

ELID 2017

European Lubricants Industry Directory

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MEDIA PACK



European Lubricants Industry Directory – ELID

ELID is the official UEIL Directory, available online at www.lube-media.com. It is a good source of information and easy to use.

ELID can offer your company a simple and effective route to information on the European Lubricants Market and will provide your suppliers and customers with a valuable, user-friendly reference tool. Placing an entry in the directory and/or advertising on the search pages will give your organisation an excellent opportunity to gain Worldwide exposure.

ELID brings together information on base stock producers/suppliers, suppliers of additives/raw materials, lubricant stockists/distributors, lubricant blenders, grease manufacturers, suppliers of services and goods – plus Trade Bodies and Institutes/Societies.

ELID Activity Definitions

ELID contains seven main Activity Definitions, see [Company Activity Definitions](#).

1 Lubricant Company

Lubricants Blender
Lubricating Grease Manufacturer
Lubricants Marketer
Lubricants Stockist

2 Base Stock Company

Base stock Manufacturer
Base stock Supplier
Base stock Re-refiner

3 Additive Company

Additive Manufacturer/Supplier
Additive Supplier

4 Raw Material Company

5 Associated Goods and Services

6 Institutes / Societies

7 Trade Bodies

Entry in ELID

All European companies involved in the lubricants industry are eligible for an entry in ELID, see [Entry Rates](#) and [Mechanical Specifications for Premium Entries in Europe](#).

Basic Listing

A Free Entry includes: company name, address, telephone number, company activity(ies) and affiliation(s).

Premium Listing

Standard, Enhanced and Advertisement Entries will help to maximise exposure and increase visibility. Stand out from competitors and increase the chance of being found on search engines by adding business, products and services information.

Advertise in ELID

All Worldwide and European companies can advertise on the Search Page, see [Search Page Advertising Illustration](#) and [Search Page Advertising Rates](#).

ELID presents a great opening 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
- target your Message
- generate quality leads

To discuss your advertising needs, call Laurie McHale +44 (0)1442 875922

How to list and advertise your company

Listing *Europe*

For all European lubricant companies, there are four types of entry: Free, Standard, Enhanced and Advertisement. The Standard, Enhanced and Advertisement entries are Premium Entries. See [Entry Illustration](#), [Entry Rates](#) and [Mechanical Specifications for Premium Entries in Europe](#).

- A) **FREE:** Company name, address, telephone number, company activities and affiliation(s)
- B) **STANDARD:** as FREE, plus fax number, contact name, job title, contact email, web hyperlink and logo
- C) **ENHANCED:** as STANDARD, plus brands, product groups, products/services and additional company information
- D) **ADVERTISEMENT:** as ENHANCED, plus a hyperlinked advertisement within the entry

Search Page Advertising *Worldwide*

Both Worldwide and European lubricant companies can advertise on the Search Page. See [Search Page Advertising Illustration](#) and [Search Page Advertising Rates](#).

- E) **ADVERTISE on the Search Page**
(14 positions available, eg all Company Activities excluding Institute/Society and Trade Body):
Search Page Advertising in ELID provides two opportunities:
 - 1) on the 'Search Page', a solid advertisement will appear when a Company Activity Definition is rolled over.
 - 2) at the top of the subsequent 'Listing Page', a solid/animated advertisement will appear. This will have a hyperlink to the company's website.

Company Activity definitions

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

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 are not a base stock (oils) manufacturer.

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

Additive Company

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

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

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

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

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

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.

Entry Illustration

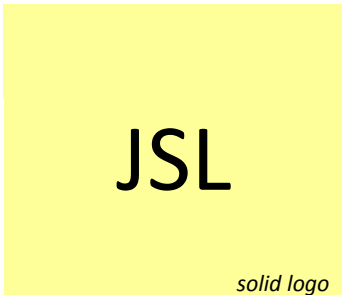
Listing Entry Colour Codes

Below is a colour coded example to help with Entry selection.

A) FREE	company name, address, telephone number, company activity and affiliation(s)
B) STANDARD	as FREE plus fax number, contact name, job title, contact email, web hyperlink and logo
C) ENHANCED	as STANDARD plus brands, product groups, products & services and additional company information
D) ADVERTISEMENT	as ENHANCED plus a hyperlinked advertisement within the entry

European Lubricants Industry Directory – ELID

John Smith Lubricants Ltd
 JSL House
 123 Sunshine Road
 Hemel Hempstead
 Hertfordshire
 HP1 1XX United Kingdom
 Tel: +44 1442 123456
 Fax: +44 1442 123457
 www.jslubes.co.uk



solid logo

John Smith Lubricants Ltd
 Lubricant Specialists
solid or animated advertisement with hyperlink

Contact details:
 Mr John Smith
 Marketing Director
 johnsmith@jslubes.co.uk

Company activities:
 Lubricant Blender, Grease Manufacturer, Base stock Manufacturer, Raw material supplier

Additional company information:
 BRANDS: (300 characters including spaces)
 PRODUCT GROUPS: eg base oils, additives (150 characters including spaces)
 PRODUCTS & SERVICES: eg research, training (150 characters including spaces)
 COMPANY INFO: (450 characters including spaces)

Affiliation(s):
 eg. UKLA, UEIL

Search Page Advertising Illustration

Advertise on the Search Page

Both Worldwide and European lubricant companies can advertise on the Search Page. There are 14 positions available, eg all [Company Activities](#) excluding Institute/Society and Trade Body. Search Page Advertising in ELID provides two exposure opportunities: 1) on the 'Search Page' and 2) on the 'Listing Page'.

Figure 1 shows the ELID 'Search Page' when the Search Page is first landed on.



Figure 1

Figure 2 shows that when a specific Company Activity Definition is rolled over ...

... the **first** solid advertisement appears. The new advertisement replaces the oil refinery image.



Figure 2

Figure 3 shows the **second** solid/animated advertisement at the top of the subsequent 'Listing Page'. This will have a hyperlink to the company's website.

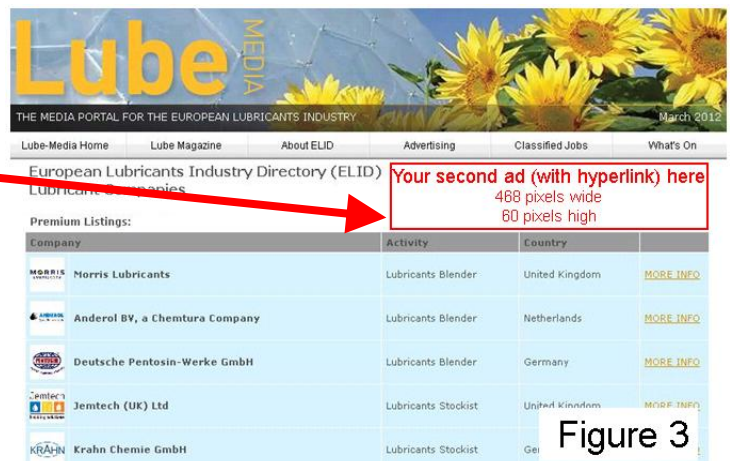


Figure 3

Rates for 2017

Entry Rates

For European lubricant companies there are four Entry types (Free, Standard, Enhanced and Advertisement) within two Entry Levels: Basic and Premium.

Listing (Europe)		List Price ex VAT
BASIC	A Free Entry company name, address, telephone number, company activities and affiliation(s)	FREE
PREMIUM	B Standard Entry as FREE plus fax number, contact name, job title, contact email, web hyperlink and logo	£75.00
	C Enhanced Entry as STANDARD plus brands, product groups, products & services and additional company information	£95.00
	D Advertisement Entry as ENHANCED plus a hyperlinked advertisement within the entry	£300.00

Search Page Advertising Rates

Both Worldwide and European lubricant companies can advertise on the Search Page. There are 14 positions available, eg all [Company Activities](#) excluding Institute/Society and Trade Body.

Advertising (Worldwide)		List Price ex VAT
ADVERTISE	E Search Page Advertising provides two exposure opportunities. 1) Search Page Advertisement: a solid advertisement appears when a specific Company Activity Definition is rolled over. 2) Listing Page Advertisement: a solid/animated hyperlinked advertisement appears at the top of the subsequent 'Listing Page'.	£350.00

All rates are in £ Sterling, plus VAT (Value Added Tax – UK sales tax, if applicable), per insertion. When applicable VAT will be added at 20%.

Duration is from 1st April 2017 to 31st March 2018

Mechanical Specifications

Premium Entries *Europe*

Company Logo

Mechanical Specifications for B) Standard, C) Enhanced and D) Advertisement entries

- Width: 125 pixels
- Height: 125 pixels
- Format: jpeg
- Maximum file size: 60 kb

Advertisement

Mechanical Specifications for D) Advertisement entries

- Width: 468 pixels
- Height: 60 pixels
- Format: jpeg, gif, animated gif or Adobe® Flash
- Maximum file size: 100 kb
- Adobe Flash adverts must be output for Flash Player 8, and come with additional jpeg banner for users who don't have the Flash player

Search Page Advertising *Worldwide*

Search Page Advertising

Mechanical Specifications for E) Advertise only

First Advertisement on Search Page

- Width: 250 pixels
- Height: 255 pixels
- Format: jpeg or gif
- Maximum file size: 60 kb

Second Advertisement on Search Page

- Width: 468 pixels
- Height: 60 pixels
- Format: jpeg, gif, animated gif or Adobe® Flash
- Maximum file size: 100 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 GB £ Sterling cheque. All bank charges on international transfers to be for the purchasers' account.

Cheques, 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.** Cheques should be made payable to the **United Kingdom Lubricants Association Ltd** and sent to the UKLA address shown below. 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 nonperforming party must prove that the party took reasonable steps to minimize 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.

10% Commission off gross space rate is allowed to recognised advertising agencies, when paid in 30 days. 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 Entry being changed to a Basic Free Entry and/or the removal of the advertisement.

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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