

optics.org product focus

a unique print publication specifically targeted
to major tradeshows and events



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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 the past 20 years and 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 2019

Show	Dates	Focus	Booking/Copy Deadline	Distribution
Photonics West* San Francisco, USA	5th - 7th Feb.	All light-driven products and technologies	11th January 2019	15,000 copies (included within the Photonics West Show Daily)
DCS (Defense & Commercial Sensing) Baltimore, USA	16th - 18th April	All IR related products and applications	2nd April 2019	1,000 copies throughout the exhibition
LASER World of Photonics Munich, Germany	24th - 27th June	All laser related applications, products, sources and components	5th June 2019	1,500 copies throughout the exhibition
SPIE Optics+Photonics San Diego, USA	11th - 15th August	All laser related applications, products, sources and components	19th July 2019	1,000 copies throughout the exhibition
SPIE Optifab Rochester, USA	15th - 17th October	All fabrication based technology applications and products	1st October 2019	500 copies throughout the exhibition

* 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).*

VLT's interferometry upgrade probes Betelgeuse

MATISSE system combines mid-infrared wavelengths captured by up to four different telescopes, providing astronomers with unprecedented image detail.

Astronomers working with the Very Large Telescope (VLT) at the European Southern Observatory (ESO) have begun using a new piece of optical equipment that will yield unprecedented insights into the formation of massive stars and circumstellar atmospheres.

The Multi-Aperture Mid-Infrared Spectroscopy Experiment (MATISSE) is an interferometer that combines mid-infrared light collected by up to four different telescopes. It does so by generating the imaging power of a 200-metre-diameter telescope – an order of magnitude larger than any current or planned instrument.

Walter Jaffe and Gerd Wegge, who are principal investigators on the project, said MATISSE will give us dramatic images of planet-forming regions, multiple stars, and other working with the VLT Unit Telescopes, also the daily data feeding astronomers back to Earth.

They added: "We hope also to observe details of exotic objects in our Solar System, such as comets on ice, and the atmospheres of giant exoplanets."

Beam combiner

The optics of the interferometer system comprise four main beam combiners, which can be used in conjunction with both the 8.2-metre-diameter (UT) Unit Telescopes and the smaller (1.8-metre diameter) auxiliary telescopes at the Paranal Observatory in Chile.

The system was developed over 12 years by engineers and astronomers in France, Germany, Austria, the Netherlands, and

ESO following an extensive period of demanding work including and testing the complex instrument. Initial observations – including studies of the well-known red giant star Betelgeuse in the constellation Orion – have confirmed that MATISSE is working as expected.

Betelgeuse is expected to explode into a supernova in the relatively near future (the next few hundred thousand years).

The MATISSE project principal investigator

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optics.org product focus - advertising opportunities

Product Focus Ad Sizes and Rates

Booking/Copy Deadlines: See Publication Schedule 2019 (page 2)



Size: 180mm (w) x 162mm (h).
Rate: \$2,300/€2,125/£1,770



Size: 86mm (w) x 84mm (h).
Rate: \$615/€570/£475

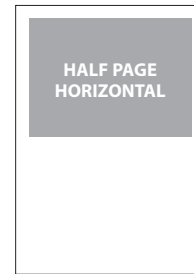


Sixth Page Product plus Star Product* on optics.org
Rate: \$970/€895/£745

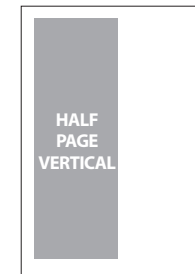
**Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost £600/€535/\$445).*



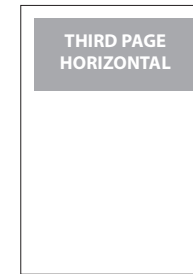
Trim: 297mm (h) x 210mm (w),
Bleed: Allow 3mm all sides
Type area: 267mm (w) x 180mm (h).
Rate: \$2,110/€1,950/£1,625



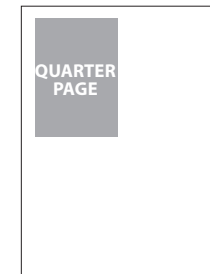
Size: 180mm (w) x 130mm (h).
No bleed.
Rate: \$1,410/€1,300/£1,085



Size: 87mm (w) x 267mm (h).
No bleed.
Rate: \$1,410/€1,300/£1,085



Size: 180mm (w) x 84mm (h).
No bleed.
Rate: \$1,145/€1,055/£880



Size: 87mm (w) x 130mm (h).
No bleed.
Rate: \$870/€800/£665

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.

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



Photo courtesy of SPIE