PHOTONICS WEST FOCUS 2021 - Rate Card

PHOTONICS WEST FOCUS

Covering all the latest news for
PHOTONICS WEST FOCUS
DIGITAL FORUM
6 - 11 March 2021

SPIE Photonics West + BIOS 2021 Show Focus
Photons West Exhibition 9th - 11th March 2021

- Lighting the way into the future

Each year, the photonics community gathers at Photonics West to hear cutting-edge research, find the latest products and services, and network with thousands of other like-minded individuals.

- BIOS
- 49 conferences in 6 technical tracks

- printed distribution: 30,000+
- digital distribution: 70,000+
- additional distribution to all subscribers of the optics.org eNewsletter: 20,000+
- hosted on optics.org and the SPIE Photonics West homepage for 12 months
- promoted via social media (twitter, LinkedIn, Facebook)
- exclusive editorial
- audience: current and past Photonics West exhibition attendees
PHOTONICS WEST FOCUS 2021
6-11 March 2021
Attracting attendees from across the global Photonics West is the premier laser, photonics, biomedical optics event. To ensure maximum on promotion in advance of Photonics West and ensure your products, capabilities and brand reach current and past attendees. SPIE and optics.org are publishing the only official magazine for the Photonics West show.

Essential reading
We all know that exhibitions and conferences are a crucial component of any marketing plan and that, for now, product and brand exposure at in-person events is limited but don’t let the reduction of physical events limit your marketing objectives and goals.

Digital and hybrid exhibitions and conferences now combine the best of both worlds and with new digital technology comes the benefit of no constraints by space or time.

Add to this the official magazine that is sent to the very people you want to connect with and you have a powerful marketing package that communicates, engages and motivates dialogue between you and potential buyers.

Comprehensive distribution
The Photonics West Focus will be published, printed and distributed in advance of Photonics West (9th - 11th March) and will include exclusive interviews with keynote speakers, leading figures in the photonics industry, a round-up of the newest and most exciting technological developments:

- Printed distribution: 30,000+
- Digital distribution: 70,000+
- Additional distribution to all subscribers of the optics.org eNewsletter: 20,000+
- Hosted on optics.org and the SPIE Photonics West homepage for 12 months
- Promoted via social media (Twitter, LinkedIn, Facebook)
- Exclusive editorial
- Audience: Current and past Photonics West exhibition attendees

To reserve your space in the PHOTONICS WEST FOCUS 2021 contact the sales team today on
Tel: 44 117 905 5330 or email rob.fisher@optics.org

See page 4 for Technical Information and price structure.
It’s where buyer’s come to buy

- Production / Manufacturing: 21%
- Project / Program Management: 25%
- Sr. Executive / Business Development / Exec: 14%
- Educator / Student: 13%
- Other Engineering and Design: 3%
- Sales / Marketing: 13%
- R&D: 15%

OTHER:
- Investor/VC/Financier
- Purchasing
- Recruiting/HR/Training
- Technician/Operator/Lab Tech

It’s global

- <1%
- <1%
- <1%
- 68%
- 17%
- 12%
- 1%

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 ad to sit alongside relevant editorial, we have something for you.

### Deadlines
- Reservations Due: **29th January 2021**
- Materials Due: **29th January 2021**

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

Digital materials are required. Hi-res print-ready, Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated.

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.

### Sixth Page Product Ads
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