

**SPIE.**

the business of photonics  
**optics.org**

**media information 2024**

**optics.org**

**optics.org weekly newsletter**

**optics.org product focus**

**SPIE Photonics West PREVIEW**

**SPIE Photonics West Show Daily**

**optics.org AR|VR|MR focus**

**optics.org VISION focus**

**optics.org QUANTUM FOCUS**

optics.org

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t: +44 (0)117 905 5330



**INCLUDES  
BUNDLE  
OPPORTUNITIES  
for 2024**

**optics.org** - your gateway to new customers

**SPIE's optics.org is the leading online resource for professionals using photonics based technologies, applications and for the diverse markets they serve.**

After a period of unpredictable change optics.org continues to recognise the strategic value of staying digitally connected for the generation and retention of highly engaged customers.

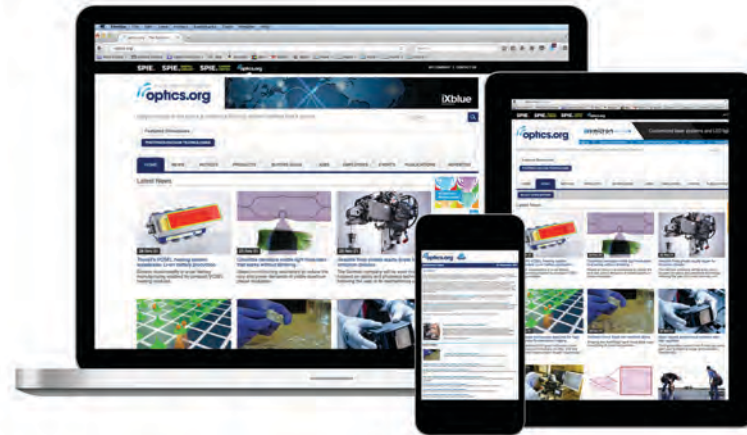
It's also no surprise that businesses are seeking a diverse choice of digital marketing solutions and optics.org has created a comprehensive range of marketing solutions and opportunities that work exclusively in combination with both SPIE Photonics Focus and SPIE's Exhibition and Conference programme.

Work together with optics.org to generate marketing opportunities that will strongly and impressively showcase products, drive lead generation and facilitate peer networking that will empower your brands and build a strong presence alongside your key competitors.

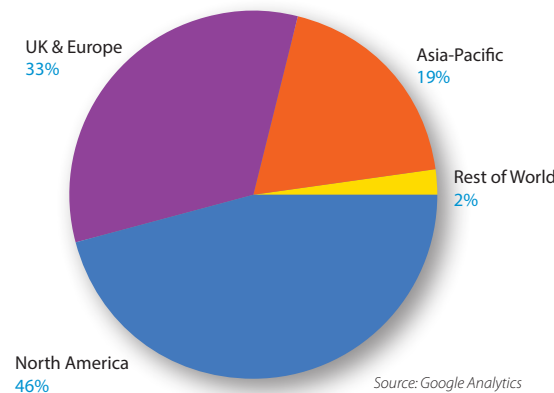
Please get in touch and we can help you create a targeted customer experience to put your brand and products in front of key decision makers who are also optics.org users and potential new customers looking to buy your products and services.

As we move into 2023 there has never been a stronger moment to drive your digital marketing strategies to put your company and products in front of key decision makers who are optics.org users.

If you don't have one then please talk to us. We can provide an enriched, targeted customer experience which enables users to interact directly with industry, as well as each other whilst supporting you in reaching thousands of potential new customers looking to buy your products and services.



**Geographical breakdown of users**



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**optics.org** - in-depth market content and analysis

“Our experienced team of journalists makes optics.org stand out from the crowd with its coverage of the photonics industry. Focused on the market trends and business developments that shape this high-tech sector, we bring you the stories behind the headlines – from market reports, mergers & acquisitions and CEO interviews, to industry events, start-up funding and patent disputes.

Whether it’s microscopy or solar energy, materials processing or infrared countermeasures, what sets optics.org apart is its



attention to the commercial side of these technology-driven industries, with an emphasis on straight talking and market insight.

Keep on top of the fast-moving sectors that are served by photonics: get our weekly newsletter, visit the site for daily updates or follow us on Twitter.”

**Matthew Peach**  
Editor-in-Chief, optics.org

**Editorial submissions**

Got an announcement to make? Send me your ideas.

**New product announcements**

Similarly, I am keen to receive press releases detailing new products. Each one should be around 250 words and describe your product’s specifications and applications. You should supply a high resolution JPEG, or flash file of your product. There is no charge but inclusion of your product cannot be guaranteed.

Registered users can also log in to post their press and product releases.

**Matthew Peach**

Mob: +44 (0)7787 510949

E-mail: [matthew.peach@optics.org](mailto:matthew.peach@optics.org)

*Press and product releases are moderated prior to publication.*



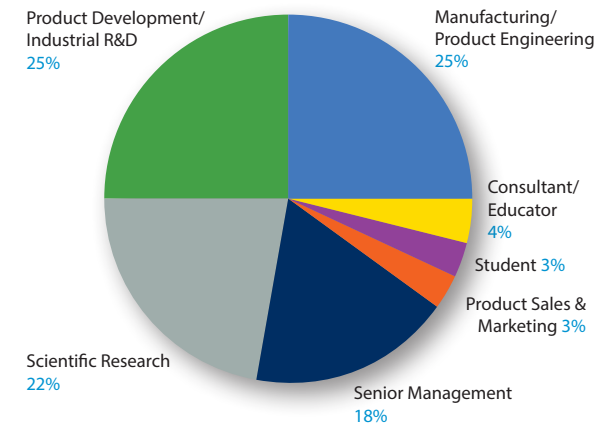
Photo courtesy of SPIE

an average of  
**over 30,000+**  
visiting the site every month\*

\* Google Analytics data – 01/02/2014 – 31/01/2015

**Job function of users\***

Over 80% of our users have responsibility for purchasing or specifying a wide range of products and services. Give your products prominence by advertising on optics.org



\* Publisher's own data

**over 1,100,000+**  
downloads\*

\* Google Analytics data – 01/02/2014 – 31/01/2015

## 3 simple stages

Take a look at optics.org's ad bundle opportunities – designed to deliver simple and cost-effective marketing programmes.

We've developed packages that deliver year-long promotion to our 30,000+ monthly digital users and 20,000+ weekly eNewsletter subscribers. We've also included priority listings in our 3000-company Buyers Guide and print promotion in our targeted Product Focus magazines.

There is currently huge demand for promotional services around key events throughout the year. Securing your bundle package will ensure your company and products have the visibility you need when you need it!

If you think you can get a better package with anyone else talk to us and we'll see what we can do!

See below for new Buyers Guide and bundle rates:

### Stage 1

#### Choose your buyers guide listing

**Free** – Basic entry, no company logo, alphabetical listing.

**Corporate Partner** – 12 months priority Listing above basic listings, company logo promoted in the optics.org buyers guide, enhanced Company listing, company logo promoted on all editorial pages of optics.org, 1x 125x125 banner promotion on optics.org (duration 1 month), company logo on all product announcements.

**Investment \$850/€850/£745 per annum**

**Corporate Partner Platinum** – priority Listing above basic listings and Corporate Partner listings, company logo promoted in the optics.org buyers guide, enhanced company listing, company logo promoted on all editorial pages of optics.org, company logo on all product announcements, 1x 125x125 banner promotion on optics.org (duration 1 month), 125x125 banner promotion in the weekly optics.org eNewsletter (sent to over 20,000 subscribers), 1x 1/6 page in any of the optics.org Product Focus, VISION Focus, ARVRMR Focus magazines. (Excludes the Photonics West show daily).

**Investment \$1975/€1975/£1730 per annum**

**Microsite** – 5 page microsite, 150x150 banner promotion in the optics.org buyers guide, 1x 120x60 company logo (remove for inclusion into the weekly eNewsletter), high priority listing above Platinum Partners, Corporate Partners and Free Listings, company logo promoted on all editorial pages of optics.org, Introductory sponsor message in the weekly eNewsletter (sent to over 20,000 subscribers), annual Google Analytics report on user traffic, 1x Editorial Leader banner promotion on optics.org news pages, 125x125 banner promotion in the weekly optics.org eNewsletter (sent to over 20,000 subscribers), 1x 1/6 page in any of the optics.org Product Focus, VISION Focus, ARVRMR Focus magazines. (Excludes the Photonics West show daily).

**New: 12 mths - \$3450/€3450/£3025**

### Stage 2

#### Choose your ad campaign package

##### Option 1

- 2x Star Product
- 1 month Leader/Skyscraper banner across all editorial pages of optics.org
- 2x 125x125 homepage Post-It banner
- 1x Product Sponsor in the weekly eNewsletter\*
- Add a 1/6 page in the optics.org Product Focus for just **\$350/€350/£305**

**Total Investment \$2750/€2750/£2410 per annum**

##### Option 2

- 4x Star Product
- 4x month Leader/Skyscraper banner across all editorial pages of optics.org
- 2x sponsor message in the weekly eNewsletter (middle position)\* (sent to over 20,000 opt-in subscribers)
- 1x Featured Whitepaper
- 4x 125x125 Homepage Post-It banner (duration 1 month per banner)
- Add a 1/6 page in the optics.org Product Focus for just **\$300/€300/£265**

**Total investment \$4945/€4945/£4340 per annum**

##### Option 3

- 4x Star Product
- 4x Editorial banner (Leader or Skyscraper position)
- 2x Editorial Leader banner
- 2x Featured Whitepaper
- 1x Top eNewsletter Sponsorship\*
- 1x Editorial eNewsletter Sponsorship\*
- 1x Middle eNewsletter Sponsorship\*
- 1/6 page in the SPIE DCS Product Focus – includes distribution at the SPIE DCS Show and digitally to all 20,000 subscribers to the optics.org eNewsletter.
- 1/6 page in the SPIE Optics+Photonics Product Focus – includes distribution at the SPIE Optics+Photonics Show and digitally to all 20,000 subscribers to the optics.org eNewsletter.

or

- 1/6 page in all 4 editions of the VISION Focus magazine – print distribution at all major exhibitions and sent digitally to 14,000+ subscribers.

or

- Video Interview with editor-in-chief Matt Peach

**Total investment \$9455/€9455/£8295 per annum**

\* eNewsletter sponsorship excludes the week before, during and after Photonics West and Laser World of Photonics, Munich.



As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

### Stage 3

#### Customise your package

Our bundle packages in Stage 2 offer the very best rates for our combined services, however we understand that these packages might not deliver the exact solution that your marketing strategy needs.

If that's the case talk to the sales team about creating a bespoke package that meets your marketing need and advertising budget.

All services can be purchased individually or in multiples, so tell us what you need and we'll create a package to suit.

- **Cross promotion in the SPIE members magazine – Photonics Focus**
- **Combine your online and digital marketing with a discount package in the SPIE members magazine Photonics Focus.**
- **Contact the optics.org sales team to reserve your marketing package and secure your 10% discount on all printed ad placements. – Include thumbnail of Photonics Focus**

#### Contact

Advertising Sales Team

tel: +44 (0)117 905 5330

email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

**optics.org** - advertising and marketing solutions

**Corporate Partner**

As one of our Corporate Partners for a year you can benefit from:

- 12 months priority Listing above basic listings
- company logo promoted in the optics.org buyers guide
- enhanced Company listing
- company logo promoted on all editorial pages of optics.org
- 1x 125x125 banner promotion on optics.org (duration 1 month)
- company logo on all product announcements

**Rate:**  
12 mths - \$850/€850/£745



**Corporate Partner Platinum\***

Corporate Partner Platinum delivers 12 months high ranking company and product promotion to users of optics.org's comprehensive buyers guide.

- priority Listing above basic listings and Corporate Partner listings
- company logo promoted in the optics.org buyers guide
- enhanced company listing
- company logo promoted on all editorial pages of optics.org
- company logo on all product announcements
- 1x 125x125 banner promotion on optics.org (duration 1 month)
- 125x125 banner promotion in the weekly optics.org eNewsletter (sent to over 20,000 subscribers)
- 1x 1/6 page in any of the optics.org Product Focus, VISION Focus, ARVRMR Focus magazines. (Excludes the Photonics West show daily)

**Rate:**  
12 mths - \$1975/€1975/£1730

\* Google Analytics report available on request.



Photos courtesy of SPIE

**Show Calendar 2024**

optics.org and members of the team will be present at the following shows during 2024:

<b>SPIE BIOS</b> 27 - 28 Jan, 2024 San Francisco, USA	Product Focus*
<b>SPIE Photonics West</b> 30 Jan - 1Feb, 2024 San Francisco, USA	Product Focus**
<b>Quantum West</b> 30 - 31 Jan, 2024 San Francisco, USA	Product Focus**
<b>SPIE AR VR MR</b> 30 - 31 January, 2024 San Francisco, USA	Product Focus**
<b>SPIE Photonics Europe</b> 9 - 10 April, Strasbourg, France	
<b>SPIE Defense &amp; Commercial Sensing</b> 23 - 25 April, Maryland, USA	Product Focus
<b>Optatec</b> 14 - 16 May, Frankfurt, Germany	Product Focus
<b>Machine Vision Conference</b> 18 - 19 June, Coventry, UK	
<b>SPIE Optics+Photonics</b> 20 - 22 August, San Diego, USA	Product Focus
<b>Vision</b> 8 - 10 October, 2024, Stuttgart, Germany	Product Focus
<b>SPIE Photonex</b> 30 - 31 October, Manchester, UK	Product Focus***

\*Included in the Photonics West PREVIEW - See Show Daily for rates (on page 15)  
\*\*Included in the Photonics West Show Daily - See Show Daily for rates (on page 19)  
\*\*\*Included in the Photonex Review magazine  
Subject to change

## optics.org - advertising and marketing solutions *(continued)*

### Video Interviews and Product Demos

We are thrilled to announce that **optics.org**, the foremost online resource for photonics professionals, is the official exhibition provider for video interviews and product demos at **Photonics West 2024**. This is your chance to shine and captivate the event's attendees with the power of exhibition videos.

Book your video demo/interview now to secure your prime timeslot and effectively showcase your latest products, applications, and capabilities to the **Photonics West** audience.

### Why Choose optics.org for your Exhibition Videos?

**optics.org** is owned and published by **SPIE**!

We're providing all exhibitors at **Photonics West** with the perfect opportunity to elevate your brand and take centre stage with captivating event videos that highlight your company's unique offerings.

Here's how exhibition videos can benefit you:

- 1. Highlight Key Moments:** Showcase product launches, live demos, and customer testimonials to reinforce your company's value.
- 2. Extend Your Reach Beyond the Show:** Amplify your trade show presence by sharing event videos on social media, reaching a broader audience.
- 3. Create Timeless Content:** Craft content that can be repurposed for various marketing campaigns, ensuring lasting value.
- 4. Stay Competitive:** Leverage event video promotions to outshine rivals at trade shows.

### Our Show Package includes:

- A professionally recorded 3-minute video at your booth by our expert team.
- All post-production and editing (x2 edits).
- A completed MP4 provided for your own marketing purposes.
- Proactive promotion post-event on the optics.org and SPIE websites.
- Inclusion in the post-**Photonics West** wrap-up **optics.org eNewsletter** (sent to over 20,000+ industry professionals and **Photonics West** attendees).
- Promotion through all **optics.org** and **SPIE** media channels.

This exceptional package is available for a total investment of just **\$3500**.

To maximise your visibility before, during, and after **Photonics West**, consider combining your video with targeted online promotions on optics.org and in the **ONLY** official daily newspaper for **Photonics West**.

Remember, **SPIE** doesn't sell or rent attendee names, so the surefire way to guarantee exposure to your future business partners is through **SPIE** media.

**Don't miss this opportunity to make a lasting impact.**

Contact our dedicated sales team today to secure your media package:

**Rob Fisher: rob.fisher@optics.org**

**Dylan Byrne: dylan.byrne@optics.org**

### Packages

#### Show Video Package

- 3 minute fully edited video
- Inclusion into the **Post Photonics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video hosted on the **SPIE** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

**Investment: \$3500/€2900/£3200**

#### Show Video Package Plus

- Advance promotion on the **optics.org** website with targeted ad placement across the optics.org website for 1 month (includes 728x90 leader banner and promotion in the optics.org eNewsletter)
- Inclusion of a ½ page ad in all 3 editions of the **Photonics West Show Daily** magazine distributed at the **Photonics West** show to 20,000+ subscribers to the **optics.org eNewsletter**, (in addition to the 3,000 copies distributed daily)
- 3 minute fully edited video
- Inclusion into the post **Photonics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

**Investment: \$6500/€6185/£5355**



# SPIE. PHOTONICS WEST

30 January - 1 February 2024

San Francisco, California, United States

**optics.org** - advertising and marketing solutions *(continued)*

## White Papers

Basic promotion of white papers on optics.org is free.

Simply send us your PDF with a strapline and 125x125 banner and we'll post it up on our popular white paper section.

Materials needed:

- Whitepaper/Technical paper PDF
- Headline/Strapline (*max 25 words*)
- 125x125 banner image
- 60 word promotional text (*premium whitepapers only*)

Why not use your white paper as an effective way to engage with the users of optics.org. Upgrade your white paper to our premium service

### Whitepaper premium

- 2 weeks promotion in the weekly eNewsletter, as a sponsor.
- 4 weeks banner promotion across all editorial pages of optics.org
- 4 weeks social media promotion via LinkedIn (*optics.org and SPIE groups have over 20,000 members*)
- Name and contact email of users that download your whitepaper

**Rate:**

**Basic white paper – FREE**

**White Paper Premium - \$2275/€2275/£1995**

## Star Product

Star Product is an efficient and highly effective product promotion on the homepage of optics.org as well as a priority position on all product pages. Your Star Product will also be added to the weekly newsletter and sent to over 20,000+ subscribers with a product image, brief description and link to your Star Product entry on optics.org.

- duration 1 week
- inclusion into the weekly eNewsletter
- product image on home page (*one of only 6 product image positions available*)
- product image and headline description included in the weekly newsletter.
- the optics.org weekly newsletter is sent to more than 20,000 opt-in industry professionals
- extended product description
- company contact information
- hyperlink to your website
- 300x200 pixel product image

**Rate:**

**One product - 1 week - \$650/€650/£570**

**Five products - 5 weeks - \$620/€620/£545**

**Ten products - 10 weeks - \$585/€585/£515**



new from optics.org...



# **ad.opt** *the power of re-targeting*

## Why re-targeting

Whether you are selling products, generating leads or building your brand, re-targeted advertising provides industry specific, sustained exposure to one of the most valuable audiences you can reach.



## How does it work?

Once individuals have left the optics.org website, they will continue to see your digital media throughout their customer journey. This significantly expands your reach and continues to refresh your brand, products and services.

Re-targeting works so well because it only serves your advertising to the audience you are trying to reach, which can also include their geographic location. Most importantly this allows you to redirect them to specific areas of your website whilst you have their attention and interest. Simply put, you can set your parameters, and the work is done for you.



## Quality targeting

Your digital media campaigns will be served to an audience who are not only familiar with your products and services, but statistically have an actual need for them.

- Click-through rates are 10x those of standard display ads.
- Has been demonstrated to increase business name searches by over 1000%.
- 60% of viewers notice and consider purchasing products from retargeting ads
- Retargeted prospects are 43% more likely to convert than those served standard display ads.

Choose both your audience and the duration of your digital campaign from a number of packages which can be discussed in detail with Rob Fisher, Head of Sales and Marketing – see *contact details below*.

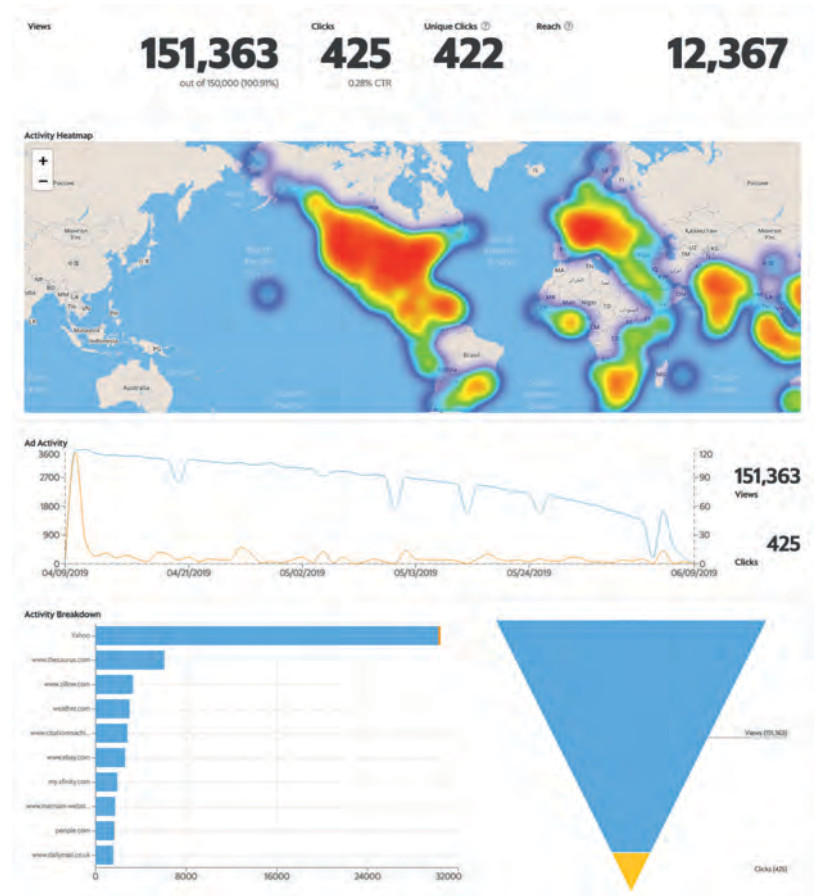
## Quantifiable results

Re-targeting activity is 100% trackable and linked to reporting dashboards that can be accessed by you and your stakeholders.

As soon as your campaign goes live, it has a unique report line that can be shared with all stakeholders and gives real time insight into how the campaign is progressing which includes metrics for impressions, clicks and geographical locations of ads served.

**ad.opt** *the power of re-targeting*

Example of Summary Report for Sponsor Partner



Overview of marketing activity for any given period.

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

## Homepage Banners

The optics.org homepage is the gateway to the resources and news available with 1000s of industry professionals visiting it every month. Taking advantage of a Homepage Leader or Homepage Skyscraper ensures exclusive positioning in front of the optics.org audience.

### 1. Homepage Leader

The Homepage Leader banner offers premium brand visibility to the photonics industry's largest online audience. A larger banner space ensures maximum visibility on the page supporting your brand and emphasizing your company's dominance in the photonics market.

- Duration 1 month
- Leader banner 728 x 90
- Exclusive banner position (only 4 positions available per month)
- Hyperlink to your web site

**Rate:**

**1 month - \$2080/€2080/£1825**

### 2. Homepage Skyscraper

The Homepage Skyscraper puts your company alongside the premium editorial generated from across optics.org. Eye catching Skyscrapers offer an alternative to standard banner advertising.

- Duration 1 month
- Skyscraper banner size 120 x 600
- Exclusive banner position (only 4 positions available per month)
- Left hand side of home page
- Hyperlink to your website

**Rate:**

**1 month - \$1450/€1450/£1270**

### 3. Homepage Post It

Do just that! Post a product promotion or company message on the homepage so that our audience can see who you are up to.

- Duration 1 month
- Post it size 125 x 125
- Bottom left hand position
- Hyperlink to your website

**Rate:**

**1 month - \$700/€700/£615**

The screenshot shows the optics.org homepage layout. At the top, there are navigation links for SPIE, DIGITAL LIBRARY, SPIE CAREER CENTER, and MY COMPANY | CONTACT US. The main header features the optics.org logo and a search bar. Below the header is a 'Featured Showcases' section with a button for 'PHOTONEX+VACUUM TECHNOLOGIES'. A navigation menu includes HOME, NEWS, NOTICES, PRODUCTS, BUYERS GUIDE, JOBS, EMPLOYERS, EVENTS, PUBLICATIONS, and ADVERTISE. The 'Latest News' section displays a grid of news items with images and titles. On the right side, there are two vertical pink banners: one labeled '2' and another labeled '3'.

## Editorial Banners

Over 70% of users visiting optics.org go straight to editorial articles. Make sure your company products and brand are amongst the core of the optics.org audience.

### 1. Editorial Leader

Editorial banners offer premium visibility across all areas of editorial focus. Highlight your company's products and expertise and brand above the latest news in market growth, business analysis, product applications and R&D.

- Duration 1 month
- Leader banner 728 x 90
- Hyperlink to your web site

**Rate:**

**1 month - \$1950/€1950/£1710**

### 2. Editorial Skyscraper

A high impact banner position along side the latest the latest editorial developments. Highlight your company's products and expertise and brand above the latest news in market growth, business analysis, product applications and R&D.

- Duration 1 month
- Skyscraper banner size 120 x 600
- Right hand side of editorial pages
- Hyperlink to your website

**Rate:**

**1 month - \$1045/€1045/£915**

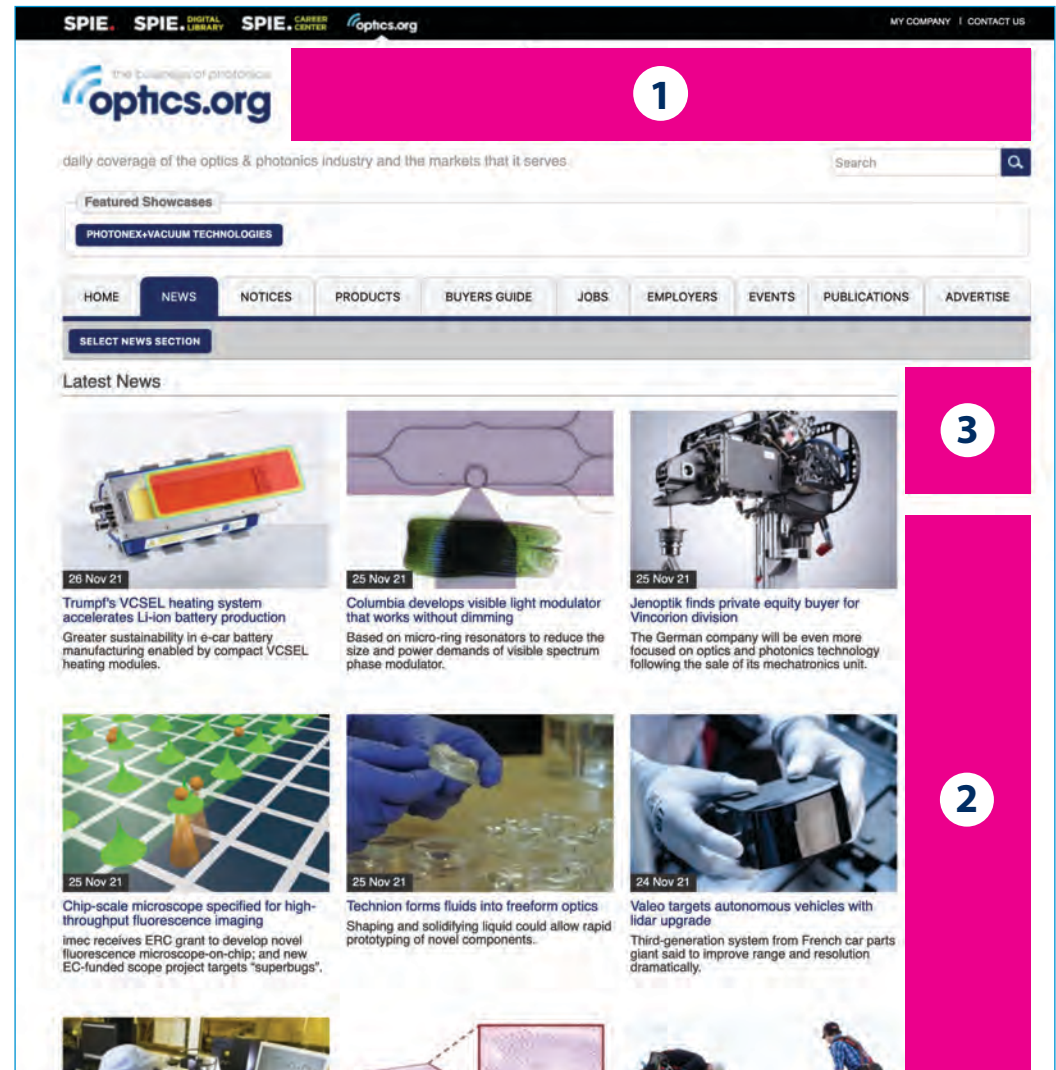
### 3. Editorial Post It

Outstanding value that offers a targeted promotion of products and brand. Immediately eye catching location and included in all editorial articles.

- Duration 1 month
- Banner size 125 x 125
- Top left hand position
- Hyperlink to your website

**Rate:**

**1 month - \$450/€450/£395**



## Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or PNG. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

## Advertising Material

### You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

If time allows, your advert 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

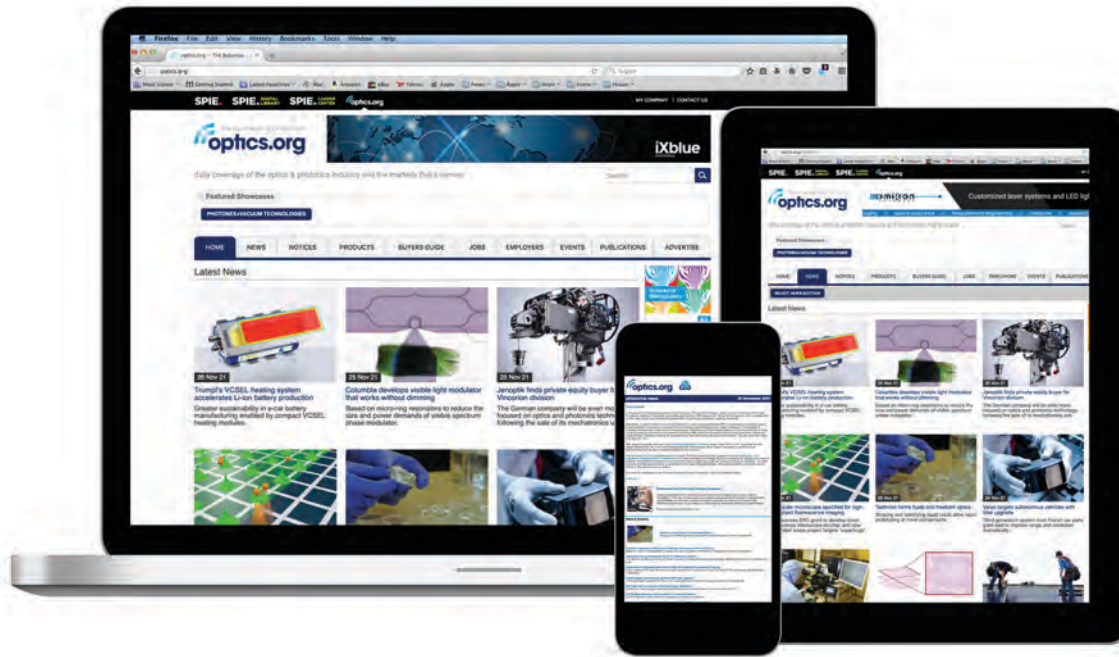
All UK advertisers are subject to VAT at 20%.

## 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 [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

## Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
All Leader banners	728 x 90	50	150
All Skyscrapers	120 x 600	50	150
Key Supplier banner	150 x 150	50	150
Homepage Post It	125 x 125	25	150
Homepage Pop-Up	500 x 350	50	150
Editorial mini ad	125 x 125	25	150
Newsletter Sponsor	125 x 125	25	150
Key Supplier Homepage tile	120 x 60	25	n/a
Corporate Partner tile	120 x 60	25	n/a
Star Product image	300 x 200	100	n/a



**optics.org weekly eNewsletter**

optics.org weekly eNewsletter is an extremely cost effective way to get products to market, drive traffic to your company website and engage with the photonics community.

Newsletter sponsorship includes:

- Company header or strap line (max 10 words)
- Sponsor message (Max 65 words)
- Linking URL
- 125x125 banner, company logo, product image
- Information is provided on companies that click on your sponsor message from the newsletter

Newsletter sponsorships sell out very quickly so contact the sales team today to secure the best weeks available.

1. **Top Sponsor Position**  
Rate: \$1105/€1020/£935 per week
2. **Editorial Sponsor**  
Rate: \$885/€860/£750 per week
3. **Middle Sponsor Position**  
Rate: \$765/€745/£645 per week
4. **Product Sponsor**  
Rate: \$635/€620/£540
5. **Star Product**  
Rate: \$650/€635/£570
6. **eNewsletter Banner**  
Rate: \$515/€505/£435

**eNewsletter Special Editions**

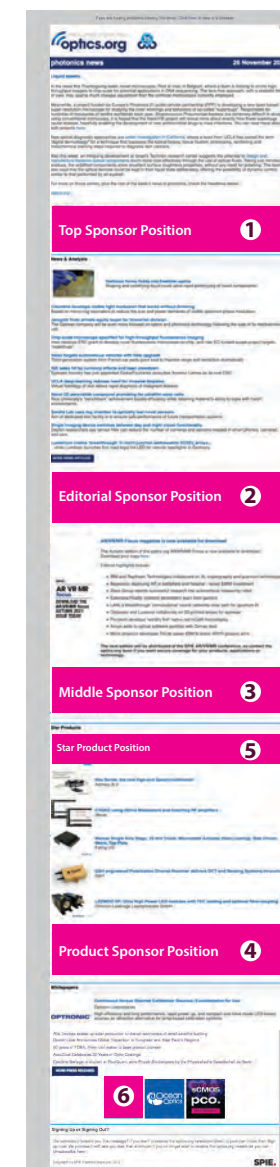
- **SPIE BiOS Special Edition**  
Published 24 January 2024
- **SPIE Photonics West Special Edition**  
Published 30 - 31 January 2024
- **SPIE Defense & Commercial Sensing Special Edition**  
Published 17 April 2024
- **SPIE Optics+Photonics Special Edition**  
Published 14 August 2024

1. **Top Sponsor Position**  
Rate: \$1105/€1020/£935
2. **Editorial Sponsor**  
Rate: \$885/€860/£750
3. **Middle Sponsor Position**  
Rate: \$765/€745/£645
4. **Product Sponsor Position**  
Rate: \$635/€620/£540
5. **Star Product Position**  
Rate: \$650/€635/£570
6. **eNewsletter Banner**  
Rate: \$515/€505/£435

**Handy hint.** eNewsletter Banners used in conjunction with leader or skyscraper banners on **optics.org** ensures month long brand visibility with a focused marketing message to drive traffic to your site.

now exceeds  
**20,000**  
subscribers\*

\* Publisher's own data





new from optics.org...

# audience **extension** solution

Reach an audience that is already interested in optics and photonics so you will get the best result from your advertising. Our optics.org audience extension will increase your reach and build your brand.

## Features

- Target only users who have shown interest or intent in optics and photonics
- Comprehensive reporting to keep you in the know
- Reach via multiple devices; mobile, laptop, desktop and tablets
- All campaigns optimized toward delivering reach with specific impression goals

## Benefits

- Quickly deploy campaigns targeting optics and photonics enthusiast
- Gain insights into your customers with targeted reach
- Reach your audience in an efficient and accurate manner
- Drive more awareness with less wasted ad spend, saving time and money



## Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

## Advertising Material

### You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

If time allows, your advert 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](mailto:sales@optics.org)

## Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
Sponsor Banner	125 x 125	25	150
Display Banner	160 x 600	25	150
Display Banner	300 x 250	25	150
Display Banner	728 x 90	25	150
Mobile Banner	320 x 50	25	150
Mobile Banner	320 x 480	25	150



the business of photonics  
**optics.org**

...the leading online resource for photonics professionals and the market they serve.

- daily news
- weekly eNewsletter
- exclusive interviews
- latest product announcements

Subscribe now to receive your free optics.org weekly eNewsletter.

the business of photonics  
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...the leading online resource for photonics professionals and the market they serve.

Subscribe now to receive your free optics.org weekly eNewsletter



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**optics.org** ...the leading online resource for photonics professionals and the market they serve.  
Subscribe now to receive your free optics.org weekly eNewsletter

the business of photonics  
**optics.org**  
**eNewsletter**

- sent out weekly to 20,000+ subscribers
- extra special editions throughout the year

Subscribe now to receive your free optics.org weekly eNewsletter

**optics.org product focus - a unique print publication**

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

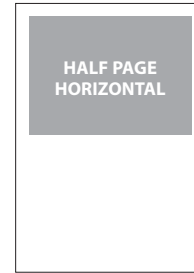


**Sixth Page Product plus Star Product\* on optics.org**  
Rate: \$995/€970/£845

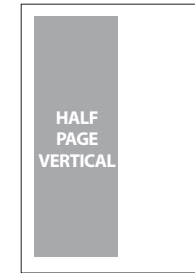
*\*Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$685/€630/£525).*



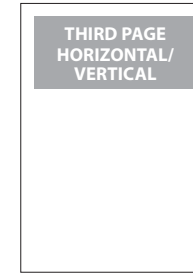
Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides  
Type area: 180mm (w) x 267mm (h).  
Rate: \$1950/€1905/£1655



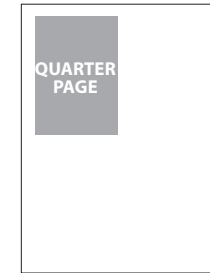
Size: 180mm (w) x 130mm (h).  
No bleed.  
Rate: \$1250/€1220/£1060



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](mailto: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](mailto:sales@optics.org)



Photo courtesy of SPIE

# PHOTONICS WEST PREVIEW

27 January - 1 February 2024

- the official magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 20,000 attendees and 1,300 exhibiting companies

**Book your space for 2024 today.**

**SPIE. PHOTONICS WEST**

**2023**
SPIE | optics.org
JANUARY 28 - FEBRUARY 2, 2024

## PHOTONICS WEST PREVIEW



**Novel 'few mode' innovation reboots and expands OCT**

Professor Caroline Boudoux is casting new light from her photonic lantern for optical coherence tomography.

At Polytechnique Montreal, Caroline Boudoux's lab has developed a new version of a popular medical imaging technology for optical coherence tomography, or OCT, based on an optical fiber device called a photonic lantern. It will have a variety of medical and other applications, which Boudoux will spell out in detail at the BiOS Hot Topics in her January 28 presentation at Photonics West. She works with a particular type of hardware called modality-specific photonic lanterns, which act as (de-)multiplexers of spatial modes in fiber optics. Boudoux said her team, in collaboration with colleague Nicolas Grolmont, has developed a new way to model and manufacture the lantern "with better specifications and using a technique compatible with large-scale manufacturing, to allow rapid translation outside the lab."

Prof. Boudoux says the lantern approach to OCT "lets us create images with more photons, and that improves contrast."  
Credit: Caroline Perron.

*continued on page 03*



Back to business  
p. 03

**DON'T MISS THESE EVENTS.**

**SATURDAY**

**BIOS EXPO**  
10 AM - 5 PM Moscone Center, Hall DE (Exhibit Level)

**TRANSFORMING HEALTHCARE VIA AI & DEEP LEARNING**  
1 - 2:30 PM Moscone Center, Expo Stage, Hall DE

**BIOS HOT TOPICS**  
7 - 9 PM Moscone Center, Room 207/215 (Level 2 South)

**SUNDAY**

**BIOS EXPO**  
10 AM - 4 PM Moscone Center, Hall DE (Exhibit Level)

**THE IMPACT OF POINT-OF-CARE AND WEARABLE TECHNOLOGY**  
11:30 AM - 12:30 PM Moscone Center, Expo Stage, Hall DE

**LUNCH AND LEARN: BEADED PRIVILEGE**  
12 - 1 PM Moscone West, Level 2 Community Lounge

**NEUROTECHNOLOGIES PLENARY**  
3:30 - 5:30 PM Moscone Center, Room 207/215 (Level 2 South)

**BIOPHOTONICS FOCUS: ALPHADOL PLENARY**  
7 - 8:35 PM Moscone Center, Room 207/215 (Level 2 South)

See the full schedule, view the technical program and exhibitor guide or download the SPIE Conference app. Some events require registration.

**IN THIS ISSUE.**

p. 05 LASE: Lab-on-chip  
p. 06 OPTO: Optical computing  
p. 11 NEUVIM: Real progress



**Linking light and sound creates safer noninvasive brain investigations**

Boston University's Professor Chen Yang is refining photoacoustic neural stimulation to improve understanding of disorders of the nervous system.

Tiny devices, some at the nanoscale, are replacing traditional, bulky electronics in the photonics-based world of Chen Yang, a professor of chemistry at Boston University. Yang works in noninvasive photoacoustic neural stimulation, and also has a faculty post in the BU Department of Electrical and Computer Engineering. Her Ph.D. is from Harvard and her other degrees are from Hong Kong University of Science and Technology and the University of Science and Technology of China. In her Hot Topics presentation, Yang will

*continued on page 08*

**Computer Engineering.** Her Ph.D. is from Harvard and her other degrees are from Hong Kong University of Science and Technology and the University of Science and Technology of China. In her Hot Topics presentation, Yang will

continued on page 08



**More than meets the eye.**

No matter what optical challenge you're facing, chances are Optikos has solved it—or something a lot like it. Whether you need design through manufacturing, products for image quality measurement, or anything in between, we can help.

See what's below the surface at booth #857.



# SPIE Photonics West PREVIEW 2024

## Future-focused

Global shortages of photonics materials and components, together with the related impact on supply chains, has resulted in a significant increase in the sourcing of new suppliers and business partners to maintain and develop products and services.

Conversely, this arena has also created opportunity and driven innovation; crucial components to carry the photonics market into the next generation.

If growth opportunities identified in the medical, defence and sensing markets are also factored in we see major opportunities to drive business development and showcase products.

## Fundamental to business development

Photonics West is an essential industry event, and with conference delegates and exhibition attendees demonstrating a real appetite for returning to in-person attendance, there are great opportunities for face-to-face participation in key conversations and decisions that happen here.

## Delivering your marketing messages

By working in close partnership **with optics.org** you will be able to reserve space in the **Photonics West PREVIEW**, the official preview for **Photonics West**, and ensure that your products, marketing message and brand are delivered to conference attendees *ahead of and during the event*. Essentially paving the way for those critical meetings and conversations.

## Editorial focus

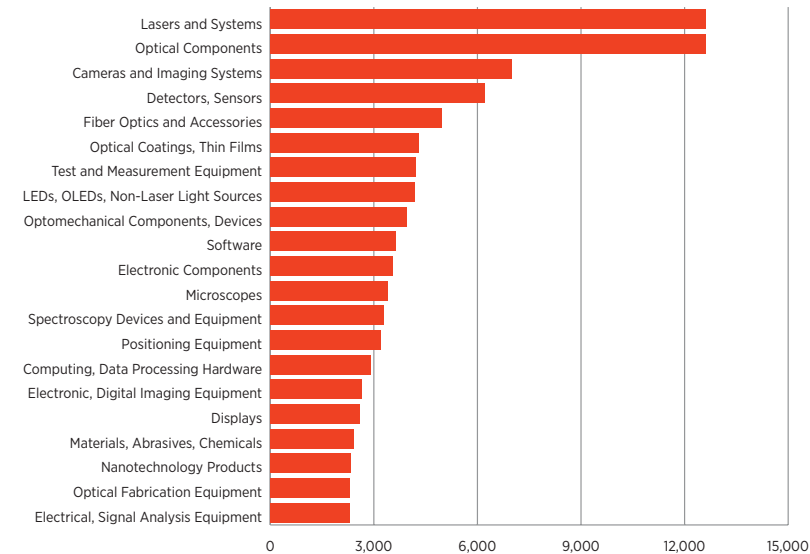
The **Photonics West PREVIEW** will include essential information on all aspects of the **Photonics West** show. It will provide insight into the **BIOS** and **Quantum West** conferences, as well as hot topics at Photonics West, and a pick of all the networking events taking place over the week. The **Photonics West PREVIEW** enables you to align your company core technologies and products to applications.



# SPIE. PHOTONICS WEST

## It's where buyers come to buy

Industrial R&D, product engineers, and scientists from around the globe come together at Photonics West. In addition to companies, leading government and research organizations also send hundreds of attendees to learn what's new.



Figures based on 2019 attendance.

## Distribution

**Photonics West PREVIEW** will be sent digitally to over 50,000 industry professionals and past attendees in advance of **Photonics West**. It will also be available at all registration desks and high traffic distribution points throughout the **BIOS** show and **Photonics West** to provide maximum exposure to attendees.



## There are no substitutes

**If it isn't in the Photonics West PREVIEW – then it isn't official.**

**Benefits of being seen in the SPIE Photonics West PREVIEW 2024**

**Be a part of the most important gathering of the year**

Start your year off right at the leading photonics and laser event.

**FEATURED TECHNOLOGIES:**

- Lasers and other light sources
- Laser accessories, laser systems
- Cameras and CCD components
- Fiber optic components, equipment, systems
- Optical components
- Communication
- Optical detectors
- High speed imaging and sensing
- Optical materials and substrates
- IR sources and detectors
- Electronic imaging components
- Optical coatings
- Lenses and filters
- Positions and mounts

**Planning for over 20,000 attendees in 2024**

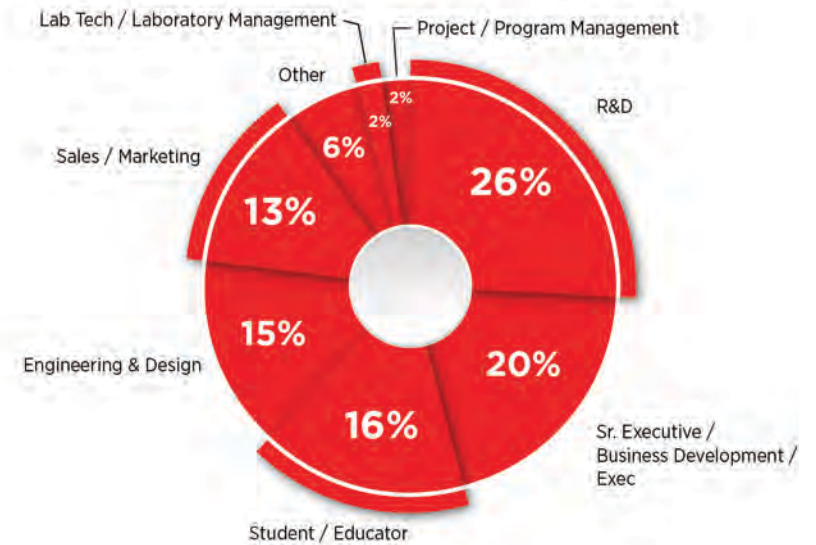
Photonics West historically attracts over 20,000 international attendees.

We look forward to seeing everyone again in San Francisco for the photonics industry's premier face-to-face, live event.

**Expand your revenue and your growth**

Reach the qualified audience attracted to this world-class event.

**ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:**



Photos courtesy of SPIE



# SPIE Photonics West PREVIEW 2024

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.



Photo courtesy of SPIE

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

## Deadlines

Reservations Due: **1 December 2023**

Materials Due: **1 December 2023**

## SPIE Photonics West PREVIEW 2024 Rates

<p style="text-align: center;"><b>FULL PAGE BLEED AND NON-BLEED</b></p>	<p style="text-align: center;"><b>DOUBLE PAGE SPREAD BLEED AND NON BLEED</b></p>	<p style="text-align: center;"><b>HALF PAGE HORIZONTAL</b></p>	<p style="text-align: center;"><b>HALF PAGE VERTICAL</b></p>	<p style="text-align: center;"><b>THIRD PAGE HORIZONTAL</b></p>
<p>Trim: 10.5"(w) x 13.5"(h) Bleed: 10.75"(w) x 13.75"(h) Max image area for non bleed ad: 9.75"(w) x 13"(h) Rate: <b>\$3675/€3501/£3197</b></p>	<p>Trim: 21"(w) x 13.5"(h) Bleed: 21.25"(w) x 13.75"(h) Max image area for non bleed ad: 20.5"(w) x 13"(h) Rate: <b>\$6300/€6000/£5481</b></p>	<p>Size: 9.75"(w) x 6"(h) Rate: <b>\$2100/€2000/£1827</b></p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: <b>\$2100/€2000/£1827</b></p>	<p>Size: 9.75"(w) x 4"(h) Rate: <b>\$1837/€1748/£1596</b></p>
<p style="text-align: center;"><b>THIRD PAGE VERTICAL</b></p>	<p style="text-align: center;"><b>QUARTER PAGE</b></p>	<p style="text-align: center;"><b>EIGHTH PAGE</b></p>	<p style="text-align: center;"><b>JUNIOR AD</b></p>	<p style="text-align: center;"><b>COVER STRIP</b></p>
<p>Size: 3"(w) x 12.5"(h) Rate: <b>\$1837/€1748/£1596</b></p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: <b>\$1149/€1097/£1002</b></p>	<p>Size: 4.5"(w) x 3"(h) Rate: <b>\$787/€750/£687</b></p>	<p>Size: 7.25"(w) x 10"(h) Rate: <b>\$2619/€2493/£2278</b></p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: <b>\$2031/€1937/£1769</b></p>

### Covers and Premium Position Rates

**Inside Front Cover**  
Rate: \$4147/€3948/£3606

**Inside Back Cover**  
Rate: \$4147/€3948/£3606

**Outside Back Cover**  
Rate: \$4147/€3948/£3606

*(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)*

## Optics.Org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.



### Eighth Page Product

Copy should not be more than 85 words. Full company details should be provided plus any contact names. Product photo size: 40mm x 30mm. Photo should be supplied as high-resolution JPEG or EPS files. All image files must be 300 dpi minimum at above size and CMYK.

### Eighth Page Product plus Star Product\* on optics.org

*\*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.*



## Rates - Optics.Org Product Focus Section

### Eighth Page Product

Rate: \$750/€715/£655

### Eighth Page Product plus Star Product\* on optics.org

Rate: \$995/€950/£865

*\*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.*

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

## Artwork Specifications

**Digital materials are required.** Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

**Accepted Native File Formats** include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

**Unacceptable Programs and File Formats:** GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

**Bleed Allowance:** Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

**Live Area/Safety Margin:** Keep all live matter .375" from edge.

**Color:** CMYK only. RGB files are not accepted.

**Graphics:** Import images at 100% size and at 300 dpi resolution.

**Fonts:** Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

**Proofs:** High quality color proofs output at 100% showing crop marks.

**Pick ups:** Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

**Storage and Liability:** Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

**SPIE Photonics West Show Daily**

Make the news at **Photonics West 2024**

# PHOTONICS WEST SHOW DAILY

31 January - 1 February 2024

**TUESDAY EDITION** | SPIE | Photonics.org | TUESDAY, JANUARY 31, 2024

## PHOTONICS WEST SHOW DAILY

Lunch and Learn with Jess Wade



### Seeing the unseen: quantum imaging's great promise

Quantum imaging is a cutting-edge technology that allows researchers to see through fog, smoke, and other obstacles that would normally block a camera's view. This technology has a wide range of applications, from medical imaging to defense. In this session, we will explore the latest developments in quantum imaging and how it is being used to solve real-world problems.

### SPIE announces SIM in funds for endowment-matching program

Applications are now being accepted for the 2023 program supporting optics and photonics research and education. The program provides up to \$100,000 in matching funds for endowment contributions. Applications are due by February 15, 2024.

### Don't Miss These Events

- Quantum Imaging: A New Frontier** - 10:00 AM - 11:00 AM
- Endowment-Matching Program** - 1:00 PM - 2:00 PM
- Photonics West Awards** - 5:00 PM - 7:00 PM

**IN THIS ISSUE:**

- Quantum imaging's great promise
- SPIE announces SIM in funds for endowment-matching program
- Don't miss these events

**Keep your eye on the prize.**

When optics is an enabling technology for your products, you need the most advanced solutions. Optics.org has the information you need to help you succeed. Visit [optics.org](http://optics.org) today.

**Optikar 40** - The world's most advanced optical product development at booth #857

**WEDNESDAY EDITION** | SPIE | Photonics.org | WEDNESDAY, FEBRUARY 1, 2024

## PHOTONICS WEST SHOW DAILY

I spy... happy booths at Photonics!

### LASE 'hot' topics: how about 130 million degrees?

Lasers are being used in a wide range of applications, from medical to industrial. In this session, we will explore the latest developments in laser technology and how it is being used to solve real-world problems.

### International quantum councils to collaborate

Quantum computing is a rapidly growing field with many applications. In this session, we will explore the latest developments in quantum computing and how it is being used to solve real-world problems.

### Don't Miss These Events

- LASE 'hot' topics: how about 130 million degrees?** - 10:00 AM - 11:00 AM
- International quantum councils to collaborate** - 1:00 PM - 2:00 PM
- Photonics West Awards** - 5:00 PM - 7:00 PM

**IN THIS ISSUE:**

- LASE 'hot' topics: how about 130 million degrees?
- International quantum councils to collaborate
- Don't miss these events

**Seeing is believing.**

When customers visit our Greater Boston, Mass. headquarters, they are often amazed by the state-of-the-art manufacturing space and capabilities. It's not just the building, it's the production. The only thing better than seeing it in person is watching it on video.

**Optikar 40** - The world's most advanced optical product development at booth #857 or schedule a visit

**THURSDAY EDITION** | SPIE | Photonics.org | THURSDAY, FEBRUARY 2, 2024

## PHOTONICS WEST SHOW DAILY

Prim Award winners

### Triumphant return with 22,000 registered attendees

Photonics West 2024 has been a tremendous success, with over 22,000 registered attendees. The show floor was packed with exhibitors and attendees, and the program was highly engaging.

### Creeping the Swave

SPICE Photonics, Q&P Medical, and Photonics West are proud to announce the winners of the SPICE Photonics Challenge. The winners will receive a cash prize and other benefits.

### Don't Miss These Events

- Triumphant return with 22,000 registered attendees** - 10:00 AM - 11:00 AM
- Creeping the Swave** - 1:00 PM - 2:00 PM
- Photonics West Awards** - 5:00 PM - 7:00 PM

**IN THIS ISSUE:**

- Triumphant return with 22,000 registered attendees
- Creeping the Swave
- Don't miss these events

**What you see and what you get.**

Lens and camera testing should be clear cut. Optics has provided the measurement of challenging optical parameters with instrumentation that offers flexibility, accuracy, and repeatability—and results you can depend on.

**Optikar 40** - The world's most advanced optical product development at booth #857

- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- planning for over 20,000 attendees and 1,300 exhibiting companies

**Photonics West Show Daily 2024** - published on site each day

**Future-focused**

Global shortages of photonics materials and components, together with the related impact on supply chains, has resulted in a significant increase in the sourcing of new suppliers and business partners to maintain and develop products and services.

Conversely, this arena has also created opportunity and driven innovation; crucial components to carry the photonics market into the next generation.

If growth opportunities identified in the medical, defence and sensing markets are also factored in we see major opportunities to drive business development and showcase products.

**Fundamental to business development**

**Photonics West** is an essential industry event and, with a real appetite from conference delegates and exhibition attendees to return to in-person attendance, there are great opportunities for face-to-face participation in the conversations and decision making that happen here.

**Photonics West** remains a core component in driving your business development and strategic marketing planning.

**Delivering your marketing messages**

By working in close partnership with optics.org you will be able to reserve space in the **Photonics West Show Daily**, the official daily newspaper for Photonics West, to ensure that your products, marketing message and brand are delivered to conference attendees *each and every day of the show*.



**Massive daily distribution at exclusive locations**

Distribution of the **Photonics West Show Daily** will be in prime locations accessible only by SPIE, including inside the Moscone Center in the Photonics West Registration areas and high traffic visitor areas, giving you more exposure to attendees than ever before.

**Substantial daily distribution**

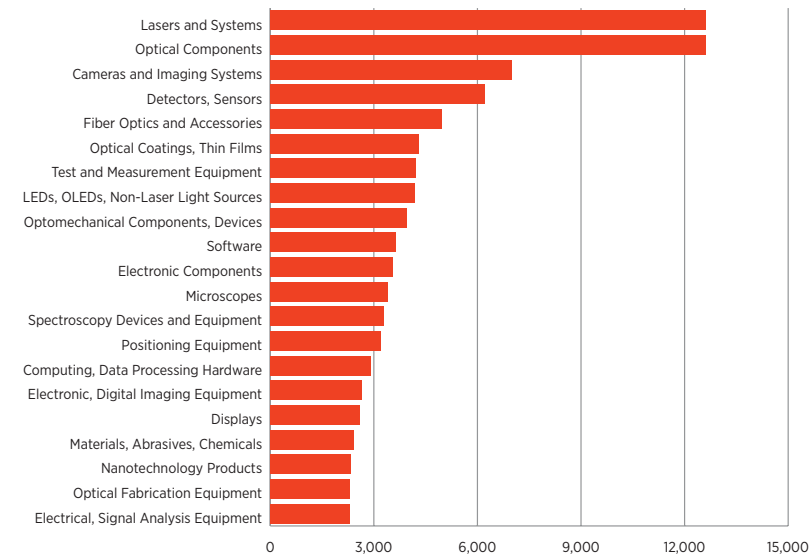
**There are no substitutes**

**If it isn't in the Photonics West PREVIEW – then it isn't official.**

**SPIE. PHOTONICS WEST**

**It's where buyers come to buy**

Industrial R&D, product engineers, and scientists from around the globe come together at Photonics West. In addition to companies, leading government and research organizations also send hundreds of attendees to learn what's new.



Figures based on 2023 attendance.



## Benefits of being seen in the Show Daily at Photonics West

### Be a part of the most important gathering of the year

Start your year off right at the leading photonics and laser event.

**FEATURED TECHNOLOGIES:**

- Lasers and other light sources
- Laser accessories, laser systems
- Cameras and CCD components
- Fiber optic components, equipment, systems
- Optical components
- Communication
- Optical detectors
- High speed imaging and sensing
- Optical materials and substrates
- IR sources and detectors
- Electronic imaging components
- Optical coatings
- Lenses and filters
- Positions and mounts

### Planning for 20,000 attendees in 2024

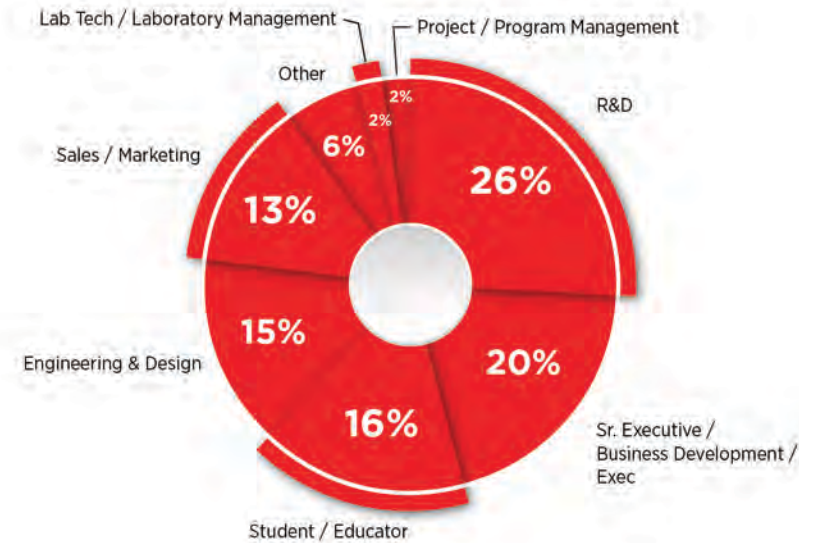
Photonics West historically attracts over 20,000 international attendees.

We look forward to seeing everyone again in San Francisco for the photonics industry's premier face-to face, live event.

### Expand your revenue and your growth

Reach the qualified audience attracted to this world-class event.

**ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:**



Photos courtesy of SPIE

**Photonics West Show Daily 2024 - advertising opportunities**

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.



Photo: iStockphoto.com/SPIE

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

**Deadlines**

Reservations Due: **14 January 2024**

Materials Due: **14 January 2024**

**Show Daily Rates**

<p><b>FULL PAGE BLEED AND NON-BLEED</b></p>	<p><b>DOUBLE PAGE SPREAD BLEED AND NON BLEED</b></p>	<p><b>HALF PAGE HORIZONTAL</b></p>	<p><b>HALF PAGE VERTICAL</b></p>	<p><b>THIRD PAGE HORIZONTAL</b></p>
<p>Trim: 10.5"(w) x 13.5"(h) Bleed: 10.75"(w) x 13.75"(h) Max image area for non bleed ad: 9.75"(w) x 13"(h) Rate: \$8347/€7948/£7260</p>	<p>Trim: 21"(w) x 13.5"(h) Bleed: 21.25"(w) x 13.75"(h) Max image area for non bleed ad: 20.5"(w) x 13"(h) Rate: \$13650/€12999/£11870</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$6247/€5948/£5433</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$6247/€5948/£5433</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$5197/€4950/£4520</p>
<p><b>THIRD PAGE VERTICAL</b></p>	<p><b>QUARTER PAGE</b></p>	<p><b>EIGHTH PAGE</b></p>	<p><b>JUNIOR AD</b></p>	<p><b>COVER STRIP</b></p>
<p>Size: 3"(w) x 12.5"(h) Rate: \$5197/€4950/£4520</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$3412/€3249/£2966</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$1890/€1800/£1643</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$6919/€6588/£6016</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$5197/€4950/£4519</p>

**Covers and Premium Position Rates**

<b>Inside Front Cover</b> Rate: \$9182/€8746/£7985	<b>Inside Back Cover</b> Rate: \$9182/€8746/£7985	<b>Outside Back Cover</b> Rate: \$9182/€8746/£7985
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## Optics.Org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.



### Eighth Page Product

Copy should not be more than 85 words. Full company details should be provided plus any contact names. Product photo size: 40mm x 30mm Photo should be supplied as high-resolution JPEG or EPS files. All image files must be 300 dpi minimum at above size and CMYK.

### Eighth Page Product plus Star Product\* on optics.org

*\*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.*



### Rates - Optics.Org Product Focus Section

#### Eighth Page Product

Rate: \$1890/€1800/£1643

#### Eighth Page Product plus Star Product\* on optics.org

Rate: \$2362/€2252/£2052

*\*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.*

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

### Artwork Specifications

**Digital materials are required.** Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

**Accepted Native File Formats** include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

**Unacceptable Programs and File Formats:** GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

**Bleed Allowance:** Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

**Live Area/Safety Margin:** Keep all live matter .375" from edge.

**Color:** CMYK only. RGB files are not accepted.

**Graphics:** Import images at 100% size and at 300 dpi resolution.

**Fonts:** Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

**Proofs:** High quality color proofs output at 100% showing crop marks.

**Pick ups:** Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

**Storage and Liability:** Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

## Exhibition Promotions

### Video Interviews and Product Demos

We are thrilled to announce that **optics.org**, the foremost online resource for photonics professionals, is the official exhibition provider for video interviews and product demos at **Photronics West 2024**. This is your chance to shine and captivate the event's attendees with the power of exhibition videos.

Book your video demo/interview now to secure your prime timeslot and effectively showcase your latest products, applications, and capabilities to the **Photronics West** audience.

### Why Choose optics.org for your Exhibition Videos?

**optics.org** is owned and published by **SPIE!**

We're providing all exhibitors at **Photronics West** with the perfect opportunity to elevate your brand and take centre stage with captivating event videos that highlight your company's unique offerings.

#### Here's how exhibition videos can benefit you:

- 1. Highlight Key Moments:** Showcase product launches, live demos, and customer testimonials to reinforce your company's value.
- 2. Extend Your Reach Beyond the Show:** Amplify your trade show presence by sharing event videos on social media, reaching a broader audience.
- 3. Create Timeless Content:** Craft content that can be repurposed for various marketing campaigns, ensuring lasting value.
- 4. Stay Competitive:** Leverage event video promotions to outshine rivals at trade shows.



### Our Show Package includes:

- A professionally recorded 3-minute video at your booth by our expert team.
- All post-production and editing (x2 edits).
- A completed MP4 provided for your own marketing purposes.
- Proactive promotion post-event on the optics.org and SPIE websites.
- Inclusion in the post-**Photronics West** wrap-up **optics.org eNewsletter** (sent to over 20,000+ industry professionals and **Photronics West** attendees).
- Promotion through all **optics.org** and **SPIE** media channels.

This exceptional package is available for a total investment of just **\$3500**.

To maximise your visibility before, during, and after **Photronics West**, consider combining your video with targeted online promotions on optics.org and in the **ONLY** official daily newspaper for **Photronics West**.

Remember, **SPIE** doesn't sell or rent attendee names, so the surefire way to guarantee exposure to your future business partners is through **SPIE** media.

**Don't miss this opportunity to make a lasting impact.**

Contact our dedicated sales team today to secure your media package:

**Rob Fisher: rob.fisher@optics.org**

**Dylan Byrne: dylan.byrne@optics.org**

### Packages

#### Show Video Package

- 3 minute fully edited video
- Inclusion into the **Post Photronics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video hosted on the **SPIE** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

**Investment: \$3500/€2900/£3200**

#### Show Video Package Plus

- Advance promotion on the **optics.org** website with targeted ad placement across the optics.org website for 1 month (includes 728x90 leader banner and promotion in the optics.org eNewsletter)
- Inclusion of a ½ page ad in all 3 editions of the **Photronics West Show Daily** magazine distributed at the **Photronics West** show to 50,000 current and past attendees of **Photronics West** and 3000 copies distributed at the **SPIE BioS** show
- 3 minute fully edited video
- Inclusion into the post **Photronics West optics.org special edition eNewsletter** (sent to 20,000+ subscribers)
- Video hosted on the **optics.org** website
- Video promoted on all **optics.org social media channels**
- An MP4 of your video

**Investment: \$6500/€6185/£5355**

# SPIE. PHOTONICS WEST

30 January - 1 February 2024

San Francisco, California, United States

## optics.org AR|VR|MR focus

**AR|VR|MR focus delivers unique insight into the photonics technologies that drive this rapidly growing industry. Targeted at optical hardware and software engineers, managers and industry professionals. AR|VR|MR focus puts your products alongside the latest business news, market trends and product launches.**



Sent out digitally to over 20,000 industry professionals every quarter **AR|VR|MR focus** magazine is the most cost-effective way to engage with potential buyers across a wide range of industries. From optical hardware to software engineers, managers and industry professionals, **AR|VR|MR focus** delivers news relevant to your products.

**AR|VR|MR focus** will enable you to promote your latest products, underpin your brand and encourage direct contact with researchers and engineers, investors and entrepreneurs at key events throughout the year.

Ensure your latest product launches, press releases and in-person or virtual tradeshow attendance are seen by these key decision makers.

**AR|VR|MR focus** is a key component in driving your business and strategic marketing planning.

Working in partnership with optics.org, **AR|VR|MR focus** guarantees exposure to highly relevant vertical markets, whilst also expanding product promotion to a wider audience and increasing the potential to reach new customers. optics.org has over 20,000 users visiting the site every month.

### Circulation

- Sent quarterly to over 2,000 subscribers
- Promoted digitally to over 20,000+ subscribers of the **optics.org** eNewsletter
- Hosted on **optics.org** for 12 months
- Actively promoted via the **optics.org**, **SPIE** social media and LinkedIn Channels
- Handed out to all attendees of the SPIE ARVRMR show upon registration

### Target markets and applications

- Environment
- Health/Medical
- Automotive
- Aerospace/Defense
- Manufacturing
- E-Commerce
- Education
- Computing
- Inspection

### Job Function

- Senior Management
- Design & Development/System Integration
- Manufacturing/Production Engineering & Quality Control
- Engineering Management
- Research & Development

### Cost effective marketing

**AR|VR|MR Focus** is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the **optics.org** website **AR|VR|MR Focus** combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

### Contact

#### Advertising Sales Team

tel: +44 (0)117 905 5330

or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

### Publication and Editorial Schedule 2024

#### Winter Issue

Published January 2024

**Booking/Materials Deadline: 15 December 2023**

#### Editorial focus:

Medical diagnostics and surgical techniques.

#### Bonus Distribution:

<b>SPIE Photonics West</b>	<b>27 Jan - 1 Feb 2024</b>
<b>SPIE AR VR MR</b>	<b>29 - 31 Jan 2024</b>
<b>SPIE Medical Imaging</b>	<b>18 - 22 February 2024</b>

#### Spring Issue

Published April 2024

**Booking/Materials Deadline: 14 March 2024**

#### Editorial focus:

Defense and aerospace.

#### Bonus Distribution:

<b>SPIE DCS</b>	<b>21 - 25 April 2024</b>
<b>Defense+Commercial Sensing</b>	

#### Summer Issue

Published July 2024

**Booking/Materials Deadline: 14 July 2024**

#### Editorial focus:

Automotive.

#### Bonus Distribution:

<b>SPIE Optics+Photonics</b>	<b>18 - 22 August 2024</b>
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#### Autumn Issue

Published October 2024

**Booking/Materials Deadline: 13 September 2024**

#### Editorial focus:

The Future.

#### Bonus Distribution:

<b>SPIE Photonex</b>	<b>30 - 31 October 2024</b>
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**optics.org AR|VR|MR focus - advertising opportunities**

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

AR VR MR focus Rates	USD	Euros	GBP
Front Cover Strip	\$1340	€1030	£1250
Full Page	\$1880	€1445	£1750
Half Island (Junior Ad)	\$1235	€1125	£995
Half Page	\$1020	€785	£985
Quarter Page	\$590	€455	£550
Third Page Horizontal/Vertical	\$840	€645	£780
Sixth Page	\$500	€465	£385
Sixth Page plus Star Product on optics.org	\$675	€625	£520



Photo courtesy of SPIE

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

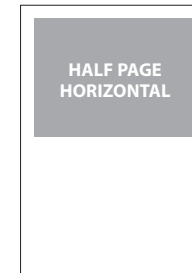
**Deadlines - Booking/Materials - See page 2.**



Size: 180mm (w) x 54mm (h).



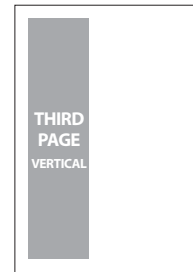
Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides  
Type area: 180mm (w) x 267mm (h).



Size: 180mm (w) x 130mm (h).  
No bleed.



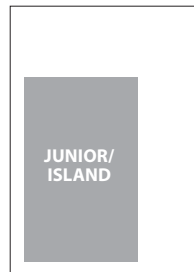
Size: 86mm (w) x 129mm (h).



Size: 54mm (w) x 267mm (h).  
No bleed.



Size: 86mm (w) x 84mm (h).



Size: 117mm (w) x 198mm (h).

**Contact**

**Advertising Sales Team**

**tel: +44 (0)117 905 5330**

**or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

**Advertising Material**

**You can e-mail your copy and files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

Copy should not be more than 85 words and full company details should be provided plus any contact names.

**Product photo size:**

Minimum 35mm (w) x 30mm (h)

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](mailto:sales@optics.org)

**optics.org AR|VR|MR focus - advertising opportunities**

The **AR|VR|MR focus eNewsletter** sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

AR|VR|MR focus eNewsletter enables you to promote the latest products, show attendance and establish your company brand as an essential business partner. The AR|VR|MR focus eNewsletter will push traffic directly to your website and encourage direct engagement.

**AR|VR|MR focus eNewsletter - online dates**

- 17 January 2024
- 17 April 2024
- 31 July 2024
- 17 September 2024

AR VR MR eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$975	€885	£785
Editorial Sponsor	\$800	€730	£645
Whitepaper Sponsor	\$705	€650	£540
Product Sponsor	\$540	€500	£415

distributed to  
**2,000+** optical hardware engineers\*

\* Publisher's own data

Also sent to the 20,000+ subscribers of optics.org eNewsletter. Promoted on all optics.org and SPIE social media channels and attendees of the SPIE ARVRMR conference.

**Handy hint.** eNewsletter Banners used in conjunction with leader or skyscraper banners on **optics.org** ensures month long brand visibility with a focused marketing message to drive traffic to your site.

**AR VR MR focus**  
Delivering the latest news from the AR/VR/MR markets

**AR/VR/MR news - ARVRMR Conference special edition** January 2023

Winter edition of AR/VR/MR Focus magazine now available to download

Welcome to the Winter edition of the AR/VR/MR Focus magazine (The official magazine for the SPIE AR/VR/MR Conference) published in association with the daily online news resource optics.org and the international society for optics and photonics (SPIE).

If you're delivering optical hardware or systems for AR/VR/MR markets then you'll want to get the latest business news, market trends and product applications. You'll find a good round up of technical innovations here along with some of the latest product launches and information on upcoming events.

- VoxelSensors, OQmented collaborate on novel laser scanner for 3D perception
- Dispelix, Colorchip, Maradin partner to develop MEMS-based laser scanning solutions for AR glasses
- ITRI and Ganvix extend blue VCSEL venture
- Filr announces partnership with RealWear, a developer of AR wearables
- BAE Systems and Red 6 to trial AR systems on Hawk jet trainer
- 3D-Micromac and Schott join forces on augmented reality waveguides
- Lumotive raises \$13M for metamaterial beam-steering chips
- AR/VR/MR 2023: a leaner, meaner XR industry
- LZH and Beneq cooperate to develop 'ultrafast' ALD coatings
- Ganvix signs epitaxy deal to develop green VCSELS
- Kopin spins off QLED unit targeting AR/VR applications
- TRI and Ganvix extend blue VCSEL venture

Also, check out the monthly fireside chat with the AR/VR/MR industry's go to guy, Bernard Kress.

Join hosts Bernard and Christophe Perez each month as they welcome XR industry leaders to explore important aspects of XR hardware, innovation, and development. The webinars include Bernard's XR market update, a guest presentation, and Q&A time with the guest and hosts.

Monthly webinars for SPIE AR | VR | MR

**Top Sponsor Position**

**Editorial Sponsor Position**

**Whitepaper Sponsor Position**

**Product Sponsor Position**

## Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

## Advertising Material

**You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

If time allows, your advert 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](mailto:sales@optics.org)

## Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
Sponsor Banner	125 x 125	25	150





## optics.org VISION focus

**VISION focus magazine delivers the very latest news on imaging and machine vision applications and technologies. Targeted at OEMs and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches.**



Sent out digitally to over 11,500 industry professionals every quarter **VISION focus** magazine is the most cost effective way to engage with potential buyers across a wide range of industries. From automated production lines to biomedical research **VISION focus** delivers news relevant to your products.

Due to the high demand for targeted marketing solutions that support exhibition attendance and product launches competition for visibility around tradeshows or to secure editorial coverage is fierce. As companies strive to deliver diverse or customised product solutions the need to communicate with potential buyers and business partners has become ever more essential.

**VISION focus** will enable you to promote your latest products, enforce brand and encourage direct contact at key times in the imaging and machine vision calendar. Ensure your latest product launches, press releases and in-person or virtual tradeshow attendance are seen by the key decision makers; from high speed industrial processes to biomedical imaging, security+defense and multispectral applications. We've got it covered!

Working in partnership with optics.org, **VISION focus** guarantees exposure to highly relevant vertical markets, whilst also expanding product promotion to a wider audience and increasing the potential to reach new customers. optics.org has over 30,000+ user visiting the site every month.

### Circulation

- Distribution 11,500 industry professionals working throughout the vision supply chain
- Bonus print distribution at key exhibitions and events throughout the year
- Promotion in the **optics.org** weekly newsletter – sent to over 20,000 subscribers
- Promotion on the **optics.org** homepage (over 12,000 monthly visits)
- Hosting on the **optics.org** website for 12 months

### Target markets and applications

- High speed imaging
- Biomedical research
- Agriculture
- Security
- Transportation
- Industrial processes
- Quality control and Safety

### Job Function

- Senior Management
- Design & Development/System Integration
- Manufacturing/Production Engineering & Quality Control
- Engineering Management
- Research & Development

### Cost effective marketing

**VISION Focus** is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the **optics.org** website **VISION Focus** combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

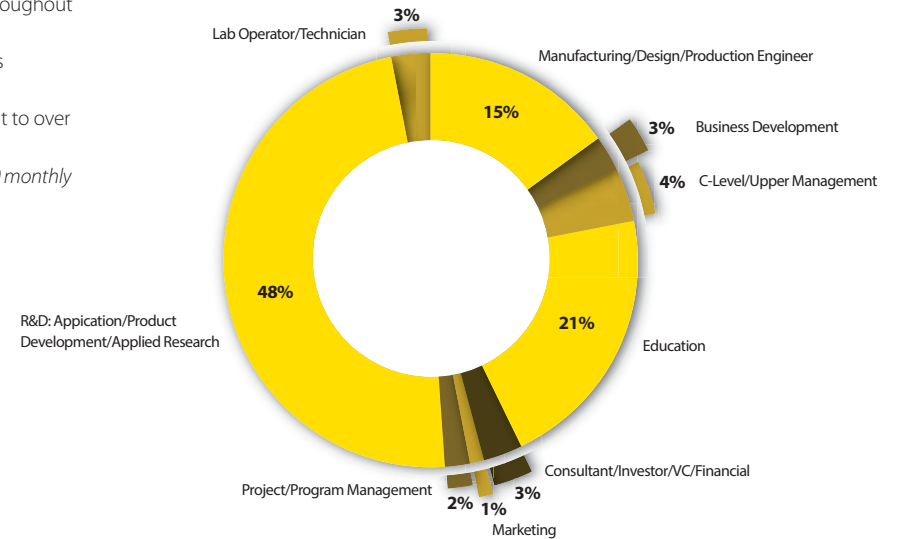
### Contact

#### Advertising Sales Team

tel: +44 (0)117 905 5330

or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

### VISION focus readership by job function



### Publication and Editorial Schedule 2024

#### Winter edition

Copy Deadline: 1 December 2023

- Bonus Distribution: **SPIE BIOS, SPIE Photonics West, SPIE Medical Imaging**
- Editorial Focus: Medical imaging.
- Published in advance of SPIE BIOS 27 – 28 Jan 2024, SPIE Photonics West 30 Jan – 1 Feb 2024

#### Spring Edition

Copy Deadline: 28 April 2024

- Bonus Distribution: **SPIE Defense+Commercial Sensing**
- Editorial Focus: Defense, thermal and hyperspectral imaging.
- Published in advance of Defense+Commercial Sensing 21 - 25 April 2024

#### Summer Edition

Copy Deadline: 14 July 2024

- Bonus Distribution: **SPIE Optics+Photonics**
- Editorial Focus: Industrial and machine vision.
- Published in advance of SPIE Optics+Photonics 18 - 22 August 2024

#### Autumn Edition

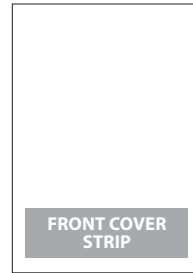
Copy Deadline: 3 September 2024

- Bonus Distribution: **SPIE Photonex**
- Editorial Focus: Machine vision.
- Published in advance of Vision Stuttgart 8 - 10 October 2024, SPIE Photonex 30 - 31 October 2024

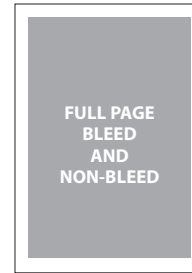
**optics.org VISION focus** - advertising opportunities

VISION focus Rates	USD	Euros	GBP
Front Cover Strip	\$1235	€1187	£1032
Full Page	\$1825	€1755	£1535
Half Island (Junior Ad)	\$1395	€1340	£1170
Half Page (Horizontal/Vertical)	\$995	€955	£835
Quarter Page	\$595	€570	£500
Third Page (Horizontal/Vertical)	\$795	€765	£670
Sixth Page	\$475	€455	£400
Sixth Page plus Star Product on optics.org	\$675	€650	£565

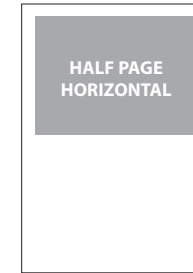
2x insertions = 10% discount from rate card cost  
4x insertions = 20% discount from rate card cost



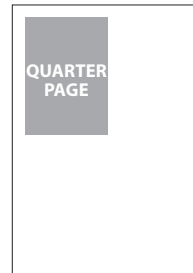
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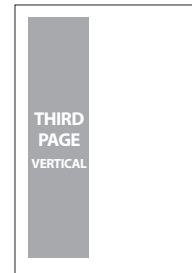
Trim: 210mm (w) x 297mm (h).  
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No bleed.



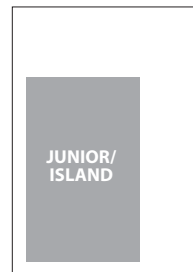
Size: 86mm (w) x 129mm (h).



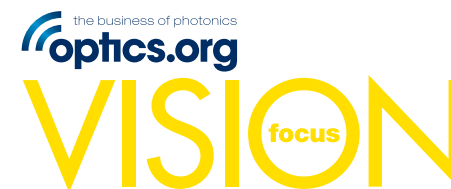
Size: 54mm (w) x 267mm (h).  
No bleed.



Size: 86mm (w) x 84mm (h).



Size: 117mm (w) x 198mm (h).



**Advertising Material**

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Copy should not be more than 85 words and full company details should be provided plus any contact names.

Product photo size:

Minimum 35mm (w) x 30mm (h)

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**

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**optics.org VISION focus** - advertising opportunities

The **VISION focus eNewsletter** sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

**VISION focus eNewsletter** enables you to promote the latest products, show attendance and establish your company brand as an essential business partner. The **VISION focus eNewsletter** will push traffic directly to your website and encourage direct engagement.

**VISION focus eNewsletter** - online dates

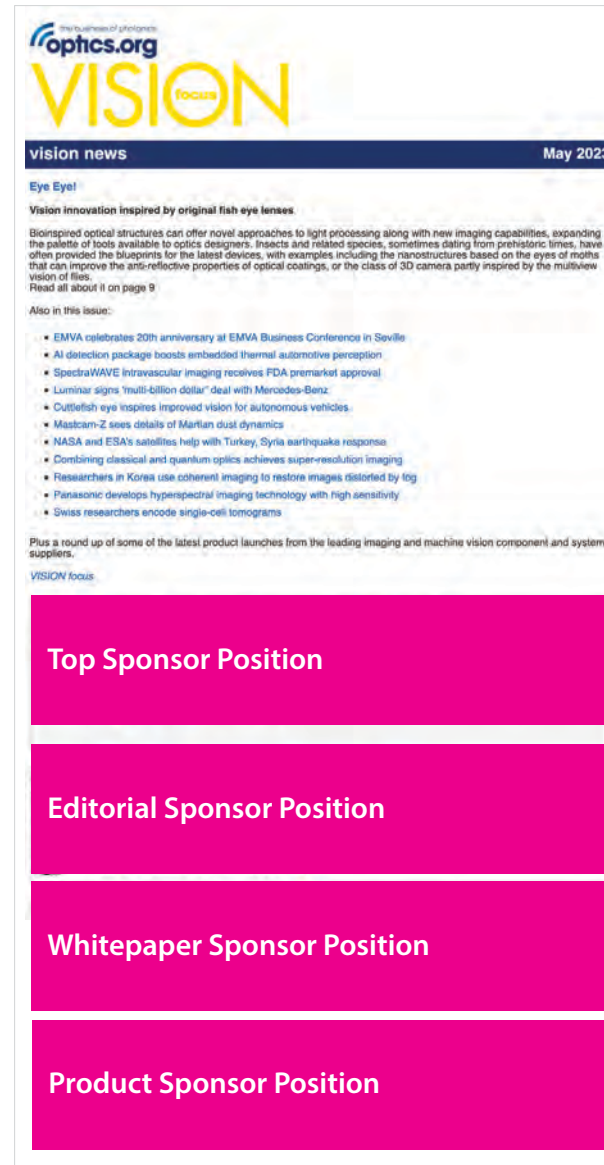
- 17 January 2024
- 17 April 2024
- 31 July 2024
- 17 September 2024

<b>VISION eNewsletter Rates</b>	<b>USD</b>	<b>Euros</b>	<b>GBP</b>
<b>Top Sponsor</b>	\$975	€885	£785
<b>Editorial Sponsor</b>	\$800	€730	£645
<b>Whitepaper Sponsor</b>	\$705	€650	£540
<b>Product Sponsor</b>	\$540	€500	£415

distributed to  
**11,500+**  
subscribers\*

\* Publisher's own data

**Handy hint.** eNewsletter Banners used in conjunction with leader or skyscraper banners on **optics.org** ensures month long brand visibility with a focused marketing message to drive traffic to your site.



**optics.org VISION focus eNewsletter** - technical information

**Adverts**

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

**Advertising Material**

**You can e-mail your files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

If time allows, your advert 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](mailto:sales@optics.org)

**Size and shape specifications for advertising**

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
Sponsor Banner	125 x 125	25	150



# QUANTUM FOCUS

Your gateway to the latest advances in Quantum technology.

- QUANTUM FOCUS, is your quarterly window into the rapidly evolving world of quantum technology and its expanding range of applications
- Our mission at QUANTUM FOCUS is to be your trusted source of insight into the diverse realms of quantum technologies



## optics.org QUANTUM FOCUS - advertising opportunities

**QUANTUM FOCUS, is your quarterly window into the rapidly evolving world of quantum technology and its expanding range of applications. In an era defined by unprecedented leaps in scientific discovery and technological innovation, the potential of quantum-based technologies ushers in a new era of possibilities, reshaping the boundaries of what is achievable.**

As we understand more and explore the further potential for quantum-based technologies, prepare to embark on a journey of discovery and innovation. All brought to you by the same team that has been at the forefront of the optics industry with the industry-leading online resource, **optics.org**.

Our mission at **QUANTUM FOCUS** is to be your trusted source of insight into the diverse realms of quantum technologies. With each issue, we'll delve into the practical applications that are reshaping industries and paving the way for a quantum future.

Here's a peek at the technology sectors we'll be covering in upcoming issues of **QUANTUM FOCUS**:

- Quantum Computing
- Quantum Communication
- Quantum Sensing
- Quantum Materials
- Quantum Cryptography
- Quantum Machine Learning
- Quantum Simulation
- Quantum Metrology
- Quantum in Industry

Stay updated on the real-world applications of quantum technology across various industries, from finance and healthcare to logistics and aerospace.

Stay tuned for our inaugural issue, which will be the **only official magazine** distributed in conjunction with the **SPIE Quantum West** exhibition and conference taking place at Moscone Center, San Francisco 30-31 Jan 2024.

In the dynamic landscape of a rapidly expanding market, **QUANTUM FOCUS** offers you a powerful platform to showcase your products and services to a discerning audience actively seeking industry solutions. By advertising with us, you not only enhance your brand visibility but also position yourself as an industry leader.

Seizing every opportunity to elevate your brand and connect with potential buyers is paramount. Unlock your business's potential and advertise with **QUANTUM FOCUS**.

**QUANTUM FOCUS - Exploring tomorrow's technology today!**

### Circulation

- Sent quarterly to over 2,000 subscribers
- Promoted digitally to over 20,000+ subscribers of the **optics.org** eNewsletter
- Hosted on **optics.org** for 12 months
- Actively promoted via the **optics.org**, **SPIE** social media and LinkedIn Channels
- Distributed to all attendees of **SPIE Quantum West**

### Target markets and applications

- Environment
- Health/Medical
- Automotive
- Aerospace/Defense
- Manufacturing
- E-Commerce
- Education
- Computing
- Inspection

### Job Function

- Senior Management
- Design & Development/System Integration
- Manufacturing/Production Engineering & Quality Control
- Engineering Management
- Research & Development

### Cost effective marketing

**QUANTUM FOCUS** is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the **optics.org** website

**QUANTUM FOCUS** combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.

### Contact

**Rob Fisher to secure your placement:**

**tel: +44 (0)117 905 5330**

**or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

### Publication and Editorial Schedule 2024

#### Winter Issue

Published 15 January 2024

**Booking/Materials Deadline: 1 January 2024**

**Editorial focus:**

Driving Commercialisation.

Show Distribution:

**SPIE Photonics West**

**30 Jan - 1 Feb 2024**

**SPIE Quantum West**

**30 - 31 Jan 2024**

#### Spring Issue

Published 9 April 2024

**Booking/Materials Deadline: 12 March 2024**

**Editorial focus:**

Quantum Communications and Cryptography.

Bonus Distribution:

**SPIE DCS**

Defense+Commercial Sensing

**21 - 25 April 2024**

**SPIE Photonics Europe**

**7 - 11 April 2024**

#### Summer Issue

Published 24 June 2024

**Booking/Materials Deadline: 13 May 2024**

**Editorial focus:**

Quantum Detection.

Bonus Distribution:

**SPIE Photonics for Quantum**

**tba2024**

#### Autumn Issue

Published 8 October 2024

**Booking/Materials Deadline: 17 September 2024**

**Editorial focus:**

Driving Commercialisation.

Bonus Distribution:

**SPIE Photonex**

**30 Oct - 1 Nov 2024**

**National Quantum Technologies**

**Showcase**

**tba 2024**

**optics.org QUANTUM FOCUS** - advertising opportunities

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.

QUANTUM FOCUS Rates	USD	Euros	GBP
Full Page x1 Issue	\$1950	€1815	£1555
Full Page x2 Issues	\$1850	€1720	£1475
Full Page x3 Issues	\$1755	€1635	£1400
Full Page x4 Issues	\$1655	€1540	£1320
Half Page Horizontal/Vertical x1 Issue	\$1190	€1110	£950
Half Page Horizontal/Vertical x2 Issues	\$1130	€1050	£900
Half Page Horizontal/Vertical x3 Issues	\$1070	€995	£855
Half Page Horizontal/Vertical x4 Issues	\$1010	€940	£805
Third Page Horizontal/Vertical x1 Issue	\$795	€740	£635
Third Page Horizontal/Vertical x2 Issues	\$755	€705	£600
Third Page Horizontal/Vertical x3 Issues	\$715	€665	£570
Third Page Horizontal/Vertical x4 Issues	\$675	€625	£540
Quarter Page x1 Issue	\$595	€555	£475
Quarter Page x2 Issues	\$565	€525	£450
Quarter Page x3 Issues	\$535	€500	£425
Quarter Page x4 Issues	\$505	€470	£400
Sixth Page x1 Issue	\$395	€370	£315
Sixth Page x2 Issues	\$375	€350	£300
Sixth Page x3 Issues	\$335	€310	£265
Sixth Page x4 Issues	\$335	€310	£265

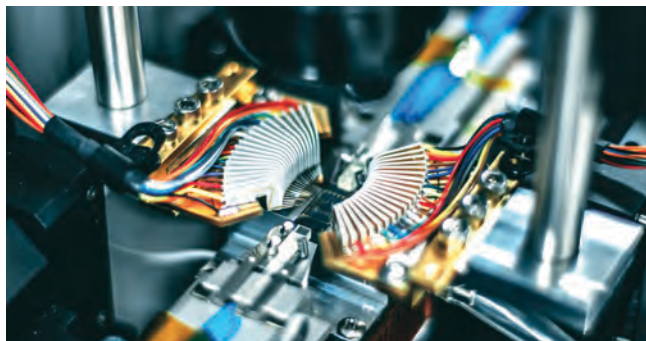
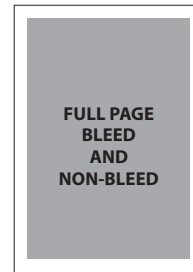
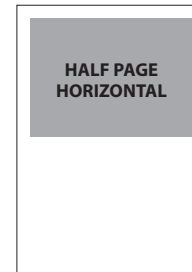


Photo courtesy of SPIE

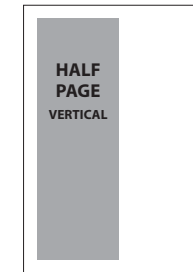
**Deadlines - Booking/Materials** - See page 2.



Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides  
Type area: 180mm (w) x 267mm (h).



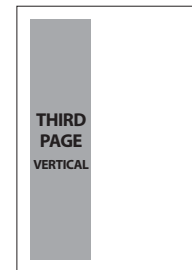
Size: 180mm (w) x 130mm (h).  
No bleed.



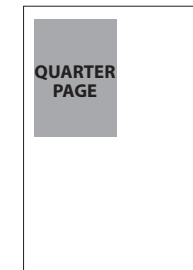
Size: 87mm (w) x 267mm (h).  
No bleed.



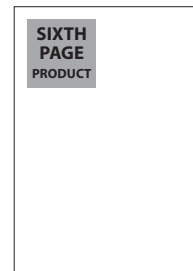
Size: 180mm (w) x 84mm (h).



Size: 54mm (w) x 267mm (h).  
No bleed.



Size: 86mm (w) x 129mm (h).



Size: 86mm (w) x 84mm (h).

**Contact**

**Rob Fisher to secure your placement:**

**tel: +44 (0)117 905 5330**

**or email: [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

**Advertising Material**

**You can e-mail your copy and files to Rob Fisher at [rob.fisher@optics.org](mailto:rob.fisher@optics.org)**

Copy should not be more than 85 words and full company details should be provided plus any contact names.

**Product photo size:**

Minimum 35mm (w) x 30mm (h)

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**

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**Terms and conditions**

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For more information, contact the sales team or e-mail [sales@optics.org](mailto:sales@optics.org)