An exclusive publication dedicated to delivering the latest news from the Imaging and Machine Vision markets.

The optics.org VISION Focus is an exclusive digital publication dedicated to delivering the latest business, marketing and application news from the imaging and machine vision markets.

With digital promotion to over 14,000 industry professionals and known attendees of the VISION show, VISION Focus will enable you to promote your latest products, enhance brand and encourage direct contact at key times in the imaging and machine vision calendar.

Ensure your latest product launches, press releases and exhibition attendance are seen by the key decision makers; from high speed industrial processes to biomedical imaging, security+defense and multispectral applications. We’ve got it covered!

Working in partnership with optics.org, VISION Focus guarantees exposure in highly relevant vertical markets, whilst also expanding product promotion to a wider audience and increasing the potential to reach new customers. optics.org has over 40,000+ user visiting the site every month.

Circulation
- Distribution 14,000 industry professionals working throughout the vision supply chain
- Bonus print distribution at key exhibitions and events throughout the year
- Promotion in the optics.org weekly newsletter – sent to over 25,000 subscribers
- Promotion on the optics.org homepage (over 12,000 monthly visits)
- Hosting on the optics.org website for 12 months

Target markets and applications
- High speed imaging
- Biomedical research
- Agriculture
- Security
- Transportation
- Industrial processes
- Quality control and Safety

Job Function
- Senior Management
- Design & Development/System Integration
- Manufacturing/Production Engineering & Quality Control
- Engineering Management
- Research & Development

Cost effective marketing
VISION Focus is a digital magazine. We have no printing or postage costs and pass these savings onto you. Working in partnership with the optics.org website VISION Focus combines the best of magazine and web media to ensure a global presence at a fraction of the cost of other trade magazines.
Vision Focus Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>USD</th>
<th>Euros</th>
<th>GBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Strip</td>
<td>$1,250</td>
<td>€1,150</td>
<td>£960</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,750</td>
<td>€1,615</td>
<td>£1,345</td>
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<tr>
<td>Half Island (Junior Ad)</td>
<td>$1,200</td>
<td>€1,110</td>
<td>£925</td>
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<tr>
<td>Half Page</td>
<td>$950</td>
<td>€875</td>
<td>£730</td>
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<tr>
<td>Quarter Page</td>
<td>$550</td>
<td>€510</td>
<td>£425</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>$780</td>
<td>€720</td>
<td>£600</td>
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<tr>
<td>Sixth Page</td>
<td>$465</td>
<td>€435</td>
<td>£360</td>
</tr>
<tr>
<td>Sixth Page plus Star Product on optics.org</td>
<td>$630</td>
<td>€580</td>
<td>£485</td>
</tr>
</tbody>
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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 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 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
The **VISION Focus Newsletter** sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

**VISION Focus Newsletter** enables you to promote the latest products, show attendance and establish your company brand as an essential business partner. The **VISION Focus Newsletter** will push traffic directly to your website and encourage direct engagement.

### VISION Focus Newsletter - online dates
- 30th January 2019
- 10th April 2019
- 19th June 2019
- 11th September 2019

### Top Sponsor Position
Rate: $950/€875/£730

### Middle Sponsor Position
Rate: $780/€720/£600

Handy hint. **Newsletter Banners used in conjunction with leader or skyscraper banners on optics.org ensures month long brand visibility with a focused marketing message to drive traffic to your site.**