optics.org and SPIE Newsletters

an extremely cost-effective way to get products to market, drive traffic to your company website and engage with the photonics community.
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.

eNewsletter Special Editions

- BIOS Special Special Edition
  Published 1st Feb 2020

- Photonics West Special Edition
  Published 4th, 5th 6th February

- Defense & Commercial Sensing Special Edition
  Published 22nd April

- Optatec
  Published 6th May

1. Top Sponsor Position
   Rate: $950/€875/£730 per week

2. Editorial Sponsor
   Rate: $775/€715/£595 per week

3. Middle Sponsor Position
   Rate: $625/€590/£520 per week

4. Product Sponsor
   Rate: $500/€460/£385

5. Star Product
   Rate: $600/€565/£500

6. Newsletter Banner
   Rate: $475/€450/£395

7. Newsletter Product Sponsor Position
   Rate: $500/€470/£415

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.

* Publisher’s own data

now exceeds 20,000 subscribers*
SPIE Industry eNewsletters

In addition to the weekly optics.org newsletter you can also target professionals that have a specific technology interests.

SPIE Industry eNewsletters are an effective way to focus your marketing message to a very specific and targeted audience. With 4 core subject areas to choose from SPIE’s Industry eNewsletters will put your company, products and brand directly into the inbox of 1000s of relevant subscribers.

There is just 1 sponsor position available per newsletter, therefore these targeted marketing opportunities will have very limited availability. Contact the sales team to secure your companies placement and drive traffic directly to your website.

Each newsletter includes the latest research and industry news from SPIE and the optics.org website.

Subscribers
- Biomedical (9,611)
- Defense+Security (7,855)
- Optical Design (9,356)
- Astronomy (4,380)

Investment per newsletter:
$850/€780/£650

Sponsor materials required:
- Sponsor headline (max 12 words)
- Sponsor message (max 60 words)
- 125x125 banner/product image/company logo
- Linking URL

All marketing materials must be received a minimum of 5 days before the publication date.

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Editorial Focus and Publication Dates 2020

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<tr>
<th>Editorial Focus</th>
<th>Jan</th>
<th>Feb</th>
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<th>April</th>
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<td>Defense+Security</td>
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Dates subject to change.
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
- 22nd January 2020
- 22nd April 2020
- 10th June 2020
- 4th November 2020

Top Sponsor Position
Rate: $975/€885/£785

Middle Sponsor Position
Rate: $800/€730/£645

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.

distributed to 14,000 subscribers*

*Publisher’s own data
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 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