

the official



online directory

ELID

***The Directory for the
Global Lubricants Industry***

For more information visit www.lube-media.com/elid
or contact laurie@ukla.org.uk



is THE global directory for the lubricants industry, and the official directory of the European Lubricants Industry Association UEIL. ELID offers an invaluable, free-to-access 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.

Each month ELID attracts over 12,000 unique visitors from all over the world, and we are constantly working to evolve and update the functionality of the website to give your company the maximum benefits of a listing on the directory!

In 2023, we introduced the ability for top-tier entries on the directory to list up to three business addresses as part of their entry.

For 2024, we have introduced further new features for all tiers, including social media links for our FEATURED tier and above, and additional sidebar button advertising on the main directory page for PREMIUM tier entries. Full details of the

features available for each entry listing can be found in the table below.

To discuss listing your company in the European Lubricants Industry Directory, call Laurie McHale +44 (0)1442 861084, or email laurie@ukla.org.uk

Listing and Advertising your company on ELID

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

Entry Level	Entry Level Description	Annual Price (ex. VAT)
STANDARD	Company name, address, company activities, telephone number.	FREE
FEATURED	Company name, address, activities, PLUS contact name, job title, contact email, logo brands, product groups, products, services, affiliations and additional company information and a hyperlink to the company website and social media accounts.	£150
PREMIUM	As PREMIUM LISTING PLUS hyperlinked banner advertisement within the entry, sidebar button ad on the ELID main page, option to list up to three addresses on a single entry, highest prominence on the ELID homepage and promotion on ELID social media platforms.	£415
SEARCH PAGE BANNER ADVERTISEMENT	Solid or animated banner advertisement that appears at the top of the main directory page.	£499

Search Page Banner Advertising

In addition to the website advertising functions that come as part of the PREMIUM package, entrants of any tier can also choose to purchase search page banner advertising to enhance their message and visibility.

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 Advertisement Listings** and **Search Page Advertisements**

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

Mechanical Specifications for **Premium Advertisement** button ads

- Height: 250 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**



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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