

# optics.org product focus

a unique print publication specifically targeted to major tradeshow and events



### US AIM Photonics | electronic testing

Expands access to client firms to advanced test prototypes.



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

Is your objective lens production giving you a headache?

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

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

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

### Julie Bentley elected

#### chain

Bentley Optical Design.



**Further appointments**

Alongside Bentley, Jennifer Barlow, director of the BCS Institute at the University of Arizona, will serve as the 2024 SPIE President while Zygis Pappas-Giacca will serve as President Elect. An McElroy, CEO of SPIE/Think Associates, was elected to serve as the 2024 SPIE Secretary/Treasurer.

The following newly elected Society Directors will serve three-year terms from 2024-2026:

- Samuel Achille, professor and chair of the University of Texas Southwestern Medical Center's department of biomedical engineering
- Agnes Hubscher, Edmund Optics senior director of global strategic marketing
- David Cook, associate professor at the University of Arizona's Weyer College of Optical Sciences.
- Michelle Stock, Trademasters' director of business development and sales, North America.

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# optics.org product focus - a unique print publication

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

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

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

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

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

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

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

## Advertising opportunities

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

See next page for Technical Information and price structure.

## Publication Schedule 2024

Show	Dates	Focus	Booking/Copy Deadline	Distribution
<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 exhibits.
<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

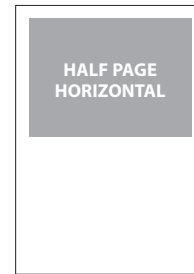


**Sixth Page Product plus Star Product\* on optics.org**  
Rate: \$995/€970/£845

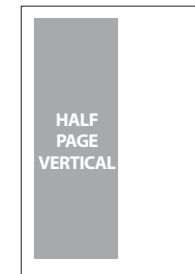
*\*Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$685/€630/£525).*



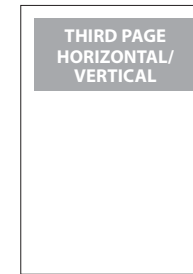
Trim: 210mm (w) x 297mm (h).  
Bleed: Allow 3mm all sides  
Type area: 180mm (w) x 267mm (h).  
Rate: \$1950/€1905/£1655



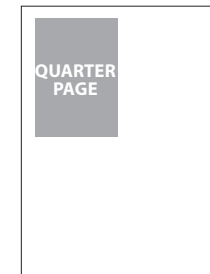
Size: 180mm (w) x 130mm (h).  
No bleed.  
Rate: \$1250/€1220/£1060



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