MARKET
ANALYZE
UPDATE
ADVERTISE
CONNECT

THE GO-TO HUB FOR LIGHTING PROFESSIONALS

ADVERTISING GUIDE 2023



LIGHTAZ.com

More than a nexus for lighting professionals

LIGHTAZ is where you want to be to generate sales, launch new products and build your brand.

Reach thousands of specifiers on a daily basis by leveraging the marketing power of LightAZ, the fastest-growing, most comprehensive specification platform in the lighting industry.

+20,000
SPECIFIERS/MONTH

+20,000PRODUCTS

+100
MANUFACTURERS

+200,000,000 SKUs



LIGHTAZ ADVERTISING HAS ITS BENEFITS

LightAZ is dedicated to professional lighting, unlike some multi-use platforms. LightAZ users are highly motivated specifiers searching for architectural lighting solutions. LightAZ gives you an edge in promoting your products with a unique combination of advantages, including:

High-Impact Exposure

Drive traffic to your product listings with targeted banners and feature ads.

Extensive Reach

Deliver trusted, relevant and up-to-date content to lighting designers, architects, engineers, contractors and other decisionmakers in the lighting industry.

Easy-to-Reach Audiences

Use the LightAZ platform to accelerate product launch and simplify go-to-market strategy.

Stand-out Presence

Keep your brand top-of-mind among key specifiers and influencers.

Targeted Advertising Opportunities

Create behavior-based promotions and benefit from real-time analytics.

Advanced All-in-one Hub

The only platform with a search engine, a SKU configurator and a project management tool.

Premium Visibility

Get listed in a dedicated lighting search platform and reach your most valued customers 24/7.

Value-added Solutions

Benefit from valuable analytical feedback on advertising performance, including clicks and demographics.

Powerful Market Intelligence

You get a private, secure backend to verify all your data and access analytics.

À LA CARTE

Enhance your presence and increase eyeballs on your products with a wide variety of cost-effective LightAZ advertising tools.

Home Page Banner

- ✓ 1 month of premium LightAZ exposure
- ✓ High-impact visibility at top of LightAZ home page
- ✓ Links to product webpage on LightAZ site
- ✓ Rotating banner* (max. of 4 in carousel)

\$1,500/Month



General Search Banner

- √ 3 months of LightAZ exposure
- ✓ Visibility on LightAZ hybrid search landing page
- ✓ Choice of interior or exterior product categories
- ✓ Links to product webpage on LightAZ site
- ✓ Rotating banner* (max. of 4 in carousel)

\$900/Quarter

SPECS Dimensions: 1336x200px Formats: GIF, JPG, PNG

Targeted Search Banner

- √ 3 months of LightAZ exposure
- Visibility on LightAZ landing page following specific product search
- Choice of 44 product categories
 (28 interior lighting /16 exterior lighting)
- ✓ Links to product webpage on LightAZ site
- Single banner No rotation*

\$500/Quarter



Dimensions: 1336x200px **Formats:** GIF, JPG, PNG **Max. Size:** 150KB

Max. Size: 150KB

Project Gallery Banner

- √ 3 months of LightAZ exposure
- ✓ High-impact visibility at top of LightAZ Gallery page
- ✓ Links to product webpage on LightAZ site
- ✓ Rotating banner* (max. of 4 in carousel)

\$500/Quarter



^{*} Design/Development not included. Ad content supplied by manufacturer.

Product News Banner

- √ 1 month of premium LightAZ exposure
- ✓ Ideal for new product launches
- ✓ High-impact visibility at top of Product News page
- ✓ Links to product webpage on LightAZ site
- ✓ Rotating banner* (max. of 4 in carousel)

\$500/Month

Featured Events Banner

- ✓ 1 month of premium LightAZ exposure
- ✓ High-impact visibility at the top of LightAZ Events page
- ✓ Links to event page on LightAZ site
- ✓ Rotating banner* (max. of 4 in carousel)

\$200/Month

Newsletter Feature

- ✓ 1 month of exposure in LightAZ Newsletter (upcoming in 2022)
- ✓ Visibility (image and copy*) alongside other products
- ✓ Links to product webpage on LightAZ site

\$300/Month

Social Posts

- ✓ Total of 9 exposures on LightAZ social media pages
- ✓ LightAZ visibility on LinkedIn, Facebook, Instagram
- √ 3 posts per platform*

\$200



SPECS

Dimensions: 1336x200px **Formats:** GIF, JPG, PNG **Max. Size:** 150KB



SPECS

Dimensions: 1336x200px Formats: GIF, JPG, PNG Max. Size: 150KB









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BUNDLES

Bundle your advertising purchases and save when selecting from these high-visibility LightAZ packages.



Product Launch Package

- ✓ Home Page Banner (Reg. \$1500/month)
- Product News Banner (Reg. \$500/month)
- ✓ Newsletter Feature* (Reg. \$300/month)
- ✓ Social Posts (Reg. \$200/9 posts)

Bundled rate: \$2,100

Reg. rate: \$2,500 Save \$400



Event Package

- ✓ Social Posts (Reg. \$200/9 posts)
- Newsletter Feature* (Reg. \$300/month)
- ✓ Featured Events Banner (Reg. \$200/month)

Bundled rate: \$550

Reg. rate: \$700 Save \$150

MEMBERSHIP OPTIONS

3 packages to choose from

ENTRY

\$300

per month

Annual \$3,300

Services

- Product listing w/search & SKU configurator
- ✓ Full data implementation & maintenance
- ✓ 10% discount on À la carte Advertising

Analytics

- ✓ Total visitors on LightAZ
- ✓ Total views on your products

PRO

\$500

per month

Annual \$5,700

Services

- Product listing w/search & SKU configurator
- ✓ Full data implementation & maintenance
- ✓ Quick Ship listings
- ✓ 15% discount on À la carte Advertising
- 4 Bonus Banners (1 Quarterly Targeted Search Banner)

Analytics

- ✓ Total visitors on LightAZ
- ✓ Total views on your products
- ✓ User data demographics
- ✓ Geographic data

Services

- Product listing w/search& SKU configurator
- Full data implementation & maintenance
- ✓ Quick Ship listings
- ✓ 20% discount on À la carte Advertising
- 8 Bonus Banners (2 Quarterly Targeted Search Banners)

Analytics

- ✓ Total visitors on LightAZ
- ✓ Total views on your products
- User data demographics
- ✓ Geographic data
- ✓ Top 5 market trends

Notifications:

- Product configured
 - Sample/IES/Revit notification
 - Products sent to reps/agents

PRO+

\$900

per month

Annual \$10,200

Partial list of Manufacturers on LIGHTAZ

 $a \cdot light$

FLUXWERX.

inter•lux















































































STOANE LIGHTING











AT LIGHT<mark>AZ,</mark> YOU'RE IN GOOD COMPANY

WHAT SOME PEOPLE ARE SAYING ABOUT LIGHTAZ

Wow... The website looks great! What an accomplishment. It's really easy to use, too.

Miory Kightlinger, Lighting Designer, Ghafari Associates

I just came across your site and I'm very excited about it. Great resource for fixtures and project images!

Ryan Linton ME Engineers

Very compelling platform, just what the industry needs.

НОК

We are so happy to have this tool, well done.

Perkins & Will

Absolutely incredible!!! A real win for our industry.

Amy Casoglos

Design Professional

THE GO-TO HUB
FOR LIGHTING PROFESSIONALS

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