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

A new magazine covering the latest industry news from the AV, VR and MR markets.
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

<table>
<thead>
<tr>
<th>Position</th>
<th>USD</th>
<th>Euros</th>
<th>GBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Strip</td>
<td>$1340</td>
<td>€1030</td>
<td>£1250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1880</td>
<td>€1445</td>
<td>£1750</td>
</tr>
<tr>
<td>Half Island (Junior Ad)</td>
<td>$1235</td>
<td>€1125</td>
<td>£995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1020</td>
<td>€785</td>
<td>£950</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$590</td>
<td>€455</td>
<td>£550</td>
</tr>
<tr>
<td>Third Page Horizontal/Vertical</td>
<td>$840</td>
<td>€645</td>
<td>£780</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>$500</td>
<td>€385</td>
<td>£465</td>
</tr>
<tr>
<td>Sixth Page plus Star Product on optics.org</td>
<td>$675</td>
<td>€520</td>
<td>£630</td>
</tr>
</tbody>
</table>

### Deadlines

**Reservations Due:** 10th January 2020  
**Materials Due:** 10th January 2020

### Advertising Material

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

Copy should not be more than 85 words 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 and European Union advertisers are subject to VAT at 20%. EU advertisers outside the UK supplying their MWst/TVA/VAT numbers are exempt from VAT.

### 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
Benefits of being seen in optics.org AR/VR/MR focus magazine at SPIE Photonics West

It’s big
Exhibit at the world’s largest annual photonics technologies event, consisting of three topical conferences, two world-class exhibitions, over 70 special events, and more.

- 20,000 ATTENDEES
- 220 EXHIBITING BIOS EXPO COMPANIES
- 1,300 EXHIBITING PHOTONICS WEST COMPANIES
- 3 SYMPOSIA
- 4,800 PAPERS
- 60 COURSES
- 97 CONFERENCES

It’s global
You will meet key customers and prospects from more than 40 countries during the busiest five days of your entire year. More attendees with buying power are coming from Europe and Asia than ever before, an indication of the strong international reputation of 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.

It’s where business gets done
Photonics West has the largest audience of any laser and photonics event in the world—with senior executive, executive, and business development making up 21% of total attendance.