

ELID

the official  online directory

Media Pack

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ELID - THE European Lubricants Industry Directory

ELID is THE official Directory of UEIL; the European Lubricants Industry Association. ELID offers an invaluable source of information to organisations across the globe working in or affiliated to the sector. The Directory gives companies a simple and effective route to information on the European Lubricants Market and provides suppliers and potential customers with a valuable, easily accessible, user-friendly reference tool.

The Directory is free to access, free to use and is available online at the Lube-media hub www.lube-media.com.

All lubricant industry companies from across the globe are eligible for entry in the Directory. From base stock producers/suppliers, suppliers of additives/raw materials, lubricant stockists/distributors, lubricant blenders, grease manufacturers, suppliers of services and goods, support service companies and those connected with the supply chain – including Trade Bodies and Institutes/Associations; relevant information and contact details can be found in ELID.

Listing your business in ELID provides your organisation with an excellent opportunity to gain worldwide exposure, attract new visitors and give you the potential to build your global presence. Full details on ELID entry rates can be found on [Page 3](#).

You can also advertise your business on the ELID search page, giving your company additional prominence to any visitors to the directory. Further details on search page advertising and associated mechanical specifications can be found on [Page 5](#).

In 2019 we were very excited to launch ELID GLOBAL. For the first time, companies from outside Europe were eligible to list their business or services on the directory.

Now, we are also offering companies who upgrade to our top level entry, PREMIUM ENHANCED, an exciting week of free promotion on the ELID social media platforms. This offer stands for all companies who are currently listed as Basic and Premium entries.

For further information on **Premium Enhanced** entries, please see [Page 3](#).

Each month ELID attracts over 12,000 unique visitors from all over the world, giving your company an international platform to promote your products and services.

To discuss listing your company in the European Lubricants Industry Directory, call Laurie McHale +44 (0)1442 875922, or email laurie@ukla.org.uk

Listing and Advertising your company on ELID

There are 3 listing levels: **Basic**, **Premium** and **Premium Enhanced**. The table below illustrates the services available for each.

Entry Level	Entry Level Description	List Price (ex. VAT)
BASIC	Company name, address, company activities.	FREE
PREMIUM	Company name, address, activities AND contact name, job title, contact email, telephone number, logo brands, product groups, products, services, affiliations and additional company information.	£120
PREMIUM ENHANCED	PREMIUM LISTING PLUS a hyperlink to the company website, hyperlinked advertisement within the entry and 1 week promotion on ELID social media platforms following upgrade.	£345

ELID entry layout

European Lubricants Industry Directory – ELID

EXAMPLE Lubrication Ltd

Advertisement

Company Info: Example Lubrication is a lubricants company operating within the UK. Example Lubrication offers a variety of industry services to customers globally.

Contact Information

Address
Address
Address
Address

Telephone

Website

Email

Contact Name

Brands
Brand names and products

Memberships
Trade Body
Trade Body
Trade Body

Company Logo

ELID Category Definitions

ELID offers 7 category definitions, see [Company Category Definitions](#).

Additive Company

- Manufacturer
- Suppliers (additive)

Base Stock Company

- Manufacturer
- Re-refiner
- Supplier (base stock company)

Raw Material Company

Trade Body

Institute / Associations

Associated Goods and Services

Lubricant Company

- Blender
- Grease Manufacturer
- Marketer
- Distributor

Company Activity definitions

Additive Company

Additive Manufacturer: a company that manufactures and supplies lubricant additives.

Additive Supplier: a company that supplies lubricant additives, but is not a manufacturer.

Base Stock Company

Base Stock Manufacturer: a company that produces and/or markets base stocks (oils).

Base Stock Supplier: a company that markets and supplies base oils, but is not a base stocks (oils) manufacturer.

Base Stock Re-refiner: a company that re-refines used (waste) lubricating oils into re-refined base stocks and other materials.

Lubricant Company

Lubricants Blender: a company that manufactures lubricating oils.

Lubricating Grease Manufacturer: a company that manufactures lubricating greases.

Lubricants Marketer: a company that markets lubricating products (oils and greases).

Lubricants Distributor: a company that distributes and markets branded lubricating products, which are not their own brand.

Raw Material Supplier: a company that manufactures and/or supplies raw materials to the lubricant manufacturers.

Trade Body: Trade Associations (TAs) and industry membership organisations that represent industry to Governments, Regulators and the media. TAs provide information, guidance, best practice to their membership and lobby on industry related issues.

Institute/Association: an organisation that provides and promotes guidance, education and standards for lubrication products.

Associated Goods & Services: a company that provides the lubricants sector with various products and services that are not part of the manufactured lubricating product, e.g. storage, transport, consultancy, etc.

Search Page Advertising

ADVERTISE	Search Page Advertisement Solid or animated advertisement that appears above the entry listings on the ELID main page	£370.00
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ELID search page advertising presents an excellent opportunity for business-to-business supply and purchasing opportunities for potential and existing customers in the lubricants industry.

Advertising with ELID will help you to:

- reach your markets and customers
- promote your company products, processes, technologies
- highlight your company profile

Search page advertisements appear at the head of the main directory page and cycle randomly between advertisers.

Mechanical Specifications

Mechanical Specifications for **Premium Enhanced** Advertisement Listings and **Search Page Advertisements**

- Width: 900 pixels
- Height: 150 pixels
- Format: jpeg, png or gif
- Maximum file size: 60 kb

Artwork can be sent as an attachment by a separate email to Laurie McHale laurie@ukla.org.uk.

Payment details

Please quote your Purchase Order number and EU VAT number.

Payment can be made by CHAPS, BACS or online credit card. All bank charges on international transfers to be settled by the purchasers' account.

BACS or CHAPS payment to: United Kingdom Lubricants Association Ltd
National Westminster Bank plc., Bishopsgate, PO Box 34, 15 Bishopsgate, London EC2 2AP
Sort Code: 50-00-00 Account No: 15434036
BIC: NWBK GB 2L IBAN: GB44 NWBK 5000 0015 4340 36

Conditions of Sale

Advertisers and advertising agencies are jointly responsible for payment of all monies due and payable to UKLA. **Invoices must be paid within 30 days. Please help us by quoting YOUR INVOICE NUMBER and its DATE on all correspondence and remittances.** Overdue accounts are restricted from further advertising until accounts are paid in full. UKLA reserves the right to require full payment in advance.

No conditions printed or otherwise, on advertiser's or agency's insertion order, billing instructions or copy instructions, which conflict with UKLA's stated conditions will be binding on UKLA, unless there is prior agreement in writing by both parties.

Force Majeure

UKLA reserves the right to refuse advertising. Companies, advertisers and advertising agencies are responsible for the content of all advertisements and for any resulting claims made against UKLA. Artwork is only accepted on the understanding that UKLA cannot guarantee safe return. Reproduction materials supplied will be returned on request, at the advertiser's own risk.

A party is not liable for failure to perform the party's obligations if such failure is as a result of Acts of God (including fire, flood, earthquake, storm, hurricane or other natural disaster), war, invasion, act of foreign enemies, hostilities (regardless of whether war is declared), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, terrorist activities, nationalisation, government sanction, blockage, embargo, labour dispute, strike, lockout or interruption or failure of electricity or telephone service. No party is entitled to terminate this Agreement under Termination Clause in such circumstances.

If a party asserts Force Majeure as an excuse for failure to perform the party's obligation, then the non-performing party must prove that the party took reasonable steps to minimise delay or damages caused by foreseeable events, that the party substantially fulfilled all non-excused obligations, and that the other party was timely notified of the likelihood or actual occurrence of an event described in Force Majeure.

Alteration and production charges are non-commissionable. All space billed direct to advertisers are at published rates, unless varied by prior agreement in writing.

UKLA will invoice the agency or advertiser after publication/update. **Overdue invoices are subject to 1.5% service charge per month.** Non-payment will result in the Premium or Premium Enhanced Entry being removed from ELID. Full payment is required for cancellations or changes in insertion agreements after the advertising deadline date. No cancellations or changes in insertion agreements will be accepted after the advertising deadline date.

Lube Magazine:

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