

optics.org product focus

a unique print publication specifically targeted to major tradeshow and events



US AIM Photonics | electronic testing

Expands access to client firms to advanced test prototypes.



AIM Photonics, the industry's premier research institute based in Albany, New York, has announced the launch of its new Opto-electronic Testing Services, which feature a full suite of advanced tools for testing both photonic integrated circuits (PICs) as well as conventional electronic ICs.

The new service will be offered through AIM's Test, Assembly and Packaging Facility in Rochester, NY, which AIM says is the only place in the U.S. that provides access to both photonic and electronic test, assembly, and packaging prototyping services for substrates up to 300 mm wafers.

"Our comprehensive toolset can test and measure multiple performance aspects of electronic and photonic devices before and immediately after package assembly, allowing the rapid verification and optimization of the manufacturing process all in the same R&D center, saving our members and customers valuable time and resources," said Chris Stronies, Business Development and Facilities Manager at AIM Photonics test, assembly and packaging facility.

AIM's Opto-electronic Testing Services currently include over 100 test tools for



Learn how we can help!
Meet our experts at booth #1221

Is your objective lens production giving you a headache?

- Improve first pass yields
- Automate testing procedures
- Develop and implement new production processes

www.trioptics.com
A member of the SPIE OPTIC Group

Julie Bentley elected

chain

Bentley Optical Design.



Julie Bentley, an industry leader in optical design, has been elected to the Society's Board of Directors. Bentley, who has worked for over 20 years at SPIE to find the best ways to embrace recent changes, using them to grow the Society while maintaining the community-focused aspects we all love about SPIE."

She added, "In a similar fashion, I am looking forward to working with the excellent team at SPIE to find the best ways to embrace recent changes, using them to grow the Society while maintaining the community-focused aspects we all love about SPIE."

https://optics.org/news/7439/37

optics.org Contact Rob Fisher, Advertising Sales tel: +44 (0)117 905 5330 email: rob.fisher@optics.org

SPiE

optics.org product focus - a unique print publication

2022 promises to deliver an overflowing events calendar that will leave little time between shows for additional product promotions, upgrades or new applications. To maximise on the time, money and effort spent around exhibitions and tradeshows, optics.org will be publishing the optics.org product focus a cost effective tradeshow magazine that delivers your product information into the hands of attendees.

If you can't attend a show or just need to give your products a bit of a push then advertise in the **optics.org product focus** magazine. Product Focus is a well-established and recognised source of product news at key shows throughout the year. Actively read by attendees the **optics.org product focus** magazine is a cost effective way to announce latest products and applications to potential buyers.

Distributed at key shows as well as sent digitally to our 20,000+ eNewsletter subscribers. Product Focus is the most direct way to communicate your latest product launches or give existing product lines the exposure they need. Even if you're not exhibiting you can still reach the attendees in the **optics.org product focus** and we'll make sure you secure vital exposure alongside competitors' products.

If you're looking for a cost effective solution that puts your product and brand into the hands of future buyers then there is no better solution than the **optics.org product focus**.

optics.org has been guaranteed high visibility to new products for nearly 25 years with the inclusion of **optics.org product focus** you

can be sure that it will continue to deliver innovative new marketing solutions to support your sales and business growth.

Not covering one of your tradeshows? Let us know and we'll see what we can do to support your marketing activities.

Advertising opportunities

We offer front cover and 1/6 page advertising positions for product promotion as well as 'Sponsored' editorial and paid for content.

See next page for Technical Information and price structure.

Publication Schedule 2024

Show	Dates	Focus	Booking/Copy Deadline	Distribution
SPIE BioS and Photonics West San Francisco, USA	27 January - 1 February	All light-driven products and technologies	1 December 2023	19,000 copies subscribers to SPIE Photonics Focus magazine + current and past attendees to the BioS and Photonics West exhibits.
DCS (Defense & Commercial Sensing) Orlando, Florida, USA	21 - 25 April	All IR related products and applications	25 March 2024	20,000 digitally + print distribution throughout the event
Optatec Frankfurt, Germany	14 - 16 May	All light-driven products and technologies	8 April 2024	20,000 digitally + print distribution throughout the event
SPIE Optics+Photonics San Diego, USA	18 - 22 August	Nanotechnology and light driven products and technology	19 July 2024	20,000 digitally + print distribution throughout the event
SPIE Photonex (review)	30 Oct - 1 November	Quantum technology, silicon photonics, biomedical imaging and photonics	4 October 2024	20,000 digitally + print distribution throughout the event + 5,000 posted copies to current and past attendees

* Prices and sizes for advertising in the Photonics West Product Focus can be found in the SPIE Photonics West Focus media information.



optics.org product focus - advertising opportunities

Product Focus Ad Sizes and Rates

Booking/Copy Deadlines: See Publication Schedule 2024 (page 2)



Size: 180mm (w) x 200mm (h).
Rate: \$2500/€2440/£2120



Size: 86mm (w) x 84mm (h).
Rate: \$650/€635/£550

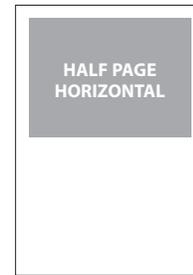


Sixth Page Product plus Star Product* on optics.org
Rate: \$995/€970/£845

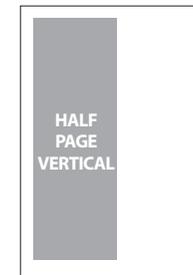
**Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$685/€630/£525).*



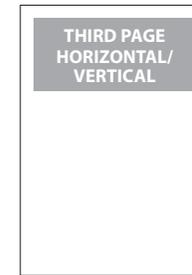
Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).
Rate: \$1950/€1905/£1655



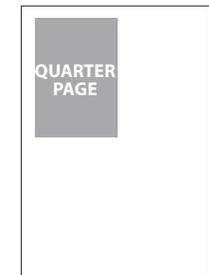
Size: 180mm (w) x 130mm (h).
No bleed.
Rate: \$1250/€1220/£1060



Size: 87mm (w) x 267mm (h).
No bleed.
Rate: \$1250/€1220/£1060



Size: 180mm (w) x 84mm (h).
No bleed.
Rate: \$1050/€1025/£890



Size: 87mm (w) x 130mm (h).
No bleed.
Rate: \$850/€830/£705

Advertising Material

You can e-mail your copy and files to Rob Fisher at rob.fisher@optics.org

Copy should not be more than 85 words (350 words for the front cover ad). Full company details should be provided plus any contact names.

Product photo size: 80mm x 104mm

Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.

If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

VAT

All UK advertisers are subject to VAT at 20%.

Terms and conditions

Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail sales@optics.org



Photo courtesy of SPIE