optics.org product focus

a unique print publication specifically targeted to major tradeshows and events
We know how important it is to maximise on the time, money and effort spent around exhibitions and tradeshows. With so many to choose from it’s simply not possible to attend them all.

The optics.org Product Focus is a direct to market publication that delivers targeted promotion of products and services to the attendees of major exhibitions and tradeshows throughout the year. You don’t need to be an exhibitor to include your product and we’ll ensure that you get visibility alongside competitor 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 2020

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<tr>
<td>BIOS* San Francisco, USA</td>
<td>1st - 2nd Feb</td>
<td>Biomedical/BioPhotronics technologies and applications</td>
<td>10th January 2020</td>
<td>5,000 copies</td>
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<td>Photonics West* San Francisco, USA</td>
<td>4th - 6th Feb</td>
<td>All light-driven products and technologies</td>
<td>10th January 2020</td>
<td>15,000 copies</td>
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<td>DCS (Defense &amp; Commercial Sensing) Baltimore, USA</td>
<td>28th - 30th April</td>
<td>All IR related products and applications</td>
<td>10th April 2020</td>
<td>1,000 copies throughout the exhibition</td>
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<tr>
<td>Optatec Munich, Germany</td>
<td>12th - 14th May</td>
<td>All light-driven products and technologies</td>
<td>24th April 2020</td>
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<td>SPIE Optics+Photonics San Diego, USA</td>
<td>25th - 27th August</td>
<td>All laser related applications, products, sources and components</td>
<td>2nd August 2020</td>
<td>1,000 copies throughout the exhibition</td>
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* Prices and sizes for advertising in the Photonics West Product Focus can be found in the SPIE Photonics West Show Daily media information (pages 13/14).
Product Focus Ad Sizes and Rates

- **FRONT COVER**
  - Size: 180mm (w) x 230mm (h)
  - Rate: €2500/$2355/£2085

- **SIXTH PAGE PRODUCT**
  - Size: 86mm (w) x 84mm (h)
  - Rate: €660/$620/£550

- **SIXTH PAGE PLUS STAR PRODUCT on optics.org**
  - Size: 297mm (h) x 210mm (w)
  - Rate: $1040/€990/£870

- **FULL PAGE BLEED AND NON-BLEED**
  - Size: 180mm (w) x 130mm (h)
  - Rate: $2270/€2135/£1890

- **HALF PAGE HORIZONTAL**
  - Size: 87mm (w) x 130mm (h)
  - Rate: $1035/€955/£795

- **HALF PAGE VERTICAL**
  - Size: 87mm (w) x 267mm (h)
  - Rate: $1515/€1430/£1265

- **THIRD PAGE HORIZONTAL/VERTICAL**
  - Size: 180mm (w) x 200mm (h)
  - Rate: $2500/€2355/£2085

- **QUARTER PAGE**
  - Size: 86mm (w) x 84mm (h)
  - Rate: $660/€620/£550

**SIXTH PAGE PLUS STAR PRODUCT**

- Size: 86mm (w) x 84mm (h)
- No bleed.
- Rate: $1305/€1206/£1005

**SIXTH PAGE PLUS STAR PRODUCT** on optics.org

- Size: 180mm (w) x 84mm (h)
- No bleed.
- Rate: $1305/€1206/£1005

**THIRD PAGE**

- **HORIZONTAL/VERTICAL**
  - Full page bleed and non-bleed.
  - Rate: $1305/€1206/£1005

**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 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.

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