



## ilda.com Website Media Overview – March 2026

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### About ILDA

The International Laser Display Association (ILDA) is the leading global trade association for the professional laser display and laser show industry. The website ilda.com serves ILDA Members, laser show companies, projector manufacturers, safety professionals, and technical decision-makers worldwide.

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### Website Audience Snapshot (90 Days)

November 15, 2025 – February 15, 2026

- Active Users: 8,600
- Estimated Monthly Users: ~2,800–3,000
- Estimated Monthly Page Views: ~5,400
- Estimated Monthly Ad Impressions: ~5,400
- Desktop Traffic: 77.6%
- Direct Traffic: 63.4%
- Organic Search: 30.6%
- Average Engagement Time: 37 seconds
- High-interest Page Engagement Time: 3+ minutes

### Geographic Distribution

- China – 48%
- United States – 24%
- Germany – 3.6%
- United Kingdom – 2.2%
- Canada – 1.9%
- Poland – 1.7%

### U.S. Audience Estimate

Approximately 2,000+ U.S.-based professional users per quarter (≈ 650–700 U.S. users per month)

## Updates

If you need updated statistics, please contact [mail@ilda.com](mailto:mail@ilda.com).

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## Audience Profile

Visitors include:

- Laser show production companies
- Rental and staging companies
- Technical directors
- Laser Safety Officers
- Manufacturers and integrators
- Conference participants

Traffic is professional, industry-specific, and highly targeted.

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# 2026 ilda.com Advertising Rate Card

## ILDA Member advertising rates

The non-member rate is 1.5x the rates shown below

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## Global Homepage Banner Placement

Maximum 2 rotating advertisers at a time. (The home page has only one ad, randomly chosen each time the page is delivered or refreshed, from up to 2 advertisers.)

- \$900 per month, or \$9,000 per year prepaid
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## U.S.-Focused Homepage Banner Placement

Designed for manufacturers targeting U.S. customers. Maximum 2 rotating.

- \$600 per month, or \$6,000 per year prepaid

This rate reflects the proportion of U.S.-based traffic (approximately 24% of total audience).

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## Why the homepage is priced separately from run-of-site (interior pages)

The homepage is the “front door” of the association. It communicates neutrality, leadership, governance credibility, and authority. If the homepage becomes too commercial:

- It can look like endorsement
- It can feel pay-to-play
- It can irritate competing Members
- It can weaken institutional tone

As a result, homepage ads must be limited, clean, professionally styled, and clearly look like advertising.

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## Run-of-Site Banner Placement

Appears across all interior pages at ilda.com. Maximum 3 rotating interior advertisers at a time. (Any given interior page has only one interior ad, randomly chosen each time the page is delivered or refreshed, from up to 3 ads.)

 Global: \$750 per month, or \$7,500 per year prepaid

 U.S.-Focused: \$500 per month, or \$5,000 per year prepaid

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## Banner Specifications

We only have banner ads which appear at the top of a page. We do not have ads on the side, or in-line with the page text.

Please provide all three sizes shown below. The artwork can be the same content for each size, or can be different, e.g., using larger fonts or fewer words for phone-sized banners.

- Large leaderboard: **970 x 90** pixels
- Leaderboard: **728 x 90** pixels
- Mobile leaderboard: **320 x 50** pixels

We reserve the right to change the size and other specifications of ads.

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## Banner Links

Banners will link to a hidden page internal to ilda.com, which then automatically forwards to the advertiser's desired landing page.

The landing page should be unique so the advertiser can obtain metrics on the clicks. The landing page can then automatically forward to the final page desired to be shown to the viewer; for example, the site's home page or product page.



# ILDA Policy

## ilda.com Website Advertising Policy

1. Advertising on ilda.com does not constitute endorsement, certification, or approval by ILDA.
2. Advertising opportunities are first-come, first-served. In cases where multiple parties want the same ad space, preference is given first to Members ranked by total years of ILDA membership, and then to non-Members.
3. Geographic-targeted placements (e.g., U.S.-focused visibility) reflect proportional audience distribution and do not guarantee specific sales outcomes.
4. It is ILDA's website and we control the contents. ILDA reserves the right to approve, reject, or remove advertisers or advertising content at its sole discretion.
5. Advertising must:
  - Be professionally presented
  - Relate to the laser display or professional lighting industries
  - Comply with applicable laws and industry standards
6. Advertising placement does not influence ILDA Awards, standards, governance decisions, or certification programs.
7. Cancellation of an ad campaign must be done at least one calendar month in advance of the renewal date. E.g., if a monthly recurring campaign starts on January 17, the ad will be renewed on the 17<sup>th</sup> of each month. If canceled on July 1, the July 17 ad will still run (less than one calendar month cancellation notice) and the final ad will run August 17.
8. ILDA retains the right to change the metrics, information, specifications, policies, rates, etc. in this Media Kit. The most recent version shall take effect on the next ad renewal date – excepting that previous ad rates shall not be increased for recurring ads with no changes (same artwork pickup as in previous periods).