Make the news at Photonics West 2019

PHOTONICS WEST. SHOW DAILY
5th - 7th February 2019

- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- over 20,000 attendees and 1,300 exhibiting companies
Exhibiting at Photonics West? Rise above the competition with the Photonics West Show Daily.

Photonics West is the annual flagship event for the photonics industry featuring over 20,000 attendees and 1,300 exhibiting companies. Working in partnership with optics.org, the Photonics West Show Daily is the official daily newspaper for this influential conference and exhibition for optoelectronics, photonics, microfabrication, lasers and biomedical optics.

The essential daily read
The Photonics West Show Daily is the only source of daily news distributed at Photonics West and will be essential reading. optics.org’s editorial team will report the latest news from the show floor and conference rooms, ensuring that the Photonics West Show Daily is filled with compelling, up-to-date content and insight that your customers will be reading as the event unfolds.

If you’re launching a product, announcing a demo or simply want attendees to know where your booth is, there is no better way to do this than in the Photonics West Show Daily.

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.

The Photonics West Show Daily will provide you with direct access to your target buyers and should be considered integral to your Photonics West marketing plans. Guarantee greater exposure ahead of other exhibitors and give your company the recognition it deserves.

There are no substitutes
If it isn’t The Photonics West Show Daily - then it isn’t official.

“...we loved our advert in the Photonics West Show Daily paper and had a lot of footfall on our stand mentioning that they’d seen it.

Lizzie Peters
Key Account Manager
Phoenix Optical Technologies Ltd
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.

**Deadlines**
- **Reservations Due:** 8th January 2019
- **Materials Due:** 8th January 2019

**Show Daily Rates**

- **FULL PAGE BLEED AND NON-BLEED**
  - 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: $9,910/€9,150/£7,625

- **DOUBLE PAGE SPREAD BLEED AND NON BLEED**
  - 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: $16,800/€15,315/£12,925

- **HALF PAGE HORIZONTAL**
  - Size: 4.5"(w) x 6"(h)
  - Rate: $5,760/€5,315/£4,430

- **HALF PAGE VERTICAL**
  - Size: 7.25"(w) x 10"(h)
  - Rate: $6,120/€5,650/£4,710

- **THIRD PAGE HORIZONTAL**
  - Size: 9.75"(w) x 4"(h)
  - Rate: $4,720/€4,355/£3,630

- **THIRD PAGE VERTICAL**
  - Size: 3"(w) x 12.5"(h)
  - Rate: $4,720/€4,355/£3,630

- **QUARTER PAGE**
  - Size: 4.5"(w) x 6.25"(h)
  - Rate: $3,230/€2,980/£2,485

- **EIGHTH PAGE**
  - Size: 4.5"(w) x 3"(h)
  - Rate: $1,670/€1,540/£1,285

- **JUNIOR AD**
  - Size: 3"(w) x 12.5"(h)
  - Rate: $4,720/€4,355/£3,630

- **COVER STRIP**
  - Size: 3"(w) x 12.5"(h)
  - Rate: $4,720/€4,355/£3,630

**Covers and Premium Position Rates**

- **Inside Front Cover**
  - Rate: $11,040/€10,188/£8,490

- **Inside Back Cover**
  - Rate: $11,040/€10,188/£8,490

- **Outside Back Cover**
  - Rate: $11,040/€10,188/£8,490

Contact Rob Fisher, Advertising Sales
- Tel: +44 (0)117 905 5330
- Fax: +44 (0)117 905 5331
- Email: rob.fisher@optics.org

Follow us on Twitter @opticsorg
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.

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.

Rates - Optics.Org Product Focus Section
Eighth Page Product
Rate: $1,670/€1,540/£1,285

Eighth Page Product plus Star Product* on optics.org
Rate: $2,000/€1,850/£1,540
*Star Products deliver homepage promotion and inclusion in 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, SPIE Professional Magazine, SPIE Journals, the SPIE Fusion, and the SPIE Digital Library. Let’s talk about how we can create a multi-channel marketing campaign together!