

LIGHTSEARCH

2024

Lightsearch:Media Kit

www.lightsearch.io



Opportunities for paid advertising and sponsors.

Value Program \$500 / year

- Featured Product Posts
- Social Media Posts

Standard Site & Category Sponsor (Bundle) \$2500 / year

- Value Program (\$500)
- Category-Specific Billboard Ad (\$2500)
- Enhanced Position (\$500)
- Feature Video (\$250)

Premier Homepage Sponsor (Bundle) \$2500 / year

- Value Program (\$500)
- Featured Billboard Ad (\$2500)
- Enhanced Position (\$500)
- Feature Video (\$250)

Homepage Premier Search Sponsor (Bundle) \$4000 / year

- Value Program (\$500)
- Browse Sponsor (\$3000)
- Secondary Billboard Ad (\$2000)
- Enhanced Position (\$500)
- Feature Video (\$250)

*All options include social media posts: LinkedIn, Instagram and Facebook

Opportunities for paid advertising and sponsors.

Enhanced Position in Search	\$500 / year
<ul style="list-style-type: none"> ● Top of list for search results ● Link to Catalog Page 	
Feature Video	\$250 / 2 weeks
Lighting Agora Blog Sponsor	\$500 / 2 weeks
TM-30 Page Sponsor (coming soon)	\$500 / 2 weeks
Light Now Page Sponsor	\$500 / 2 weeks
LCA Page Sponsor	\$500 / 2 weeks
Education Link	\$500 / 2 weeks
Education: 4 webinars/events a year	\$500 / year
<ul style="list-style-type: none"> ● Bonus: Free Education Links (must be free to users) 	
GetLit Blog Sponsor	\$250 / 2 weeks
Featured NewsRSS Feed	\$250 / year
A La Carte	
<ul style="list-style-type: none"> ● Priced per ad type 	

*All options include social media posts: LinkedIn, Instagram and Facebook



LightSearch.io stands out as the ultimate go-to resource for lighting professionals, offering a proprietary online searchable directory that has become an indispensable tool for industry experts. Trusted by lighting designers, architects, electrical engineers, facility owners, and distributors, these platforms provide accurate and rapid search results, offering critical information on product offerings from partnering manufacturers.



A Trusted Lighting Information Source:

LightSearch.io is more than just a platform; it's a comprehensive lighting information source that is a focal point for lighting professionals. The proprietary online searchable directory is the cornerstone of this platform, providing unparalleled accuracy and speed in obtaining critical product information. Professionals in the field rely on LightSearch.io to access information on lighting fixtures, lamps, ballasts, controls, instruments, parts, software, LED's, and other lighting materials.



Illuminate Your Path:

For lighting professionals and specifiers, LightSearch.io is an unrivaled resource, offering not only a wealth of educational content but also a robust, accurate, and rapid search functionality that ensures success in every project. Illuminate your path to excellence in the lighting industry with the unparalleled capabilities of LightSearch.io.



**Key Features:**

Extensive Database: Both websites boast an extensive database of lighting products and solutions, making it easy for lighting designers and architects to discover the latest trends and innovations.

Professional Networking: LightSearch.io provides a platform for electrical engineers, facility owners, and distributors to connect and collaborate, fostering professional relationships within the industry.

Educational Resources: Stay informed and ahead of the curve with these websites as your daily source for lighting industry news and education. Whether you're a seasoned professional or just starting your journey, find valuable insights and updates to enhance your knowledge.



**User Statistics:**

Lighting Designers: Access a community of creative minds shaping the aesthetics of spaces through innovative lighting solutions.

Architects: Explore architectural lighting trends and connect with lighting experts to seamlessly integrate design and functionality.

Electrical Engineers: Stay updated on the latest technologies and standards, ensuring your projects meet the highest electrical engineering standards.

Facility Owners: Find efficient lighting solutions for your spaces and connect with professionals for customized advice.

Distributors: Access a platform to showcase and distribute cutting-edge lighting products to a diverse and engaged audience.



Featured Billboard Ad

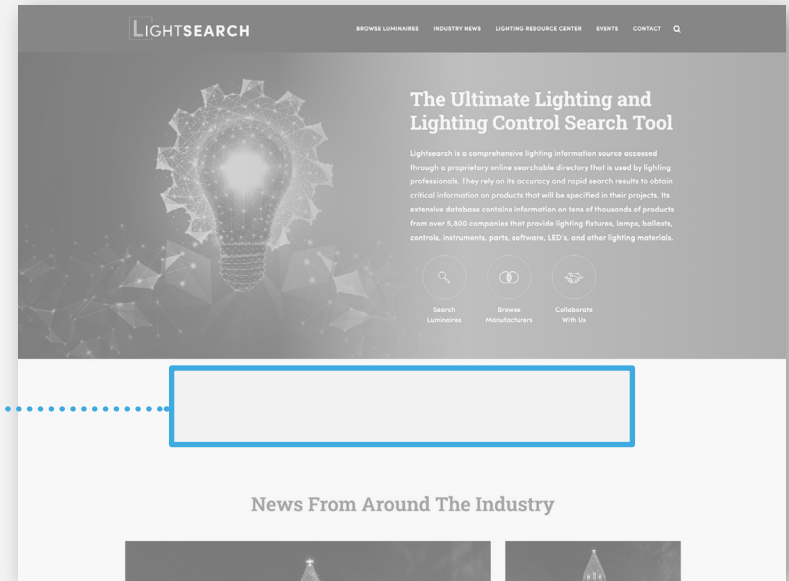
● Location: Homepage (Above the Fold), Browse Landing Page (Above the Fold), Lower Homepage

- Can be inserted into any page's header
- "Billboard ads" are on every single page
- Rotation type (max of 4 in carousel)
- Link to product webpage
- 4x a year
- 2 weeks each
- Free social media posts
- Free social media posts

\$2500 / year

Specs

- Dimensions: 1170x180
- Supported Styles: Still Image, Animated Image
- Supported Types: WEBP, PNG, JPG, GIF, or SVG



Secondary Billboard Ad

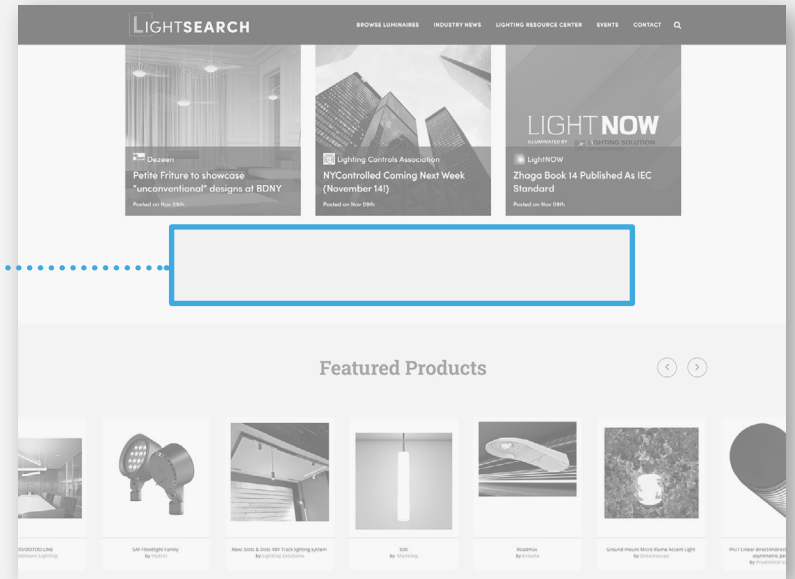
● Location: Homepage (Above the Fold), Browse Landing Page (Above the Fold), Lower Homepage

- Can be inserted into any page's header
- "Billboard ads" are on every single page
- Rotation type (max of 4 in carousel)
- Link to product webpage
- 4x a year
- 2 weeks each
- Free social media posts
- Free social media posts

\$2000 / year

Specs

- Dimensions: 1170x180
- Supported Styles: Still Image, Animated Image
- Supported Types: WEBP, PNG, JPG, GIF, or SVG



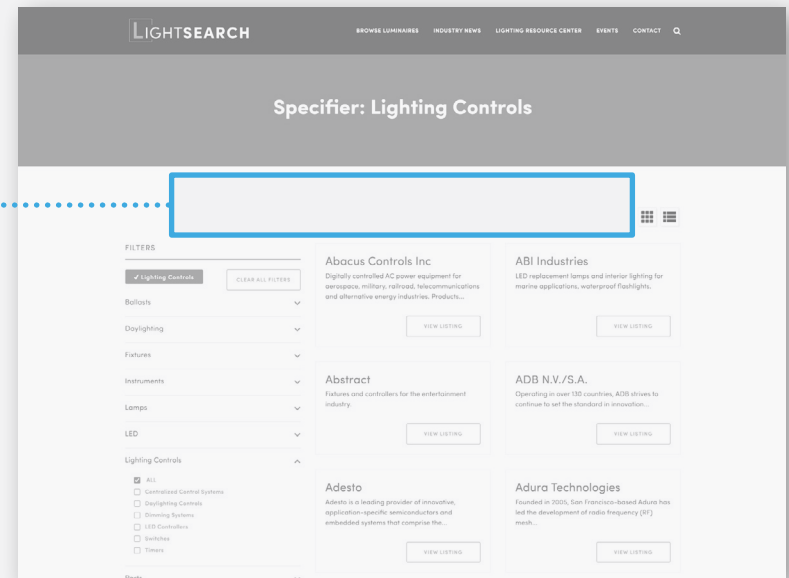
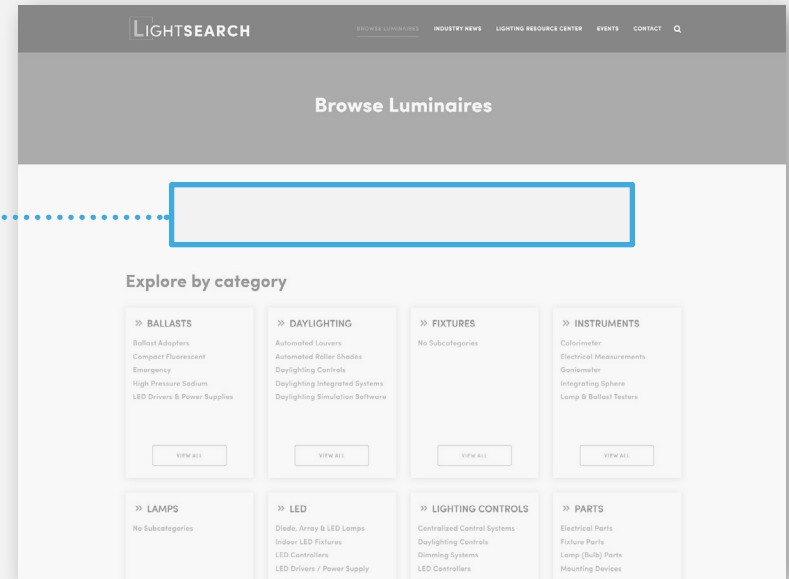
Category-Specific Billboard Ad

- Location: Category or subcategory specific, Above the fold
 - Rotation type (max of 4 in carousel)
 - Link to product webpage
 - 4x a year
 - 2 weeks each
 - Free social media posts

\$2500 / year

Specs

- Dimensions: 1170x180
- Supported Styles: Still Image, Animated Image
- Supported Types: WEBP, PNG, JPG, GIF, or SVG



Featured Products

- Location: Homepage, Browse Landing Page
 - 2 product posts a year
 - 2 weeks each post
 - Free social media posts

\$500 / year

Featured Products XL

- Location: Browse Luminaires Page
 - 2 product posts a year
 - 2 weeks each post
 - Free social media posts

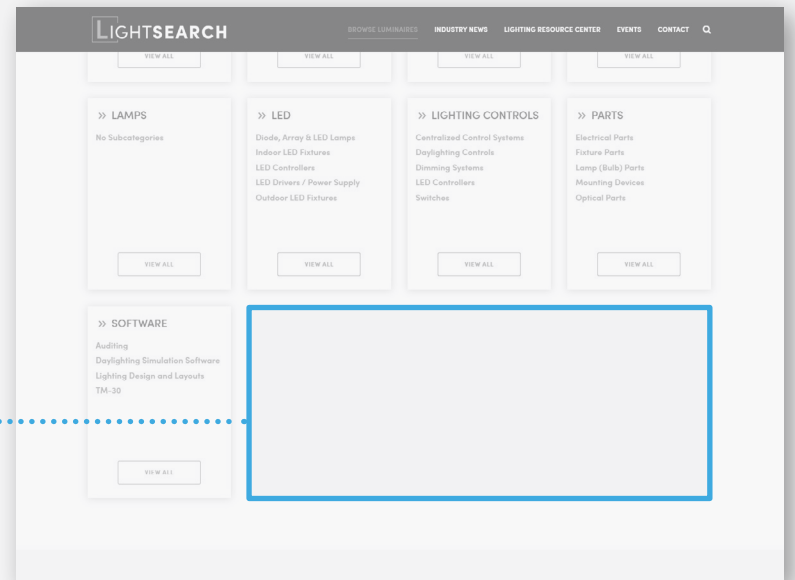
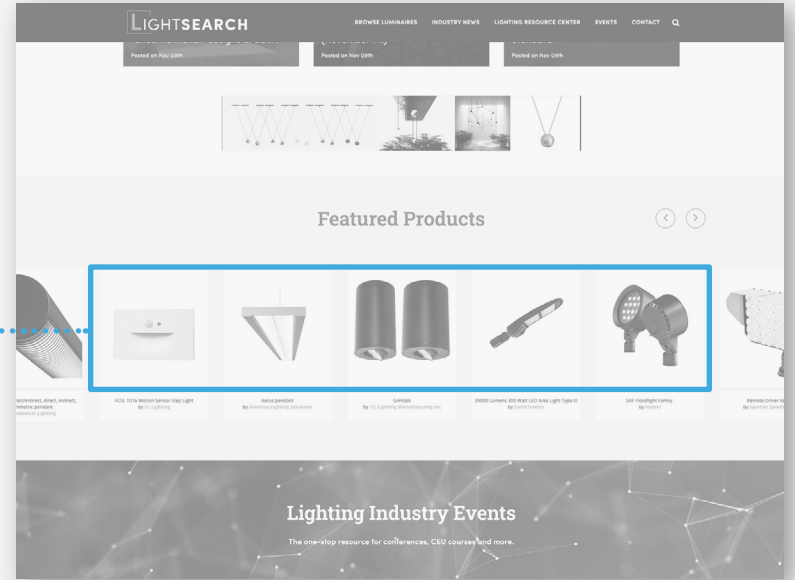
\$750 / year

Specs

- Dimensions: 270x380
- Supported Styles: Still Image, Product Featurette
- Supported Types: WEBP, PNG, JPG, GIF, or SVG (designed by LightSearch)

Specs

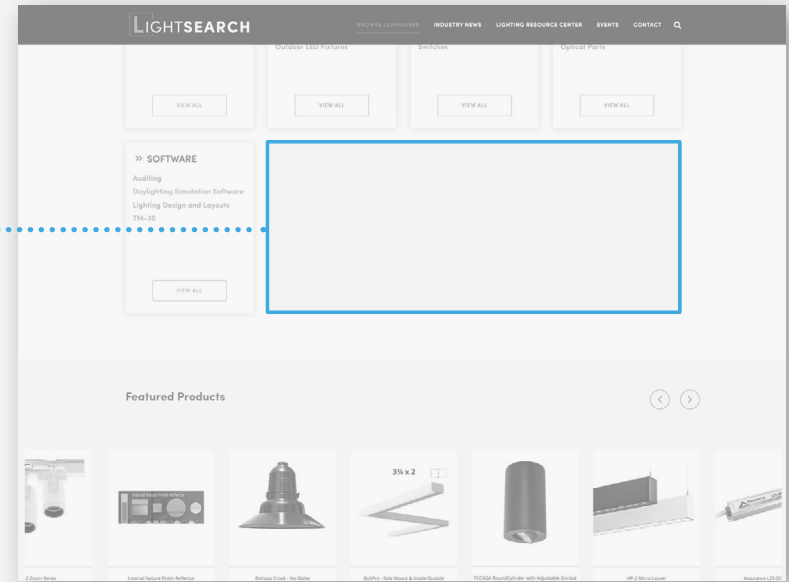
- Dimensions: 570x370
- Supported Styles: Still Image, Product Featurette
- Supported Types: WEBP, PNG, JPG, GIF, or SVG (designed by LightSearch)



Browse Sponsor

- Location: Browse Landing Page
 - 4x a year
 - 2 weeks each
 - Free social media posts
 - Resource Center Ad (this page gets the most views)

\$3000 / year

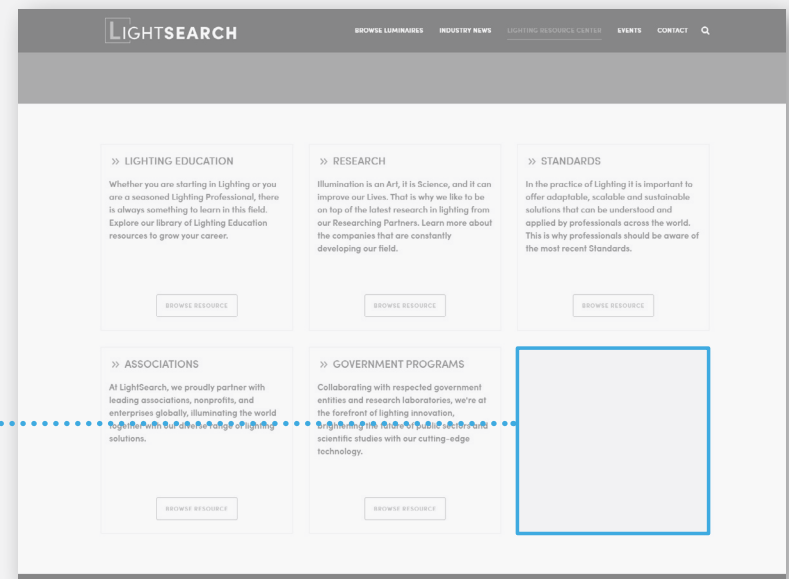


Specs

- Dimensions: 845x270
- Supported Styles: Still Image, Animated image, Video
- Supported Types: WEBP, PNG, JPG, GIF, or SVG (LightSearch)

Specs

- Dimensions: 570x370
- Supported Styles: Still Image, Product Featurette
- Supported Types: WEBP, PNG, JPG, GIF, or SVG (designed by LightSearch)



Featured News

- Location: Homepage, Industry News
 - Free social media posts
 - All boxes shown are opportunities

\$250 / year

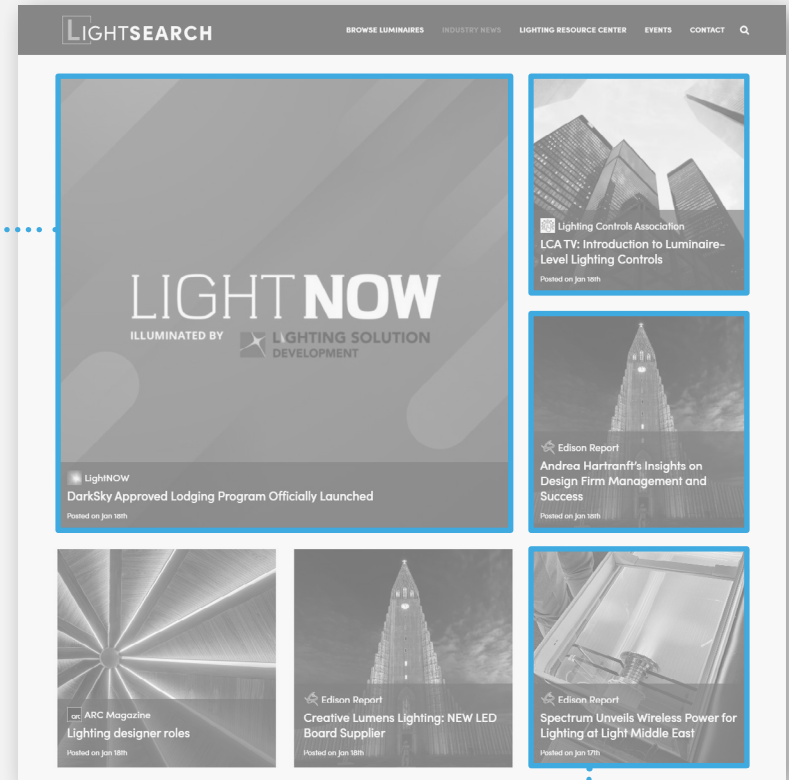
Featured Video

- Location: Homepage, Industry News
 - 2 product posts a year
 - 2 weeks each post
 - Free social media posts

\$250 / year

Specs

- Dimensions: An imported RSS feed of all a site's news stories – featured on LightSearch



Bundles

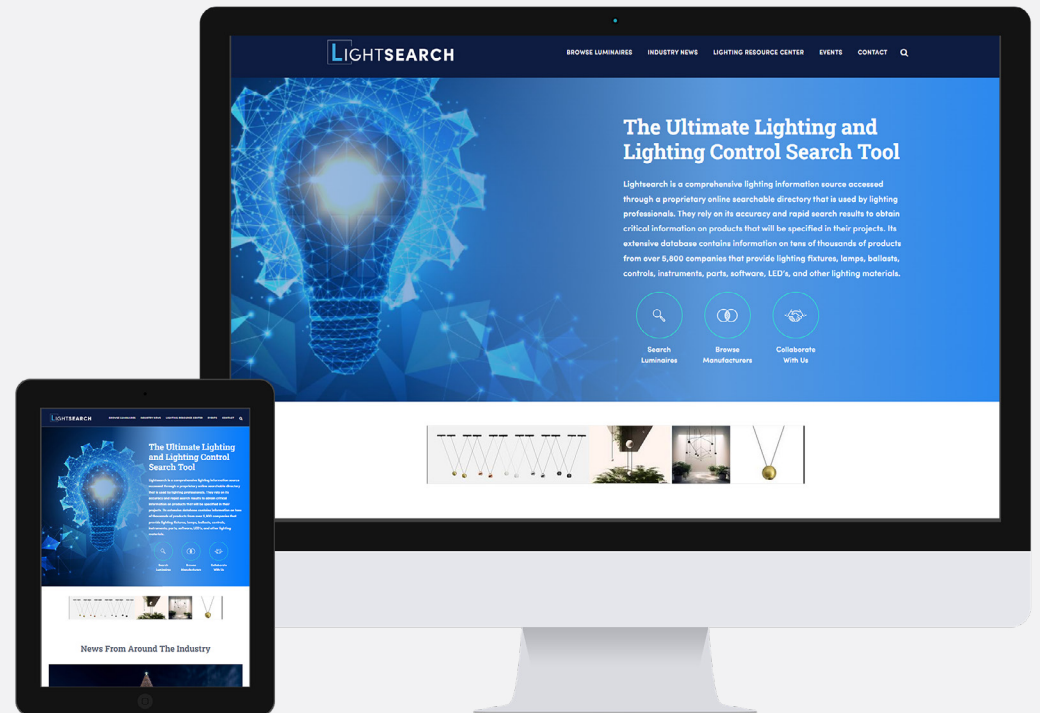
- **Value Program \$500/year**
 - Featured Product Posts
 - Social Media Posts
- **Standard Site & Category Sponsor (Bundle) \$3250/year**
 - Value Program (\$500)
 - Category-Specific Billboard Ad (\$2500)
 - Enhanced Position (\$500)
 - Feature Video (\$250)
- **Premier Homepage Sponsor (Bundle) \$3250/year**
 - Value Program (\$500)
 - Featured Billboard Ad (\$2500)
 - Enhanced Position (\$500)
 - Feature Video (\$250)
- **Homepage Premier Search Sponsor (Bundle) \$5500/year**
 - Value Program (\$500)
 - Browse Sponsor (\$3000)
 - Secondary Billboard Ad (\$2000)
 - Enhanced Position (\$500)
 - Feature Video (\$250)
- **Enhanced Position in Search \$500/year**
 - Top of list for search results
 - Link to Catalog Page



Sponsorships

- **Lighting Agora Blog Sponsor: \$500/2 wks**
- **TM-30 Page Sponsor: \$500/2 wks**
- **LightNow Page Sponsor: \$500/2 wks**
- **LCA Page Sponsor: \$500/2 wks**
- **Education: \$500/4 webinars/events**
- **bonus: Free Education Links (must be free to users)**
- **GetLit Blog Sponsor: \$250/2wks**
- **Resource Sponsor: \$1000 each** (educational/how to on topic that is useful to lighting designers and specifiers, this currently receives a lot of traffic on the original Lightsearch website, they stay until information is obsolete)

Special for the next 6 months only
\$1500 to get product data prepared for the next Lighting Specifier Cloud Based Design Tool



Social Media Posts

- Location: LinkedIn, Facebook, Instagram
- Created by Lightsearch Marketing and Graphics Design Team

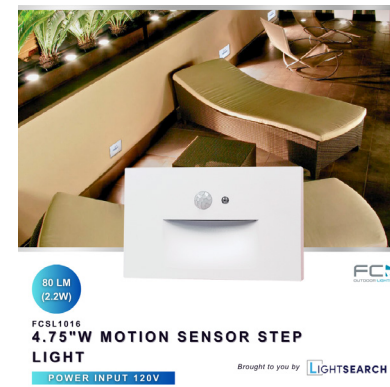
free with other packages



Lightsearch created content



Lightsearch posts



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