

Make the news at **Photonics West 2026** – every day of the Show!

PHOTONICS WEST. SHOW DAILY

20 - 22 January 2026

- Be seen by over 24,000 attendees in the official daily newspaper, printed overnight with the latest show floor news.
- Guaranteed visibility with 3,000 copies distributed daily at exclusive, prime locations only accessible by SPIE.
- Extend your impact beyond the event with a digital version sent daily to the 20,000+ subscribers of the optics.org eNewsletter.



Make the news, every day of the Show

As the official business news channel for SPIE, optics.org publishes the Photonics West Show Daily, the flagship publication of the event and the only official daily newspaper printed on-site.

This is a completely unique product, delivered fresh each morning as the primary source of news for over 24,000 attendees. Advertising here places your brand at the center of the daily conversation.

Key Benefits of advertising in the Show Daily

- **The official authority:** Your message gains instant credibility by appearing in the only official daily newspaper of Photonics West. If it isn't in the Show Daily, then it isn't official.
- **Exclusive on-site distribution:** Gain unparalleled visibility that no other publication can offer.
- **3,000 print copies** are handed out each day at prime, high-traffic locations only accessible by SPIE, the event organizer, including registration desks and entrances.
- **Drive booth traffic** and reinforce your status as an industry leader.
- **Real-time relevance:** Capture the attention of attendees with a new edition published fresh each morning of the show, featuring the latest news from the show floor printed overnight.
- **Powerful digital extension:** Your advertisement also appears in the daily Show Daily eNewsletter, reaching 20,000+ optics.org subscribers, and remains hosted online for 12 months for year-long exposure.



Photo courtesy of SPIE

Advertising rates and opportunities

We offer a wide range of advertising positions and sizes to meet every marketing need and budget, from high-impact brand advertising to new product adverts that sit alongside relevant editorial.



Publication schedule 2026

Show: Photonics West, San Francisco, California, USA
Dates: 20, 21, 22 January 2026
Materials deadline: 10 December 2025 **Materials deadline:** 15 December 2025

Pricing options

Advert-Package	USD	Euros	GBP
Full page	\$8,765	€7,540	£6,575
Double page spread	\$14,335	€12,330	£10,750
Half page (horizontal/vertical)	\$6,560	€5,640	£4,920
Third page (horizontal/vertical)	\$5,455	€4,690	£4,090
Junior ad/half island	\$6,995	€5,985	£5,160
Quarter page	\$3,585	€3,085	£2,690
Eighth page product	\$1,985	€1,705	£1,490
Eighth page product + Star Product	\$2,240	€1,926	£1,680
Cover strip	\$5,455	€4,690	£4,090
Inside front/back/outside cover	\$10,815	€9,300	£8,110

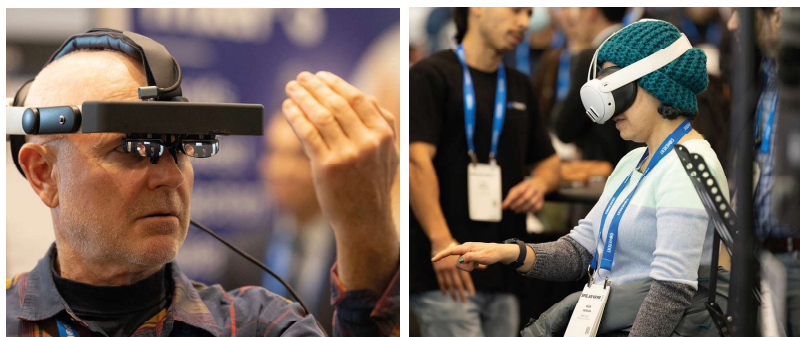
Get your technology on the buyer's agenda

The **Product Focus** is a dedicated showcase for technology, incorporated directly within the official **SPIE Photonics West Show Daily**.

This unique placement means your product isn't just being advertised; it's being presented to over 24,000 attendees as they actively plan their visit, making it a powerful tool to drive booth traffic and influence purchasing decisions before the show even starts.

Key benefits

- **Drive direct booth traffic:** We include your booth number directly in your advertisement, creating a clear path from the page to your booth for interested buyers.
- **Spotlight new products:** The format is ideal for announcing a new product or ensuring a key technology gets the focused visibility it deserves.
- **Includes:** Everything in the Eighth Page Product Feature, **plus** a one-week **Star Product** campaign on optics.org, which delivers homepage promotion and inclusion in the weekly eNewsletter.



Eighth page product feature

A dedicated space in the Product Focus section. This is perfect for a clear and concise product message.

- **Includes:** Product image, 85-word description, full company details, and your booth number.



Eighth Page Product plus Star Product* on optics.org

The ultimate package for a new product launch, combining the power of the Preview with high-impact digital promotion.

Pricing options

Advert-Package	USD	Euros	GBP
Eighth page product	\$1,985	€1,705	£1,490
Eighth page product + Star Product	\$2,240	€1,926	£1,680

Advert sizes and specifications

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.

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

Contact

Rob Fisher to secure your placement:

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org



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

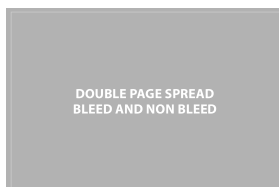
Deadlines

Booking deadline: **10 December 2025** Materials deadline: **15 December 2025**

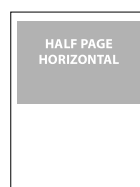
(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)



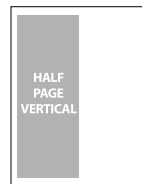
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Bleed: 10.75"(w) x 13.75"(h)
Max image area for non bleed
ad: 9.75"(w) x 13"(h)



Trim: 21"(w) x 13.5"(h)
Bleed: 21.25"(w) x 13.75"(h)



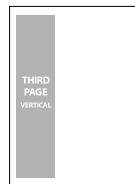
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No bleed



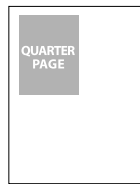
Size: 4.5"(w) x 12.5"(h)
No bleed



Size: 9.75"(w) x 4"(h)
No bleed



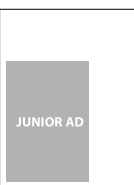
Size: 3"(w) x 12.5"(h)
No bleed



Size: 4.5"(w) x 6.25"(h)
No bleed



Size: 4.5"(w) x 3"(h)
No bleed



Size: 7.25"(w) x 10"(h)
No bleed



Size: 9.75"(w) x 2.5"(h)
No bleed

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.