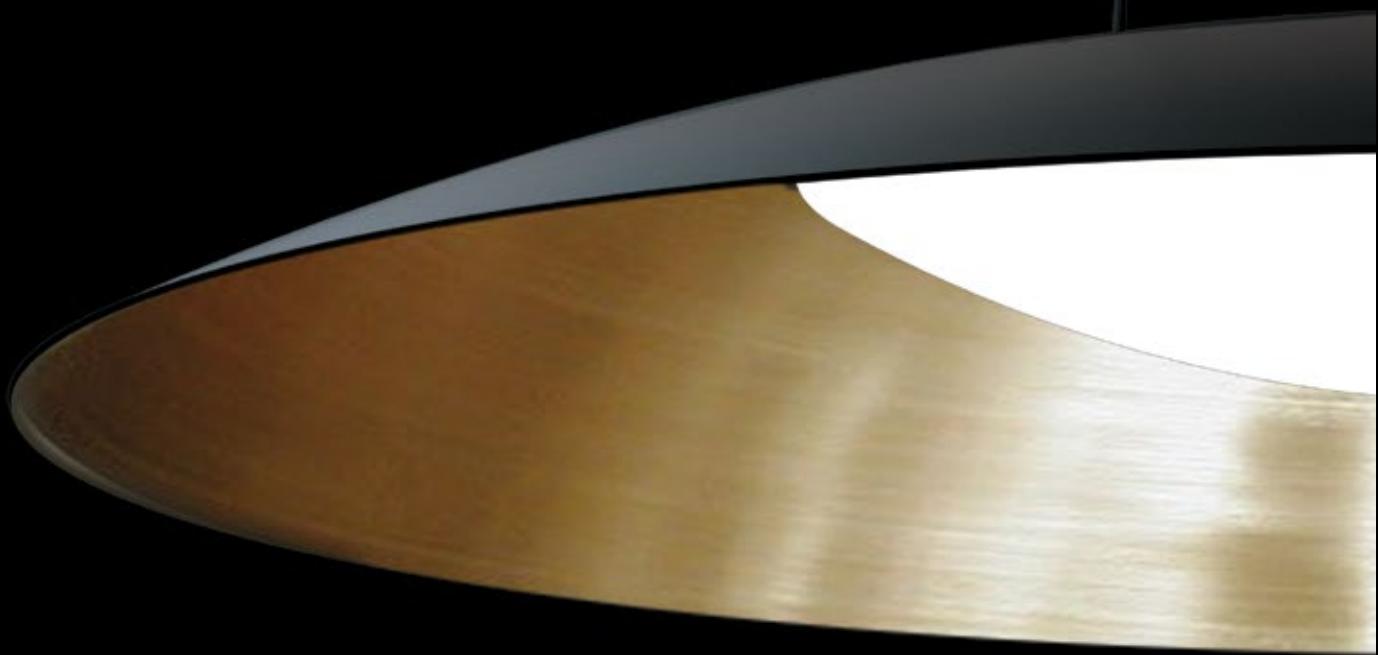


MARKET
ANALYZE
UPDATE
ADVERTISE
CONNECT

THE GO-TO HUB
FOR LIGHTING PROFESSIONALS

ADVERTISING GUIDE 2026



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.

+40,000
SPECIFIERS/MONTH

+20,000
PRODUCTS

+100
MANUFACTURERS

+200,000,000
SKUs



Contact us today!

Go to lightaz.com
T: 312-380-0585
@: contact.lightaz@lightaz.com

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.

Stand-out Presence

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

Premium Visibility

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

Extensive Reach

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

Targeted Advertising Opportunities

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

Value-added Solutions

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

Easy-to-Reach Audiences

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

Advanced All-in-one Hub

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

Powerful Market Intelligence

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

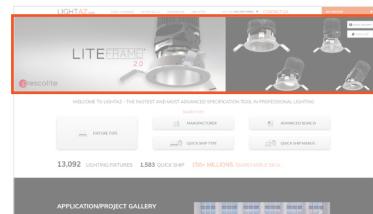
À LA CARTE

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



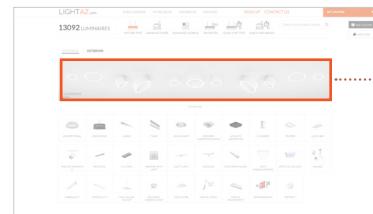
SPECS

Dimensions: 1900x400px
Formats: GIF, JPG, PNG
Max. Size: 150KB

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



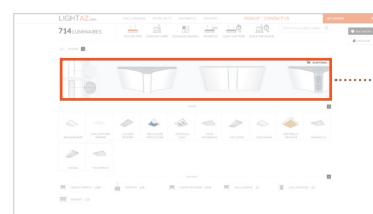
SPECS

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

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



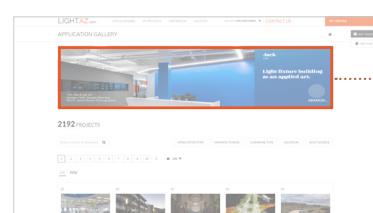
SPECS

Dimensions: 1336x200px
Formats: GIF, JPG, PNG
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



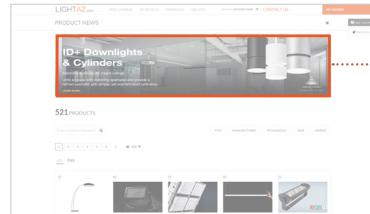
SPECS

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

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



SPECS

Dimensions: 1336x200px

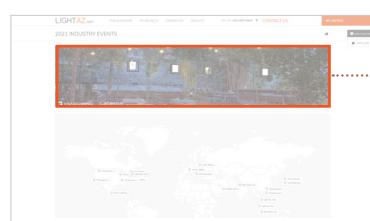
Formats: GIF, JPG, PNG

Max. Size: 150KB

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)

\$300/Month



SPECS

Dimensions: 1336x200px

Formats: GIF, JPG, PNG

Max. Size: 150KB

Newsletter Feature

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

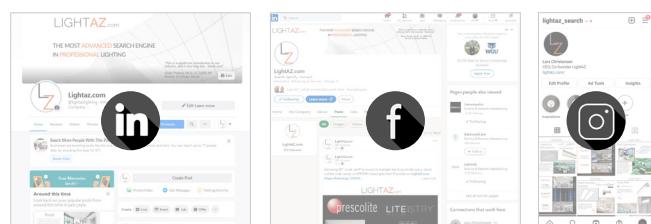
\$500



Social Posts

- ✓ Total of 6 exposures on LightAZ social media pages
- ✓ LightAZ visibility on LinkedIn, Facebook, Instagram
- ✓ 2 posts per platform*

\$300



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

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. \$500)
- ✓ Social Posts (Reg. \$300/6 posts)

Bundled rate: \$2,100

Reg. rate: \$2,800 Save \$700

Event Package

- ✓ Social Posts (Reg. \$300/6 posts)
- ✓ Newsletter Feature* (Reg. \$500)
- ✓ Featured Events Banner (Reg. \$300/month)

Bundled rate: \$700

Reg. rate: \$1,100 Save \$400

MEMBERSHIP OPTIONS

3 packages to choose from

| ENTRY | Services | Analytics |
|---------------------------|--|--|
| \$300 per month | <ul style="list-style-type: none">✓ Product listing w/search & SKU configurator✓ Full data implementation & maintenance | <ul style="list-style-type: none">✓ Total visitors on LightAZ✓ Total views on your products |
| Annual \$3,300 | | |

| PRO | Services | Analytics |
|---------------------------|---|---|
| \$500 per month | <ul style="list-style-type: none">✓ Product listing w/search & SKU configurator✓ Full data implementation & maintenance✓ Quick Ship listings✓ 10% discount on À la carte Advertising✓ 1 Free Home page Banner | <ul style="list-style-type: none">✓ Total visitors on LightAZ✓ Total views on your products✓ User data demographics✓ Geographic data |
| Annual \$5,700 | | |

| PRO+ | Services | Analytics |
|---------------------------|--|---|
| \$900 per month | <ul style="list-style-type: none">✓ Product listing w/search & SKU configurator✓ Full data implementation & maintenance✓ Quick Ship listings✓ 20% discount on À la carte Advertising✓ 2 Free Home page Banners (1 Quarterly Targeted Search Banners) | <ul style="list-style-type: none">✓ Total visitors on LightAZ✓ Total views on your products✓ User data demographics✓ Geographic data✓ Top 5 market trendsNotifications:<ul style="list-style-type: none">- Product configured- Sample/IES/Revit notification- Products sent to reps/agents |
| Annual \$10,200 | | |

Partial list of Manufacturers on LIGHTAZ

designplan®



BASO

NUURA

XICO[®]
Fusion Optix[®] Inside

SPI LIGHTING

louis poulsen

(S)ignify

BARRON
lighting group

inter•lux

legrand[®]

AcuityBrands.

axis



ARANCIA

COOPER
Lighting Solutions
a **(S)ignify** business

TARGETTI USA

 **BULLARD COLLECTION**
Architectural | Outdoor | Decorative | Technical

VISA LIGHTING

KIRLIN

FLUXWERX

 **TRAXON** escue
MEMBER OF PROSPERITY GROUP

BLACKJACK
LIGHTING

EDISON
LIGHTING GROUP

3G
LIGHTING



lumenpulse[™]

Current®

PURE  **EDGE**
LIGHTING

 **Spectrum Lighting**

LEVITON

Lumenwerx

 **Williams**



AT LIGHTAZ,
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

Very compelling platform, just what the industry needs.

HOK

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

Perkins & Will

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

Ryan Linton
ME Engineers

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

Amy Casoglos
Design Professional



THE GO-TO HUB
FOR LIGHTING PROFESSIONALS

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