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 recognize 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**

- **North America**: 46%
- **UK & Europe**: 33%
- **Asia-Pacific**: 19%
- **Rest of World**: 2%

*Source: Google Analytics*
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

Press and product releases are moderated prior to publication.

Matthew Peach
Editor-in-Chief, optics.org
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 3,000 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 prioritized 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 on 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. (Includes 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. (Includes the Photonics West show daily).

New: 12 mths - $3450/€3450/£3025

Stage 2
Choose your ad campaign package

Option 1
- 1x Star Product
- 1 month Leader/Skyuceraper 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/Skyuceraper 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 Skyuceraper 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.
- 2x Star product
- 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.

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

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!
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:
New: 12 mths - $3450/€3450/£3025
* Google Analytics report available on request.

Key Supplier -Microsite
- 5 page microsite
- 150x150 banner promotion in the optics.org buyers guide
- 1x 120x60 company logo
- 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)

Rate:
New: 12 mths - $3450/€3450/£3025
* Google Analytics report available on request.

Show Calendar 2023/24
optics.org and members of the team will be present at the following shows during 2023/24:

SPIE Photonics Europe
3 – 7 April, Strasbourg, France

SPIE Defense & Commercial Sensing
30 April – 4 May, Orlando, USA

LASER World of Photonics
27 – 30 June, Munich, Germany

SPIE Optics+Photonics
20 – 24 August, San Diego, USA

SPIE Optifab
15 – 19 October, Rochester, New York, USA

SPIE Photonex
24 – 26 October, Scottish Event Campus (SEC), Glasgow, Scotland, UK

SPIE BioS
27 – 28 January, 2024 San Francisco, USA

SPIE AR|VR|MR Exhibition
30 – 31 January, 2024 San Francisco, USA

SPIE Photonics West
30 January – 1 February, 2024
San Francisco, USA

*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
**Exhibition Promotions**

**Product Demo Video**
Expand the exposure of your brand and products beyond the exhibition with a professionally recorded product demo video. Reach potential buyers that can't make it to the show, highlight latest products beyond product images and datasheets.
- Recorded onsite with our professional production team.
- Product Demo videos enable you to present latest products or systems to the readers of optics.org (30,000+ per month) throughout optics.org.
- Post production: We'll tidy up your demo video and provide you with an MP4 copy to use with your own promotions.
- Hosted on optics.org for 12 months and promoted via the optics.org ‘Products’ pages. Product Demo videos deliver high value content and much needed brand and product exposure.
- Product Demo Videos will also be hosted in the optics.org exhibition Showcase and sent out to all 20,000+ subscribers of the optics.org eNewsletter.

**Duration:** Max 5 mins per video
Product Demo videos will be available at:
- BIOS
- Photonics West

**Investment from:** $3500/€2900/£3200

**Editor interview**
10 min Q&A with Editor In Chief – Matt Peach
Branded advertising in print or online is a cost effective way to reinforce the company name in association with products or application areas, but to really connect with existing and potential buyers the best way to communicate is with a video interview with the editor of optics.org.
- Highlighted and promoted on optics.org in advance of key events this is the perfect opportunity to deliver information on company advancements, areas of growth and share success stories.
- Supports thought leadership marketing strategies aligning company ethos and expertise to quality of service or products.
- Pre-recorded to ensure delivery of high quality content.
- Timely promotion ahead of key events/product launches/ major announcements.
- Promoted via the optics.org website, optics.org eNewsletter and social media channels.

**Investment:** $3850/€3850/£3380

**Exclusive Homepage Pop-Up Banner**

(300x350 pixels)
Exclusive month long pop-up banner on the homepage of optics.org.
Pop-up banners demand attention and will guarantee high impact brand and product promotion delivering a targeted message to over 30,000 users every month.
Engage with optics.org users and drive traffic to your site. Ideal for promotion of video demos, data sheets or to deliver whitepapers/thought leadership content.

Promote show attendance, encourage engagement of surveys or encourage direct communications to our 30,000+ international users.
(46% North America, 33% Europe, 19% Asia, 2% ROW)

**Exclusive promotion for the whole month**
$5950/€5950/£5220

*Excludes communications from optics.org or SPIE*
optics.org Webinar Series

optics.org webinar focus
Become a thought leader, engage with the global audience, expand your reach and develop good quality leads.

optics.org is launching our Quarterly Webinar Focus on core technologies. We’ll be presenting the very latest news with targeted editorial coverage, product demos and relevant companies in advance of key events.

No matter the size of your business the team at optics.org will help you to develop your webinar strategy, prepare your presentation and help to promote it. We’ll also provide you with the platform to deliver your webinar and provide you with metrics on all the registered sign-ups and leads generated.

Technology Focus
IR Sensors, thermal imaging, AR/VR technologies
28 – 30 March

Technology Focus
Materials Processing and industrial lasers
6 – 8 June

Technology Focus
Quantum Technologies in industry
19 – 21 September

Technology Focus
Photonics for life science applications
28 - 30 November

Rate:
Each - $2750/€2750/£2410

Webinar/Webcast
You control the content!
Running Time: Approx 45 mins with 15 min Q&A

What does the promotion of the webinar/webcast include?
- 4 weeks promotion on the optics.org homepage and throughout optics.org
- 4 weeks promotion in the optics.org weekly eNewsletter
- 4 weeks promotion via social media (LinkedIn/twitter)
- branded webinar/webcast
- dedicated hosting page

What do you get?
- full contact info of the sign ups/participants
- production support before, during and post event
- all webcasts/webinars will be archived on the optics.org website for a minimum of 12 months
- an MPV file of your webinar for use on your own website or video channel
- statistics on attendee engagement
- the ability to ask survey/polling questions

All banners excluding Key Supplier 250x250 should be a gif/animated gif/jpeg/Flash file. All flash files must have the url embedded.

Rate:
Each - $5445/€5445/£4775

follow us on twitter @opticsorg
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

White Paper 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

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

White Paper 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.

Example of Summary Report for Sponsor Partner

Overview of marketing activity for any given period.
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
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 website
Rate:
  1 month - $1950/€1950/£1710

2. Editorial Skyscraper
A high impact banner position alongside 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

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

Size and shape specifications for advertising

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

---

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

---

**eNewsletter Special Editions**

- **SPIE BIOS Special Special Edition**
  Published 25 January 2023

- **SPIE Photonics West Special Edition**
  Published 31 January and 1 February 2023

- **SPIE Defense & Commercial Sensing Special Edition**
  Published 26 April 2023

- **LASER World of Photonics Special Edition**
  Published 23 June 2023

- **SPIE Optics+Photonics Special Edition**
  Published 16 August 2023

- **SPIE Optifab**
  Published 11 October 2023

---

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**
   Rate: $635/€620/£540
5. **Star Product**
   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.
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
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
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 tradeshows magazine that will deliver 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.

Published 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 giving 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 an 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.
Product Focus Ad Sizes and Rates

**Front Cover Product**
- Size: 180mm (w) x 297mm (h)
- Rate: $2500/€2440/£2120

**SIXTH PAGE PRODUCT**
- Size: 86mm (w) x 130mm (h)
- No bleed.
- Rate: $650/€635/£550

**SIXTH PAGE PRODUCT PLUS STAR PRODUCT on optics.org**
- Size: 86mm (w) x 84mm (h)
- No bleed.
- Rate: $595/€570/£485

**Full Page Bleed and Non-Bleed**
- Size: 180mm (w) x 267mm (h)
- No bleed.
- Rate: $1950/€1905/£1655

**Half Page Horizontal**
- Size: 180mm (w) x 130mm (h)
- No bleed.
- Rate: $1250/€1220/£1060

**Half Page Vertical**
- Size: 87mm (w) x 130mm (h)
- No bleed.
- Rate: $1250/€1220/£1060

**Third Page Horizontal/Vertical**
- Size: 180mm (w) x 84mm (h)
- No bleed.
- Rate: $1050/€1025/£890

**Sixth Page Plus Star Product on optics.org**
- Size: 86mm (w) x 84mm (h)
- No bleed.
- Rate: $650/€635/£550

**Sixth Page Plus Star Product On optics.org**
- Size: 180mm (w) x 200mm (h)
- Rate: $2500/€2440/£2120

**Option**
- Rate: $995/€970/£845

**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

**Advertising Material**
You can e-mail your copy and files to Rob Fisher at rob.fisher@optics.org
Copy should not be more than 85 words (350 words for the front cover ad). Full company details should be provided plus any contact names.
Product photo size: 80mm x 104mm
Photo should be supplied as high-resolution TIFF, JPEG and EPS files. All image files must be 300 dpi minimum at above size and CMYK.
If time allows, your details will be checked by our production team to ensure that the dimensions, format, resolution, colour and fonts are set up correctly for printing, but responsibility for supplying correct files remains with the advertiser.

**VAT**
All UK advertisers are subject to VAT at 20%.

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

Follow us on Twitter @opticsorg
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 modally-specific photonic lanterns, which act as (de-)multiplexers of spatial modes in fiber optics.

Boudoux said her team, in collaboration with colleague Nicolas Godbout, 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.”

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.

They define, on the microscopic and macroscopic level, how the nervous system creates electrical signals that motivate behavior.

This work is funded by the Biomedical Research and Training program of the National Institute of Neurological Disorders and Stroke.

They have used a technique called optogenetics, which identifies the specific neurons and how they communicate with one another at the level of the genome.

Yang works with a team of scientists, including PhD student Dan H. Neckel, to develop new methods for noninvasive imaging of brain activity.

“Understanding how these circuits work is key to the development of new therapeutic interventions,” Yang said.

In her Hot Topics presentation, Yang will present several research projects that explore how light and sound are used to investigate the brain.

The projects focus on developing new methods for noninvasive imaging of brain activity, which can help researchers understand how the brain works and how it can be treated.

The research is supported by the National Institute of Neurological Disorders and Stroke and the National Science Foundation.

For the full schedule, see the technical program and exhibition guide or download the SPIE Conferences app. Some events require registration.
**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.

**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

Expand your revenue and your growth

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

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:

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.

Photos courtesy of SPIE
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.

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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim</th>
<th>Bleed</th>
<th>Max Image Area Non-Bleed</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page BLEED</td>
<td>10.5&quot;(w) x 13.5&quot;(h)</td>
<td>10.75&quot;(w) x 13.75&quot;(h)</td>
<td>9.75&quot;(w) x 13&quot;(h)</td>
<td>$3675/€3501/£3197</td>
</tr>
<tr>
<td>Full Page NON-BLEED</td>
<td>10.5&quot;(w) x 13.5&quot;(h)</td>
<td>10.75&quot;(w) x 13.75&quot;(h)</td>
<td>9.75&quot;(w) x 13&quot;(h)</td>
<td>$3675/€3501/£3197</td>
</tr>
<tr>
<td>Double Page BLEED AND NON-BLEED</td>
<td>21&quot;(w) x 13.5&quot;(h)</td>
<td>21.25&quot;(w) x 13.75&quot;(h)</td>
<td>20.5&quot;(w) x 13&quot;(h)</td>
<td>$6300/€6000/£5481</td>
</tr>
<tr>
<td>Half Page HORIZONTAL</td>
<td>9.75&quot;(w) x 6&quot;(h)</td>
<td>9.75&quot;(w) x 6&quot;(h)</td>
<td>9.75&quot;(w) x 6&quot;(h)</td>
<td>$2100/€2000/£1827</td>
</tr>
<tr>
<td>Half Page VERTICAL</td>
<td>4.5&quot;(w) x 12.5&quot;(h)</td>
<td>4.5&quot;(w) x 12.5&quot;(h)</td>
<td>4.5&quot;(w) x 12.5&quot;(h)</td>
<td>$2100/€2000/£1827</td>
</tr>
<tr>
<td>Third Page HORIZONTAL</td>
<td>9.75&quot;(w) x 4&quot;(h)</td>
<td>9.75&quot;(w) x 4&quot;(h)</td>
<td>9.75&quot;(w) x 4&quot;(h)</td>
<td>$1837/€1748/£1596</td>
</tr>
<tr>
<td>Third Page VERTICAL</td>
<td>3&quot;(w) x 12.5&quot;(h)</td>
<td>3&quot;(w) x 12.5&quot;(h)</td>
<td>3&quot;(w) x 12.5&quot;(h)</td>
<td>$1837/€1748/£1596</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>4.5&quot;(w) x 6.25&quot;(h)</td>
<td>4.5&quot;(w) x 6.25&quot;(h)</td>
<td>4.5&quot;(w) x 6.25&quot;(h)</td>
<td>$1149/€1097/£1002</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>4.5&quot;(w) x 3&quot;(h)</td>
<td>4.5&quot;(w) x 3&quot;(h)</td>
<td>4.5&quot;(w) x 3&quot;(h)</td>
<td>$787/€750/£687</td>
</tr>
<tr>
<td>Junior AD</td>
<td>7.25&quot;(w) x 10&quot;(h)</td>
<td>7.25&quot;(w) x 10&quot;(h)</td>
<td>7.25&quot;(w) x 10&quot;(h)</td>
<td>$2619/€2493/£2278</td>
</tr>
<tr>
<td>Cover Strip</td>
<td>9.75&quot;(w) x 2.5&quot;(h)</td>
<td>9.75&quot;(w) x 2.5&quot;(h)</td>
<td>9.75&quot;(w) x 2.5&quot;(h)</td>
<td>$2031/€1937/£1769</td>
</tr>
</tbody>
</table>

### Covers and Premium Position Rates

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$4147/€3948/£3606</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4147/€3948/£3606</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4147/€3948/£3606</td>
</tr>
</tbody>
</table>

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

Photo courtesy of SPIE

follow us on twitter @opticsorg

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

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!

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.

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.
Make the news at Photonics West 2024

PHOTONICS WEST SHOW DAILY
31 January - 1 February 2024

- 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
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.

There are no substitutes
If it isn’t in the Photonics West PREVIEW – then it isn’t official.

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.
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:

- Engineering & Design
- Project / Program Management
- R&D
- Sales / Marketing
- Sr. Executive / Business Development / Exec
- Student / Educator
- Lab Tech / Laboratory Management
- Other
- 26%
- 16%
- 20%
- 15%
- 13%
- 6%
- 2%

Photos courtesy of SPIE

follow us on twitter @opticsorg
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.

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

**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: $8347/€7948/£7260

**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: $13650/€12999/£11870

**HALF PAGE HORIZONTAL**

Size: 4.5”(w) x 6”(h)

Rate: $6247/€5948/£5433

**HALF PAGE VERTICAL**

Size: 4.5”(w) x 12.5”(h)

Rate: $6247/€5948/£5433

**THIRD PAGE HORIZONTAL**

Size: 9.75”(w) x 6”(h)

Rate: $6247/€5948/£5433

**THIRD PAGE VERTICAL**

Size: 9.75”(w) x 4”(h)

Rate: $5197/€4950/£4519

**QUARTER PAGE**

Size: 3”(w) x 12.5”(h)

Rate: $5197/€4950/£4520

**EIGHTH PAGE**

Size: 4.5”(w) x 6.25”(h)

Rate: $3412/€3249/£2966

**JUNIOR AD**

Size: 4.5”(w) x 3”(h)

Rate: $1890/€1800/£1643

**COVER STRIP**

Size: 3”(w) x 12.5”(h)

Rate: $5197/€4950/£4520

**Covers and Premium Position Rates**

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Inside Back Cover</th>
<th>Outside Back Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate: $9182/€8746/£7985</td>
<td>Rate: $9182/€8746/£7985</td>
<td>Rate: $9182/€8746/£7985</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Eighth Page Product</th>
<th>Rate: $1890/€1800/£1643</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth Page Product</td>
<td>Rate: $2362/€2252/£2052</td>
</tr>
</tbody>
</table>

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.
Video Interviews and Product Demos

Take advantage of a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

Photonics West now offers a service which enables you, to film your product promotion and visually demonstrate the tangible benefits way beyond a printed ad or banner placement. All from the comfort of your own booth.

optics.org is the leading online resource for photonics engineers and our professional team will record your video interview, edit and carry out post production before distributing your message to many thousands of Photonics professionals.

Photonics West video interviews and product demos service will fully expand the exposure of your brand and products beyond the exhibition itself and include these valuable benefits:

- Your video will be promoted to 30,000+ optics.org users.
- Your video will be hosted on optics.org for 12 months and promoted specifically via the optics.org Products pages.
- Your video will be promoted in the Photonics West eNewsletter which is distributed to our 20,000 optics.org newsletter subscribers.
- You will receive an MP4 video for your own individual promotions and marketing activities

For more information check out the Alluxa video from Photonics West here.

optics.org is the owned and published by SPIE and the official media partner for the show.

Packages

Standard Video Package
- 3-5 Min 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

Standard Plus Video Package
- 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 ¼ page into the Photonics West Preview magazine distributed in advance of Photonics West show to 50,000 current and past attendees of Photonics West and 3000 copies distributed at the SPIE BIOS show
- 3-5 Min 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: $5000/$4200/€4600

Contact the sales team today to reserve your time slot.
Rob.fisher@optics.org
or telephone: +44 117 905 5330
Dylan.byrne@optics.org
or telephone: +44 117 905 5351

SPIE. PHOTONICS WEST

31 January - 1 February 2024
San Francisco, California, United States

As the world opens up and exhibitors and attendees start to return to in-person events. It is more important than ever to align company brand to target markets and applications. Reinforce the quality of your products and encourage direct contact with potential buyers.

SPIE’s optics.org delivers cost effective+targeted before, during and after show promotions across print/digital and online media platforms.
Editor interview Package
10 min Q&A with Editor In Chief – Matt Peach
Branded advertising in print or online is a cost effective way to reinforce the company name in association with products or application areas, but to really connect with existing and potential buyers the best way to communicate is with a video interview with the editor of optics.org.

- highlighted and promoted on optics.org in advance of key events this is the perfect opportunity to deliver information on company advancements, areas of growth and share success stories.
- supports thought leadership marketing strategies aligning company ethos and expertise to quality of service or products.
- pre-recorded to ensure delivery of high quality content
- timely promotion ahead of key events/product launches/major announcements
- promoted via the optics.org website, optics.org eNewsletter and social media channels

Investment: $3850/€3850/£3380

optics.org is the owned and published by SPIE and the official media partner for the show.

Contact the sales team today to reserve your time slot.
Rob.fisher@optics.org
or telephone: +44 117 905 5330

As the world opens up and exhibitors and attendees start to return to in-person events. It is more important than ever to align company brand to target markets and applications. Reinforce the quality of your products and encourage direct contact with potential buyers.

SPIE’s optics.org delivers cost effective+targeted before, during and after show promotions across print/digital and online media platforms.

SPIE. PHOTONICS WEST
31 January - 1 February 2024
San Francisco, California, United States

Follow us on twitter @opticsorg
Delivering the latest AR, VR, MR related technology and applications news

- the official magazine for the SPIE AR|VR|MR Conference
  San Francisco, 30 - 31 January 2024

- a magazine for AR, VR, MR optical hardware and software engineers, managers and industry professionals
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.

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

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.
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>Rate</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>£985</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>€465</td>
<td>£385</td>
</tr>
<tr>
<td>Sixth Page plus Star Product on optics.org</td>
<td>$675</td>
<td>€625</td>
<td>£520</td>
</tr>
</tbody>
</table>

### Deadlines - Booking/Materials – See page 1.

### 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 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

---

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!
Delivering the latest news on Imaging and Machine Vision applications and technologies

• targeted at OEM’s and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches

Deep-sea test on Titanic wreck; new technology to improve video
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 tradeshows 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.

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
Email: rob.fisher@optics.org

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

VISION focus readership by job function

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Education</td>
<td>4%</td>
</tr>
<tr>
<td>Business Development</td>
<td>3%</td>
</tr>
<tr>
<td>Manufacturing/Design/Production Engineer</td>
<td>48%</td>
</tr>
<tr>
<td>R&amp;D Application/Product Development/Applied Research</td>
<td>15%</td>
</tr>
<tr>
<td>Marketing</td>
<td>3%</td>
</tr>
<tr>
<td>Consultant/Investor/VC/Financial</td>
<td>1%</td>
</tr>
<tr>
<td>Engineering Management</td>
<td>3%</td>
</tr>
<tr>
<td>Business Development</td>
<td>21%</td>
</tr>
<tr>
<td>C-Level/Upper Management</td>
<td>4%</td>
</tr>
<tr>
<td>Consulting</td>
<td>1%</td>
</tr>
<tr>
<td>Lab Operator/Technician</td>
<td>3%</td>
</tr>
</tbody>
</table>

Publication and Editorial Schedule 2023/24

- **Spring Edition**: Copy Deadline: 10 March 2023
  - Editorial Focus: Defense, thermal and hyperspectral imaging.
  - Published in advance of SPIE Defense+Commercial Sensing 30 April - 4 May 2023
  - Bonus Distribution: SPIE Defense+Commercial Sensing

- **Summer Edition**: Copy Deadline: 5 June 2023
  - Editorial Focus: Industrial and machine vision.
  - Published in advance of UKIVA Machine Vision Conference 20 - 21 June 2023
  - Bonus Distribution: UKIVA Machine Vision Conference

- **Autumn Edition**: Copy Deadline: 5 September 2023
  - Editorial Focus: Industrial and machine vision.
  - Published in advance of SPIE Photonex 24 - 26 October 2023
  - Bonus Distribution: SPIE Photonex

- **Winter Edition**: Copy Deadline: 31 December 2023
  - Editorial Focus: Medical Imaging.
  - Published in advance of SPIE BIOS Conference 27 - 28 Jan 2024, SPIE Photonics West 30 Jan - 1 Feb 2024
### VISION focus Rates

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

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

---

**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 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
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 2023
- 30 March 2023
- 6 July 2023
- 28 September 2023

VISION eNewsletter Rates

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
<th>Euros</th>
<th>GBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Sponsor</td>
<td>$975</td>
<td>€885</td>
<td>£785</td>
</tr>
<tr>
<td>Editorial Sponsor</td>
<td>$800</td>
<td>€730</td>
<td>£645</td>
</tr>
<tr>
<td>Whitepaper Sponsor</td>
<td>$705</td>
<td>€650</td>
<td>£540</td>
</tr>
<tr>
<td>Product Sponsor</td>
<td>$540</td>
<td>€500</td>
<td>£415</td>
</tr>
</tbody>
</table>

distributed to 
11,000 + subscribers*

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.
The optics.org career center is the leading recruitment resource for companies and professionals in the optics and photonics community.

Optics.org has partnered with SPIE, the international society for optics and photonics, to connect the industry’s top talent with the industry’s top employers.

If you’re recruiting there is only one place to look. The optics.org career center provides:
- Online Job board
- Advertising opportunities
- Job Fairs
- Access industry news articles and recruiting advice
- Training videos and much more...

Demographics
71% of candidates hold a Masters Degree or higher.

Traffic
Over 7,600 registered users.

Monthly Web Statistics
<table>
<thead>
<tr>
<th>Optics.org</th>
<th>SPIE Career Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>40,000+ unique visitors</td>
<td>15,000 unique visitors</td>
</tr>
<tr>
<td>96,000+ page views</td>
<td>35,500 page views</td>
</tr>
</tbody>
</table>

All jobs posted on the optics.org career center will appear on SPIE.

Double the exposure for one price!

Job Posting

180-Day Internship Posting
- Position will appear online for 180 days
- Resume search access not included

Single 30-Day Job Posting
- Job runs online for 30 days
- Includes resume database search access

Single 60-Day Job Posting
- Job runs online for 60 days
- Includes resume database search access

Two 30-Day Job Posting Package
- Each job runs online for 30 days
- Includes CV/resume database access for 180 days
- All jobs must be posted within 180 days of purchase date

Three 30-Day Job Posting Package
Features as above

Five 30-Day Job Posting Package
Features as above

Unlimited Job Package
- Each job runs online for 30 days
- Includes CV/resume database access for 365 days
- All jobs must be posted within 365 days of purchase date

Job Posting Add-on

Featured Job
Give your job more exposure!
- Each Featured Job will appear for 30 days
- A Featured Job will be highlighted in the jobs listings giving you a better opportunity to get your job seen

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!

Employer Branding

90-Day Square Banner Ad
Distinguish yourself among other employers, recruiters and agencies by providing a customized advertisement that attracts top quality candidates to your organization.
- Square Banner Ad (200 x 200 px ad appears on jobs landing page for 90-days)

90-Day Leaderboard Banner Ad
- Leaderboard Banner Ad (468 x 60 px ad appears on jobs landing page for 90-days)

Job Fair Package

Upcoming Job Fairs:
- Photonics West - 28 Jan – 2 Feb 2023, San Francisco, USA
- Defense & Commercial Sensing - 30 April – 4 May 2023, Orlando, USA
- Optics+Photonics - 20 – 24 August 2023, San Diego, USA

Contact

Rob Fisher Advertising Sales
tel: +44 (0)117 905 5330
e-mail: rob.fisher@optics.org