

SPIE Photonics West Show Daily - Rate Card 2022

Make the news at **Photonics West 2022**

PHOTONICS WEST. SHOW DAILY

25 - 27 January 2022



- 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



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Photonics West Show Daily 2022 - published on site each day

Back where you belong!

Photonics West 2022 is returning as the first major in-person event in over a year for the global photonics industry. Join us in San Francisco where you will be able to reconnect with existing customers as well as exploring new business relationships with buyers and industry influencers and innovators. All under one roof.

Fundamental to business development

Photonics West is a key industry event and will be a core component for any marketing plan aimed at driving business development, showcasing products and creating valuable lead generation for thousands of companies across the photonics industry as they look forward to reshaping their futures.

Bringing products to market and building footfall to your booth will be more essential than ever and one thing that you can be sure of is that demand for advertising and sponsorship opportunities will be high, with availability limited.

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.

Substantial daily distribution

Essential reading

The **Photonics West Show Daily** will report the latest news from both the show floor and the conference and will be published daily with compelling up to date content and insight as the event unfolds. If you are launching a product, announcing a demo or you simply want to highlight your booth location there is no better way than taking space in the **Photonics West Show Daily**.



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.

The **Photonics West Show Daily** will provide you with direct access to your target buyers and should be considered integral to your Photonics West marketing plans. Guarantee greater exposure ahead of other exhibitors and give your company the recognition it deserves.

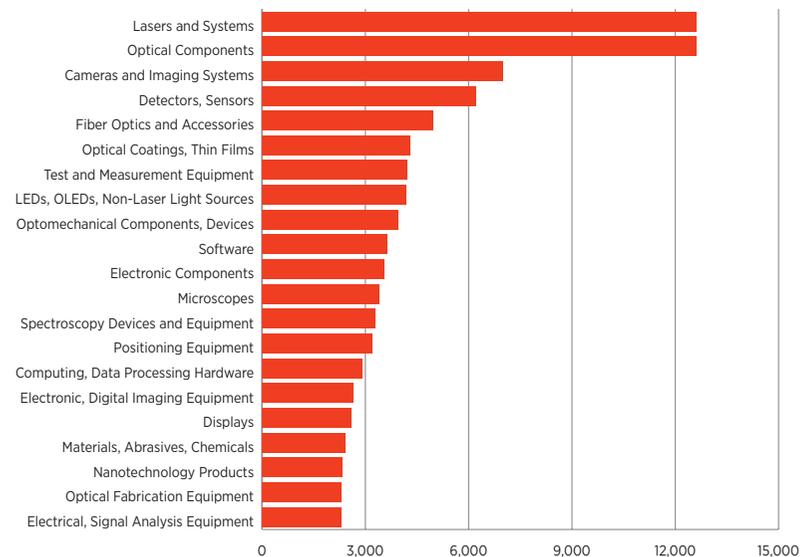
There are no substitutes

If it isn't in the Photonics West Show Daily – then it isn't official.

SPIE. PHOTONICS WEST

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.



Figures based on 2019 attendance.

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 2022

Photonics West historically attracts over 20,000 international attendees.

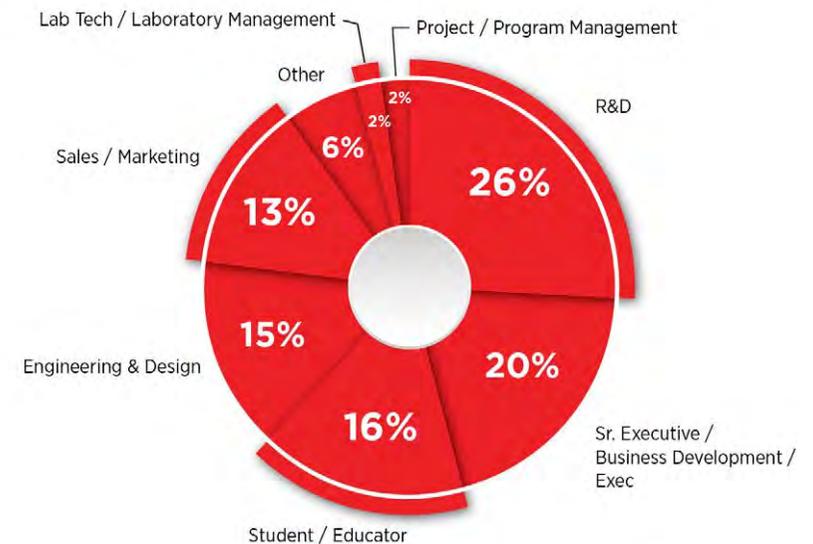
We look forward to seeing everyone again in San Francisco as we resume face-to-face, live events.



Expand your revenue and your growth

During this time of change, people will be seeking new capabilities and partnerships. Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



Join top suppliers in 2022

Don't miss out. These are just a few of the hundreds of companies signed-up to be a part of Photonics West 2022 in San Francisco.

- Boston Electronics
- Edmund Optics
- Excelitas
- G&H Group
- Hamamatsu Corp.
- IPG Photonics Corp.
- JENOPTIK Optical Systems GmbH
- Laser Components USA

- Leonardo Electronics US Inc.
- MKS Instruments, Inc.
- OptoSigma
- SCHOTT North America, Inc.
- Teledyne Imaging
- TOPTICA Photonics, Inc.
- TRUMPF Inc.
- PI (Physik Instrumente) L.P.

Photonics West Show Daily 2022 - advertising opportunities

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.



Photo courtesy of SPIE

Deadlines

Reservations Due: **7 January 2022**

Materials Due: **7 January 2022**

Show Daily Rates

<p>FULL PAGE BLEED AND NON-BLEED</p>	<p>DOUBLE PAGE SPREAD BLEED AND NON BLEED</p>	<p>HALF PAGE HORIZONTAL</p>	<p>HALF PAGE VERTICAL</p>	<p>THIRD PAGE HORIZONTAL</p>
<p>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: \$9910/€9030/£7990</p>	<p>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: \$16800/€15315/£13550</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$6050/€5515/£4880</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$6050/€5515/£4880</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$4840/€4415/£3905</p>
<p>THIRD PAGE VERTICAL</p>	<p>QUARTER PAGE</p>	<p>EIGHTH PAGE</p>	<p>JUNIOR AD</p>	<p>COVER STRIP</p>
<p>Size: 3"(w) x 12.5"(h) Rate: \$4840/€4415/£3905</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$3230/€2945/£2605</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$1755/€1600/£1415</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$6580/€5995/£5305</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$4400/€4015/£3550</p>

Covers and Premium Position Rates

Inside Front Cover Rate: \$11040/€10065/£8905	Inside Back Cover Rate: \$11040/€10065/£8905	Outside Back Cover Rate: \$11040/€10065/£8905
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Photonics West Show Daily 2022 - advertising opportunities

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

Eighth Page Product
Rate: \$1755/€1600/£1415

Eighth Page Product plus Star Product* on optics.org
Rate: \$2100/€1915/£1695

*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.



Photo courtesy of SPIE

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.

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events, SPIE Digital Library, Photonics Focus Magazine, SPIE Journals, and Webinars.

Let's talk about how we can create a multi-channel marketing campaign together!