity to advertise in *FOCUS* and offer discount for bulk order and payment in advance to our Corporate Members. (see cost comparison over).
- 3. Mailing Inserts:** Corporate Members have the opportunity to insert literature in mailings of *FOCUS* (see details over).
- 4. News Distribution:** We publish Corporate Member companies' news as supplied by an RSS feed from your press release on our website, with links to your website.

ALD Corporate Membership

5. Email Bulletin: Once a quarter we can send on your behalf a direct email bulletin to ALD members who have opted to receive such emails. Please note that we DO NOT supply email lists to you, but you send us specific text layout and graphic content.

6. Complimentary Promotion: The ALD includes a company listing on the ALD website with company profile for all Corporate Members. This information is also printed in the annual ALD Member's Directory and Corporate Members are listed, with contact numbers, in every issue of *FOCUS*.

7. Association Information: Up to four additional named members of staff can receive Professional Memberships of the ALD with all its benefits. We distribute additional copies of *FOCUS* for up to a further five personnel in your company. (Please supply contact names to the ALD office)

8. Student Support: Your subscription includes a contribution towards the ALD's 'Sponsored Student Scheme'. This popular scheme provides funding for a selected number of eligible students of performance lighting to enjoy ALD membership for a year at no cost to themselves. In the past, the students who have applied for this scheme and therefore have shown enthusiasm for the industry have developed a close working relationship with our Corporate Members including providing assistance at trade shows. We welcome any ideas for meetings or Sponsored Student specific benefits that Corporate Members may be able to offer.

9. Meetings: Meetings hosted by Corporate Members are welcomed and fully supported by the ALD through email bulletins, *FOCUS* and its social media channels where relevant. Our monthly social evenings on the last Friday of most months are a popular way for Corporate Members to meet and chat to ADL members if they choose to sponsor one.

10. ALD Logo: Corporate Members can display the 'ALD Corporate Member' logo on their website and letterheads if desired. Electronic artwork supplied upon request.

11. Introduction Service: Your clients should be our members. By introducing them to us and supporting a successful application for a new Professional Membership, your company can receive a £10 discount on its ALD membership subscription for the following year. Introduce more than one successful application and receive the £10 discount of each new member.

12. Dealer's Network: Enable companies for which you are the exclusive UK distributors to sign up for Commercial Membership if they are not already an ALD Corporate Member.