

SPIE.

the business of photonics
optics.org

media information 2022/23

optics.org

optics.org weekly newsletter

optics.org product focus

BiOS. Show Daily WEEKEND EDITION

SPIE Photonics West Show Daily

optics.org AR|VR|MR focus

optics.org VISION focus

optics.org career center

optics.org

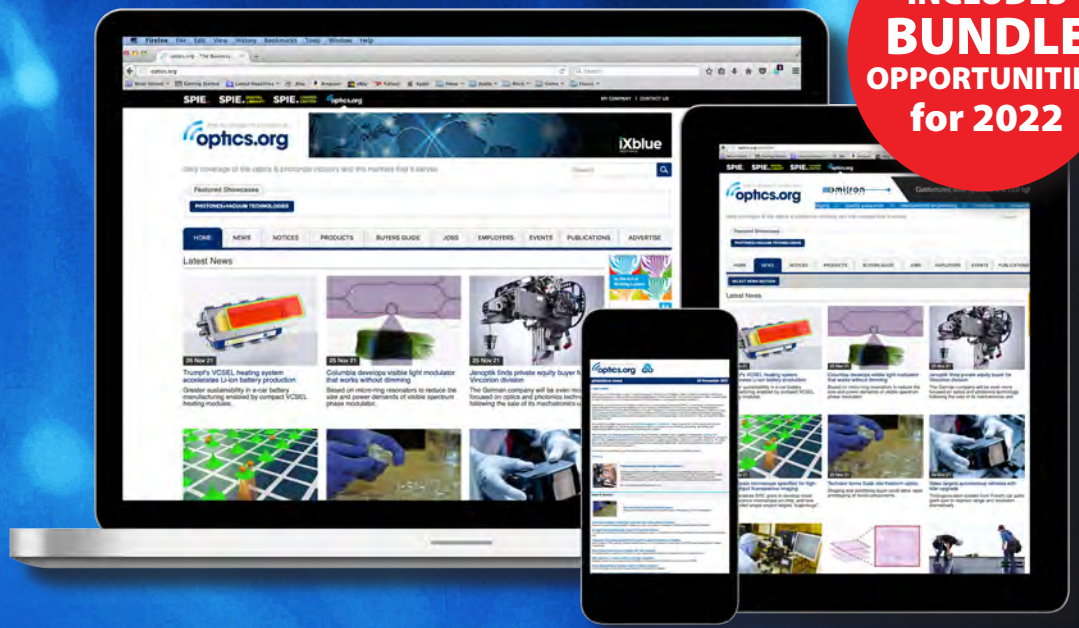
e: rob.fisher@optics.org

t: +44 (0)117 905 5330



Exhibition Promotions...Editor Interviews...Exclusive Homepage Pop-Up Banner!
New for 22!
(see page 6 for details)

**INCLUDES
BUNDLE
OPPORTUNITIES
for 2022**



optics.org - your gateway to new customers

SPIE's optics.org is the leading online resource for professionals using photonics based technologies, applications and for the diverse markets they serve.

After a period of unpredictable change optics.org continues to recognise the strategic value of staying digitally connected for the generation and retention of highly engaged customers.

It's also no surprise that businesses are seeking a diverse choice of digital marketing solutions and optics.org has created a comprehensive range of marketing solutions and opportunities that work exclusively in combination with both SPIE Photonics Focus and SPIE's Exhibition and Conference programme.

Work together with optics.org to generate marketing opportunities that will strongly and impressively showcase products, drive lead generation and facilitate peer networking that will empower your brands and build a strong presence alongside your key competitors.

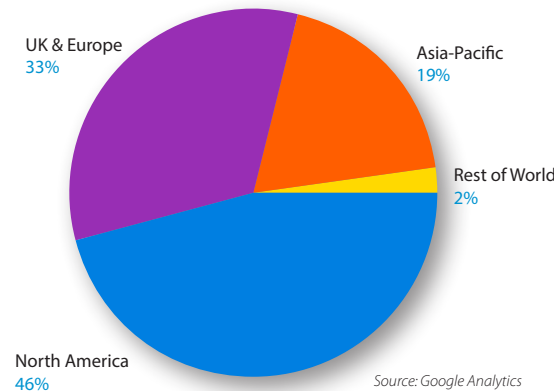
Please get in touch and we can help you create a targeted customer experience to put your brand and products in front of key decision makers who are also optics.org users and potential new customers looking to buy your products and services.

As we move into 2022 there has never been a stronger moment to drive your digital marketing strategies to put your company and products in front of key decision makers who are optics.org users.

If you don't have one then please talk to us. We can provide an enriched, targeted customer experience which enables users to interact directly with industry, as well as each other whilst supporting you in reaching thousands of potential new customers looking to buy your products and services.



Geographical breakdown of users



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optics.org - in-depth market content and analysis

“Our experienced team of journalists makes optics.org stand out from the crowd with its coverage of the photonics industry. Focused on the market trends and business developments that shape this high-tech sector, we bring you the stories behind the headlines – from market reports, mergers & acquisitions and CEO interviews, to industry events, start-up funding and patent disputes.

Whether it’s microscopy or solar energy, materials processing or infrared countermeasures, what sets optics.org apart is its attention to the commercial side of these technology-driven



industries, with an emphasis on straight talking and market insight.

Keep on top of the fast-moving sectors that are served by photonics: get our weekly newsletter, visit the site for daily updates or follow us on Twitter.”

Matthew Peach
Editor-in-Chief, optics.org

Editorial submissions

Got an announcement to make? Send me your ideas.

New product announcements

Similarly, I am keen to receive press releases detailing new products. Each one should be around 250 words and describe your product’s specifications and applications. You should supply a high resolution JPEG, or flash file of your product. There is no charge but inclusion of your product cannot be guaranteed.

Registered users can also log in to post their press and product releases.

Matthew Peach

Mob: +44 (0)7787 510949

E-mail: matthew.peach@optics.org

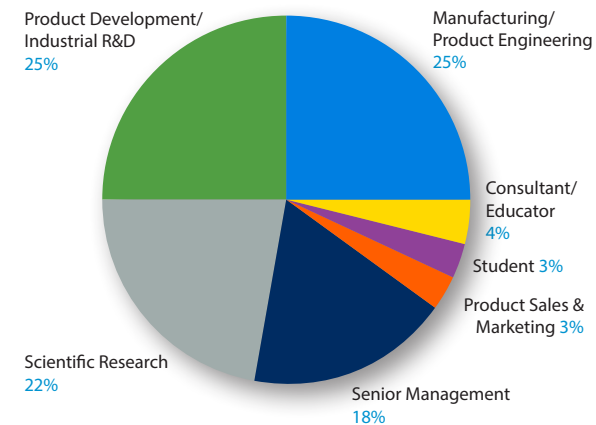
Press and product releases are moderated prior to publication.

an average of
over 30,000+
visiting the site every month*

* Google Analytics data – 01/02/2014 – 31/01/2015

Job function of users*

Over 80% of our users have responsibility for purchasing or specifying a wide range of products and services. Give your products prominence by advertising on optics.org



* Publisher's own data

over **1,100,000+**
downloads*

* Google Analytics data – 01/02/2014 – 31/01/2015



Photo courtesy of SPIE

3 simple stages

Take a look at optics.org's ad bundle opportunities – designed to deliver simple and cost-effective marketing programmes.

We've developed packages that deliver year-long promotion to our 30,000+ monthly digital users and 20,000+ weekly eNewsletter subscribers. We've also included priority listings in our 3000-company Buyers Guide and print promotion in our targeted Product Focus magazines.

There is currently huge demand for promotional services around key events throughout the year. Securing your bundle package will ensure your company and products have the visibility you need when you need it!

If you think you can get a better package with anyone else talk to us and we'll see what we can do!

See below for new Buyers Guide and bundle rates:

Stage 1

Choose your buyers guide listing

Free – Basic entry, no company logo, alphabetical listing.

Corporate Partner listing – Includes Company logo, enhanced entry and priority listing above Free listings

Investment \$775/€715/£600 per annum

Corporate Partner Platinum – Includes Company logo, enhanced entry, priority listing above Corporate Partners and Free Listings, Company logo displayed on all editorial pages.

Investment \$1795/€1660/£1380 per annum

Microsite – 5 page microsite, 150x150 banner promotion in the optics.org buyers guide, High Priority listing above Corporate Partner Platitudes, Corporate Partners and Free listings, company logo promoted on all editorial pages of optics.org

New: 12 mths - \$3000/€2780/£2310

Stage 2

Choose your ad campaign package

Option 1

- 2x Star Product
- 1 month Leader/Skyscraper banner across all editorial pages of optics.org
- 2x 125x125 homepage post it banner
- 1x Product Sponsor in the weekly eNewsletter*

Total Investment \$2500/€2310/£1925 per annum

Option 2

- 4x Star Product
- 4x month Leader/Skyscraper banner across all editorial pages of optics.org
- Introductory message in the weekly eNewsletter (middle position)*
- 1x White Paper
- 4x 125x125 homepage post it banner (duration 1 month per banner)

Total investment \$4495/€5150/£34600 per annum

Option 3

- 4x Star Product
- 4x Editorial banner (Leader or Skyscraper position)
- 4x Homepage Post-It
- 2x Editorial 125x125
- 2x White Paper
- 1x Top eNewsletter Sponsorship*
- 1x Editorial eNewsletter Sponsorship*
- 1x Middle eNewsletter Sponsorship*
- 1/6 page in the SPIE DCS Product Focus – includes distribution at the SPIE DCS Show and digitally to all 21,000 subscribers to the optics.org eNewsletter.
- 1/6 page in the SPIE Optics+Photonics Product Focus – includes distribution at the SPIE Optics+Photonics Show and digitally to all 21,000 subscribers to the optics.org eNewsletter.

or

- 1/6 page in all 4 editions of the VISION Focus magazine – print distribution at all major exhibitions and sent digitally to 14,000+ subscribers.

Total investment \$8595/€7935/£6615 per annum

* eNewsletter sponsorship excludes the week before, during and after Photonics West and Laser World of Photonics, Munich.



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!

Stage 3

Customise your package

Our bundle packages in Stage 2 offer the very best rates for our combined services, however we understand that these packages might not deliver the exact solution that your marketing strategy needs. If that's the case talk to the sales team about creating a bespoke package that meets your marketing need and advertising budget.

All services can be purchased individually or in multiples, so tell us what you need and we'll create a package to suit.

New for 2022

- Combine your tailored optics.org package with targeted banner, print and EAlert promotion using SPIE's Digital Library – over 10mil downloads
- SPIE Professional bimonthly magazine sent to over 18,000+ members
- Contact the sales team for details!

Contact

Advertising Sales Team

tel: +44 (0)117 905 5330

email: rob.fisher@optics.org

Microsite* (Max 5 page microsite)

- 5 page microsite built to spec where you can promote your company's expertise, products and capabilities
- priority positioning ahead of all other companies in relevant categories of the buyers guide
- 1x 120x60 company logo (for inclusion into the weekly newsletter)
- 150x150 Key Supplier banner (only Key Suppliers receive this prominent position on the homepage)
 - Max file size 200kb
 - Gif/animated gif, jpeg
 - If animated a max of 5 slides
 - Running time no more than 6 seconds
 - Banner animation must not loop

Rate:

New: 12 mths - \$3000/€2780/£2310

* Google Analytics report available on request.

Corporate Partner Platinum*

Corporate Partner Platinum delivers 12 months high ranking company and product promotion to users of optics.org's comprehensive buyers guide.

- priority positioning ahead of free listings and standard Corporate Partners in relevant categories of the buyer's guide
- company logo promoted on all editorial pages of optics.org
- an enhanced text listing including formatting and linking in the optics.org buyers guide
- company logo included in the optics.org weekly newsletter. The optics.org weekly newsletter is sent to more than 20,000 opt-in industry professionals.
- product announcements included in company listing

Rate:

12 mths - \$1795/€1660/£1380

* Google Analytics report available on request.



Photo courtesy of SPIE

Corporate Partner

As one of our Corporate Partners for a year you can benefit from:

- 12 months' company buyers guide promotion with company logo
- positioning ahead of free entries in all relevant categories of the buyers guide
- enhanced company entry
- company logo in all product postings

Rate:

12 mths - \$775/€715/£600

Show Calendar 2022

optics.org and members of the team will be present at the following shows during 2022:

SPIE BioS

22 – 23 January, San Francisco, USA

Product Focus*

SPIE Photonics West

25 – 27 January, San Francisco, USA

Product Focus**

SPIE Photonics Europe

5 – 6 April, Strasbourg, France

SPIE Defense & Commercial Sensing

5 – 7 April, Orlando, USA

Product Focus

LASER World of Photonics

26 – 29 April, Munich, Germany

Product Focus

SPIE Astronomical Telescopes+Instrumentation

19 – 21 July, Montreal, Canada

SPIE Optics+Photonics

23 – 25 August, San Diego, USA

Product Focus

SPIE Sensors+Imaging

6 – 7 September, Berlin, Germany

OPTATEC

27 – 29 September, Frankfurt, Germany

Product Focus

VISION

4 – 6 October, Stuttgart, Germany

SPIE Photonex

6 – 8 Dec September, NEC Birmingham, UK

Product Focus***

*Included in the Photonics West Show Daily Weekend edition - See BIOS Show Daily for rates (on page 15)

**Included in the Photonics West Show Daily - See Show Daily for rates (on page 19)

***Included in the Photonex Review magazine - See Photonex Review for rates (on page ??)

Subject to change

New for 22!

Exhibition Promotions

Product Demo Video

Expand the exposure of your brand and products beyond the exhibition with a professionally recorded product demo video. Reach potential buyers that can't make it to the show, highlight latest products beyond product images and datasheets.

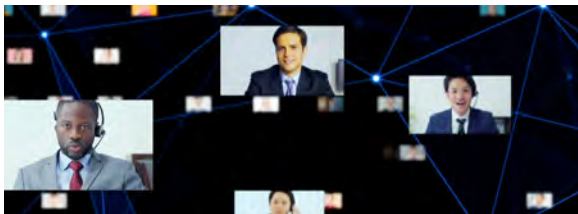
- recorded onsite with our professional production team. Product Demo videos enable you to present latest products or systems to the readers of optics.org (30,000+ per month), throughout out optics.org
- post production: We'll tidy up your demo video and provide you with an MP4 copy to use with your own promotions.
- hosted on optics.org for 12 months and promoted via the optics.org 'Products' pages. Product Demo videos deliver high value content and much needed brand and product exposure.
- Product Demo Videos will also be hosted in the optics.org exhibition Showcase and sent out to all 20,000+ subscribers of the optics.org eNewsletter.

Duration: Max 5 mins per video

Product Demo videos will be available at:

- BiOS
- Photonics West
- Laser World of Photonics
- VISION

Investment: \$2500/€2310/£1925



Editor interview

10 min Q&A with Editor In Chief – Matt Peach

Branded advertising in print or online is a cost effective way to reinforce the company name in association with products or application areas, but to really connect with existing and potential buyers the best way to communicate is with a video interview with the editor of optics.org.

- highlighted and promoted on optics.org in advance of key events this is the perfect opportunity to deliver information on company advancements, areas of growth and share success stories.
- supports thought leadership marketing strategies aligning company ethos and expertise to quality of service or products.
- pre-recorded to ensure delivery of high quality content
- timely promotion ahead of key events/product launches/ major announcements
- promoted via the optics.org website, optics.org eNewsletter and social media channels

Investment: \$3500/€3235/£2695

Exclusive Homepage Pop-Up Banner

(500x350pixels)

Exclusive month long pop-up banner on the homepage of optics.org

Pop-up banners demand attention and will guarantee high impact brand and product promotion delivering a targeted message to over 30,000 users every month.

Engage with optics.org users and drive traffic to your site. Ideal for promotion of video demos, data sheets or to deliver whitepapers/thought leadership content.



An optics.org interview with Simon Andrews, Fraunhofer UK.

Promote show attendance, encourage engagement of surveys or encourage direct communications to our 30,000+ international users.

(46% North America, 33% Europe, 19% Asia, 2% ROW)

Exclusive promotion for the whole month*

\$5950/€5495/£4580

**Excludes communications from optics.org or SPIE*

optics.org Webinar Series

optics.org webinar focus

Become a thought leader, engage with the a global audience, expand your reach and develop good quality leads.

optics.org is launching our Quarterly Webinar Focus on core technologies. We'll be presenting the very latest news with targeted editorial coverage, product demos and relevant companies in advance of key events.

No matter the size of your business the team at optics.org will help you to develop your webinar strategy, prepare your presentation and help to promote it. We'll also provide you with the platform to deliver your webinar and provide you with metrics on all the registered sign-ups and leads generated.

Technology Focus

Industrial Lasers, materials processing
22 – 24 March

Technology Focus

IR Sensors, thermal imaging, AR/VR technologies
14 – 16 June

Technology Focus

High speed imaging, CMOS sensor technology
20 – 22 September

Technology Focus

Photonics for life science applications
22 - 24 November

Webinar/Webcast

You control the content!

Running Time: Approx 45 mins with 15 min Q&A

What does the promotion of the webinar/webcast include?

- 4 weeks promotion on the optics.org homepage and throughout out optics.org
- 4 weeks promotion in the optics.org weekly eNewsletter
- 4 weeks promotion via social media (LinkedIn/twitter)
- branded webcast/webinar
- dedicated hosting page

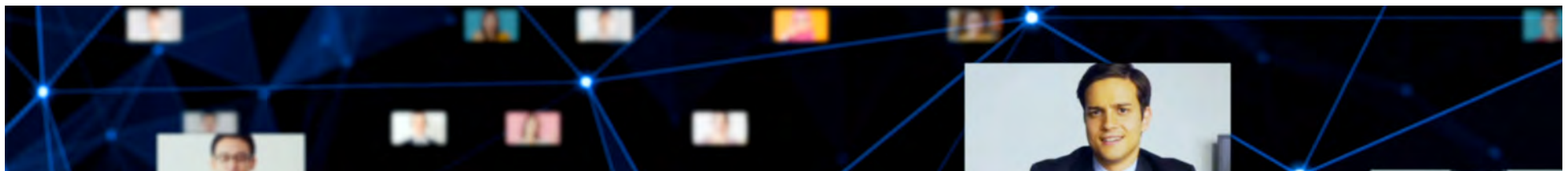
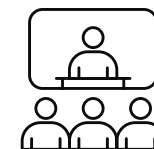
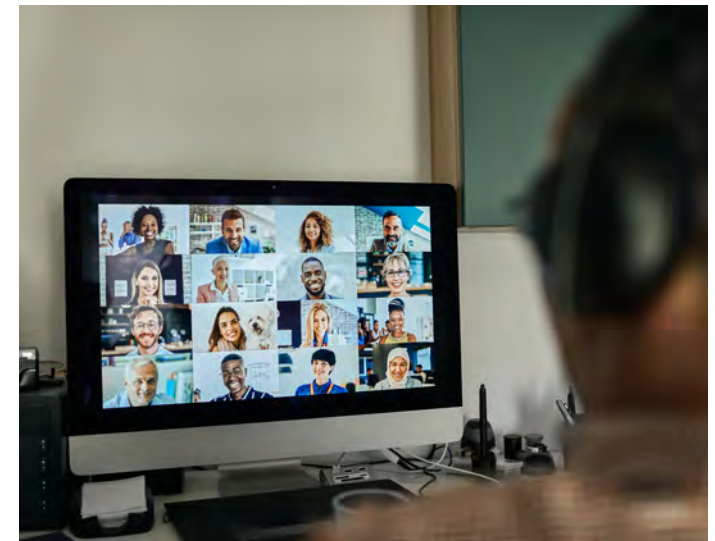
What do you get?

- full contact info of the sign ups/participants
- production support before, during and post event
- all webcasts/webinars will be archived on the optics.org website for a minimum of 12 months
- an MPV file of your webinar for use on your own website or video channel
- statistics on attendee engagement
- the ability to ask survey/polling questions

All banners excluding Key Supplier 250x250 should be a gif/animated gif/jpeg/Flash file. All flash files must have the url embedded.

Rate:

Each - \$4950/€4615/£3845



optics.org - advertising and marketing solutions *(continued)*

White Papers

Basic promotion of white papers on optics.org is free.

Simply send us your PDF with a strapline and 125x125 banner and we'll post it up on our popular white paper section.

Materials needed:

- Whitepaper/Technical paper PDF
- Headline/Strapline (*max 25 words*)
- 125x125 banner image
- 60 word promotional text (*premium whitepapers only*)

Why not use your white paper as an effective way to engage with the users of optics.org. Upgrade your white paper to our premium service

Whitepaper premium

- 2 weeks promotion in the weekly eNewsletter, as a sponsor.
- 4 weeks banner promotion across all editorial pages of optics.org
- 4 weeks social media promotion via LinkedIn (*optics.org and SPIE groups have over 20,000 members*)
- Name and contact email of users that download your whitepaper

Rate:

Basic white paper – FREE

White Paper Premium - \$2275/€2100/£1750

Star Product

Star Product is an efficient and highly effective product promotion on the homepage of optics.org as well as a priority position on all product pages. Your Star Product will also be added to the weekly newsletter and sent to over 20,000+ subscribers with a product image, brief description and link to your Star Product entry on optics.org.

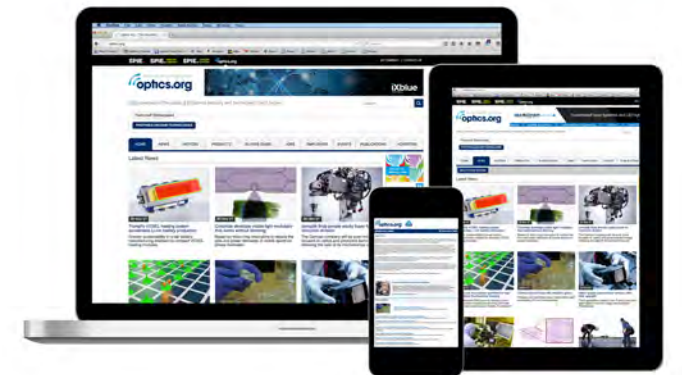
- duration 1 week
- inclusion into the weekly eNewsletter
- product image on home page (*one of only 6 product image positions available*)
- product image and headline description included in the weekly newsletter.
- the optics.org weekly newsletter is sent to more than 20,000 opt-in industry professionals
- extended product description
- company contact information
- hyperlink to your website
- 300x200 pixel product image

Rate:

One product - 1 week - \$685/€630/£525

Five products - 5 weeks - \$620/€570/£475

Ten products - 10 weeks - \$545/€505/£420



Homepage Banners

The optics.org homepage is the gateway to the resources and news available with 1000s of industry professionals visiting it every month. Taking advantage of a Homepage Leader or Homepage Skyscraper ensures exclusive positioning in front of the optics.org audience.

1. Homepage Leader

The Homepage Leader banner offers premium brand visibility to the photonics industry's largest online audience. A larger banner space ensures maximum visibility on the page supporting your brand and emphasizing your company's dominance in the photonics market.

- Duration 1 month
- Leader banner 728 x 90
- Exclusive banner position (only 4 positions available per month)
- Hyperlink to your web site

Rate:

1 month - \$2080/€1920/£1600

2. Homepage Skyscraper

The Homepage Skyscraper puts your company alongside the premium editorial generated from across optics.org. Eye catching Skyscrapers offer an alternative to standard banner advertising.

- Duration 1 month
- Skyscraper banner size 120 x 600
- Exclusive banner position (only 4 positions available per month)
- Left hand side of home page
- Hyperlink to your website

Rate:

1 month - \$1450/€1340/£1115

3. Homepage Post It

Do just that! Post a product promotion or company message on the homepage so that our audience can see who you are up to.

- Duration 1 month
- Post it size 125 x 125
- Bottom left hand position
- Hyperlink to your website

Rate:

1 month - \$715/€660/£550

The screenshot shows the optics.org homepage layout. At the top, there are navigation links for SPIE, DIGITAL LIBRARY, and CAREER CENTER. The main header features the optics.org logo and a search bar. Below the header is a 'Featured Showcases' section with a button for 'PHOTONEX+VACUUM TECHNOLOGIES'. A navigation menu includes links for HOME, NEWS, NOTICES, PRODUCTS, BUYERS GUIDE, JOBS, EMPLOYERS, EVENTS, PUBLICATIONS, and ADVERTISE. The 'Latest News' section displays several articles with images and headlines, such as 'Trumpf's VCSEL heating system accelerates Li-ion battery production' and 'Columbia develops visible light modulator that works without dimming'. On the right side, there is a vertical pink banner labeled '2'. A pink box labeled '3' is positioned over the news articles. A large pink banner at the top of the page is labeled '1'.

Editorial Banners

Over 70% of users visiting **optics.org** go straight to editorial articles. Make sure your company products and brand are amongst the core of the **optics.org** audience.

1. Editorial Leader

Editorial banners offer premium visibility across all areas of editorial focus. Highlight your company's products and expertise and brand above the latest news in market growth, business analysis, product applications and R&D.

- Duration 1 month
- Leader banner 728 x 90
- Hyperlink to your web site

Rate:

1 month - \$1850/€1710/£1425

2. Editorial Skyscraper

A high impact banner position along side the latest the latest editorial developments. Highlight your company's products and expertise and brand above the latest news in market growth, business analysis, product applications and R&D.

- Duration 1 month
- Skyscraper banner size 120 x 600
- Right hand side of editorial pages
- Hyperlink to your website

Rate:

1 month - \$950/€875/£730

3. Editorial Post It

Outstanding value that offers a targeted promotion of products and brand. Immediately eye catching location and included in all editorial articles.

- Duration 1 month
- Banner size 125 x 125
- Top left hand position
- Hyperlink to your website

Rate:

1 month - \$350/€325/£270

The screenshot shows the optics.org website interface. At the top, there are navigation links for SPIE, SPIE DIGITAL LIBRARY, SPIE CAREER CENTER, and optics.org. A search bar is located on the right. Below the navigation is a 'Featured Showcases' section with a button for 'PHOTONEX+VACUUM TECHNOLOGIES'. A main navigation menu includes HOME, NEWS, NOTICES, PRODUCTS, BUYERS GUIDE, JOBS, EMPLOYERS, EVENTS, PUBLICATIONS, and ADVERTISE. Below this is a 'SELECT NEWS SECTION' dropdown. The 'Latest News' section displays several articles with images and titles. A pink bar at the top right is labeled '1'. A vertical pink bar on the right side is labeled '2'. A pink box around a news article is labeled '3'.

Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or PNG. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

Advertising Material

You can e-mail your files to Rob Fisher at rob.fisher@optics.org

If time allows, your advert 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

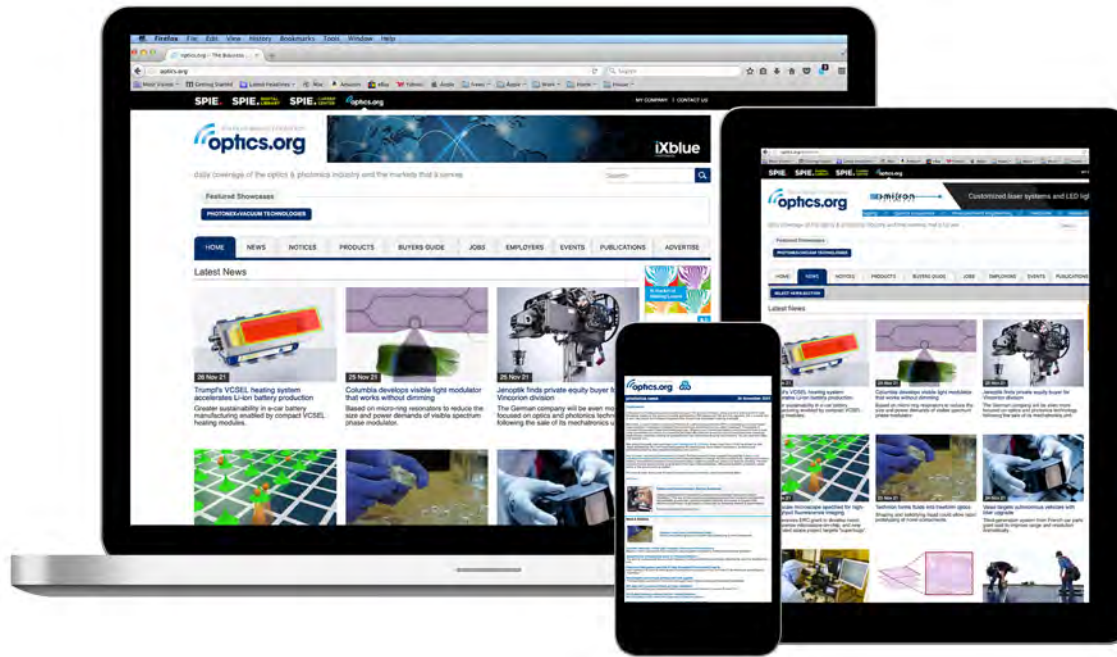
remains with the advertiser.

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 rob.fisher@optics.org



Size and shape specifications for advertising

	<i>Dimensions (pixels)</i>	<i>Max. file size gif, jpg (kb)</i>	<i>Max. file size anim. gif (kb)</i>
All Leader banners	728 x 90	50	150
All Skyscrapers	120 x 600	50	150
Key Supplier banner	150 x 150	50	150
Homepage Post It	125 x 125	25	150
Homepage Pop-Up	500 x 350	50	150
Editorial mini ad	125 x 125	25	150
Newsletter Sponsor	125 x 125	25	150
Key Supplier Homepage tile	120 x 60	25	n/a
Corporate Partner tile	120 x 60	25	n/a
Star Product image	300 x 200	100	n/a

optics.org weekly eNewsletter

optics.org weekly eNewsletter is an extremely cost effective way to get products to market, drive traffic to your company website and engage with the photonics community.

Newsletter sponsorship includes:

- Company header or strap line (max 10 words)
- Sponsor message (Max 65 words)
- Linking URL
- 125x125 banner, company logo, product image
- Information is provided on companies that click on your sponsor message from the newsletter

Newsletter sponsorships sell out very quickly so contact the sales team today to secure the best weeks available.

1. **Top Sponsor Position**
Rate: \$950/€895/£790 per week
2. **Editorial Sponsor**
Rate: \$775/€730/£645 per week
3. **Middle Sponsor Position**
Rate: \$625/€590/£520 per week
4. **Product Sponsor**
Rate: \$500/€470/£415
5. **Star Product**
\$600/€565/£500
6. **eNewsletter Banner**
Rate: \$475/€450/£395

now exceeds
20,000
subscribers*

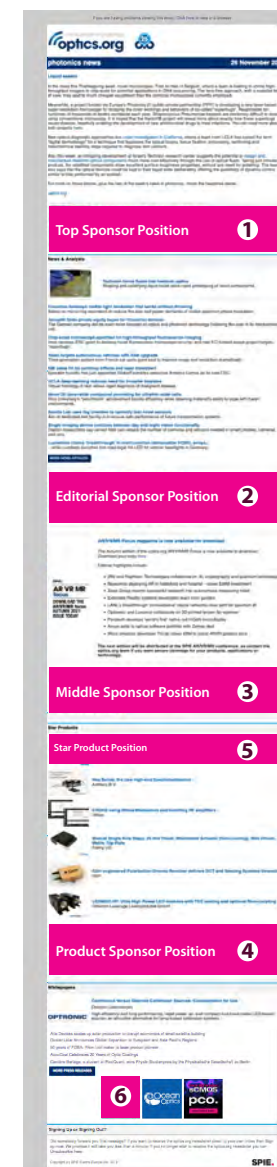
* Publisher's own data

eNewsletter Special Editions

- **SPIE BiOS Special Special Edition**
Published 19 January 2022
- **SPIE Photonics West Special Edition**
Published 25 and 26 January 2022
- **SPIE Defense & Commercial Sensing Special Edition**
Published 30 March 2022
- **LASER World of Photonics Special Edition**
Published 20 April 2022
- **SPIE Astronomical Telescopes+Instrumentation Special Edition**
Published 13 July 2022
- **SPIE Optics+Photonics Special Edition**
Published 17 August 2022

1. **Top Sponsor Position**
Rate: \$1105/€1020/£850
2. **Editorial Sponsor**
Rate: \$884/€816/£685
3. **Middle Sponsor Position**
Rate: \$767/€708/£590
4. **Product Sponsor Position**
Rate: \$637/€588/£490
5. **Star Product Position**
Rate: \$685/€630/£525
6. **eNewsletter Banner**
Rate: \$515/€474/£395

Handy hint. eNewsletter 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.



Adverts

All banners and logos must be supplied as GIF, animated GIF, JPEG or EPS. The maximum length of animation for animated GIF files is 15 seconds with a maximum of three loops through the animated sequence.

Advertising Material

You can e-mail your files to Rob Fisher at rob.fisher@optics.org

If time allows, your advert 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

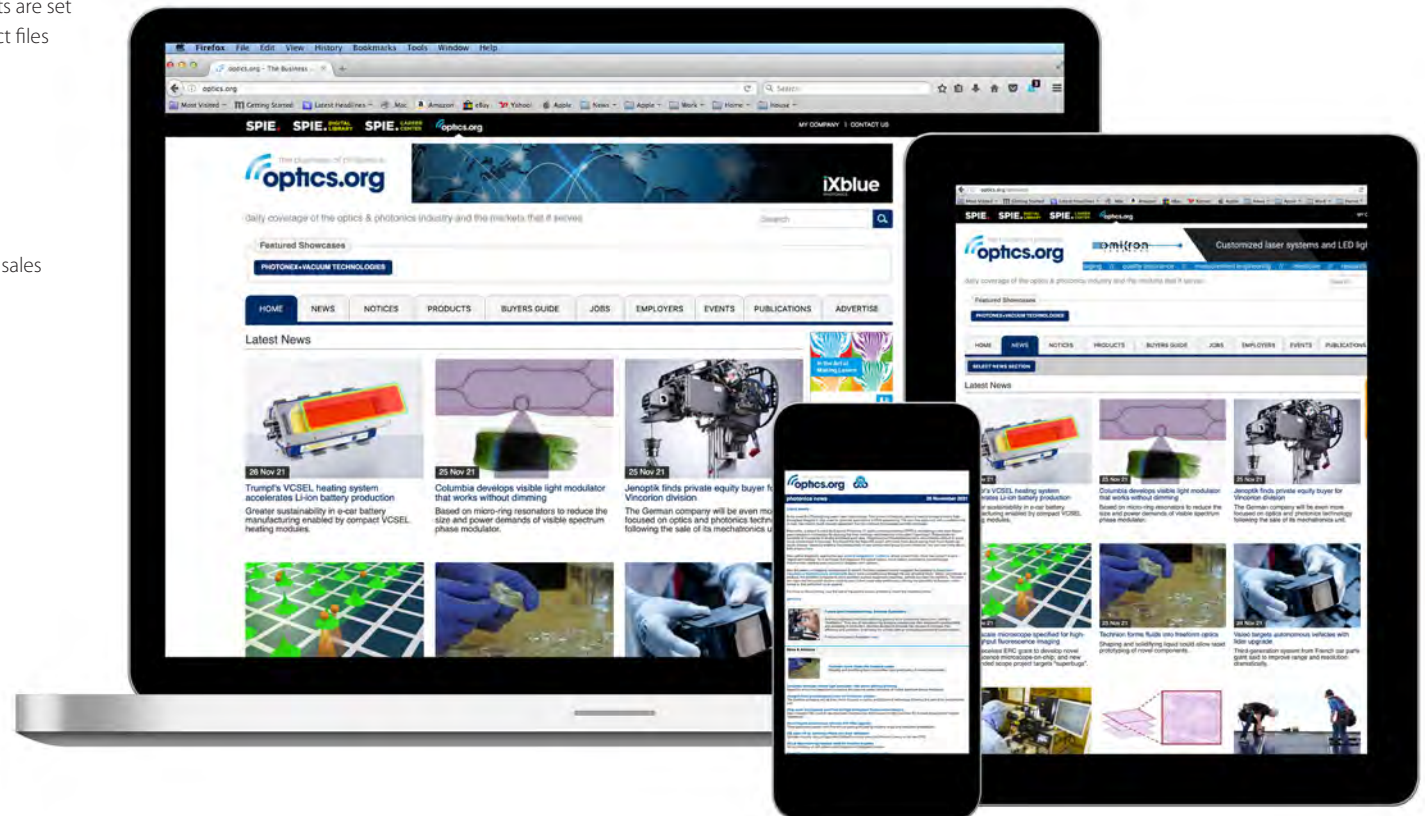
All UK advertisers are subject to VAT at 20%.

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

Size and shape specifications for advertising

	Dimensions (pixels)	Max. file size gif, jpg (kb)	Max. file size anim. gif (kb)
Sponsor Banner	125 x 125	25	150



2022 promises to deliver an overflowing events calendar that will leave little time between shows for additional product promotions, upgrades or new applications. To maximise on the time, money and effort spent around exhibitions and tradeshows, optics.org will be publishing the optics.org product focus a cost effective tradeshow magazine that delivers your product information into the hands of attendees.

If you can't attend a show or just need to give your products a bit of a push then advertise in the **optics.org product focus** magazine. Product Focus is a well-established and recognised source of product news at key shows throughout the year. Actively read by attendees the **optics.org product focus** magazine is a cost effective way to announce latest products and applications to potential buyers.

Distributed at key shows as well as sent digitally to our 20,000+ eNewsletter subscribers. Product Focus is the most direct way to communicate your latest product launches or give existing product lines the exposure they need. Even if you're not exhibiting you can still reach the attendees in the **optics.org product focus** and we'll make sure you secure vital exposure alongside competitors' 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 nearly 25 years 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 2022

Show	Dates	Focus	Booking/Copy Deadline	Distribution
SPIE BIOS and Photonics West San Francisco, USA	22 - 27 January	All light-driven products and technologies	7 January 2022	19,000 copies subscribers to SPIE Photonics Focus magazine + current and past attendees to the BioS and Photonics West exhibs.
DCS (Defense & Commercial Sensing) Orlando, Florida, USA	5 - 7 April	All IR related products and applications	15 March 2022	20,000 digitally + print distribution throughout the event
LASER World of Photonics Stuttgart, Germany	26 - 29 April	All light-driven products and technologies	1 April 2022	20,000 digitally + print distribution throughout the event
SPIE Optics+Photonics San Diego, USA	23 - 25 August	Nanotechnology and light driven products and technology	29 July 2022	20,000 digitally + print distribution throughout the event
OPTATEC Frankfurt, Germany	27 - 29 September	Optical fabrication and optical component manufacturing and technology	2 September 2022	20,000 digitally + print distribution throughout the event
SPIE Photonex (review)	6 - 8 December	Quantum technology, silicon photonics, biomedical imaging and photonics	4 November 2022	20,000 digitally + print distribution throughout the event + 5,000 posted copies to current and past attendees

* Prices and sizes for advertising in the Photonics West Product Focus can be found in the SPIE Photonics West Focus media information.

optics.org product focus - advertising opportunities

Product Focus Ad Sizes and Rates

Booking/Copy Deadlines: See Publication Schedule 2022 (page 14)



Size: 180mm (w) x 200mm (h).
Rate: \$2500/€2310/£1925



Size: 86mm (w) x 84mm (h).
Rate: \$650/€600/£500

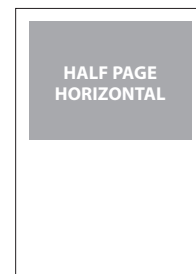


Sixth Page Product plus Star Product* on optics.org
Rate: \$995/€920/£765

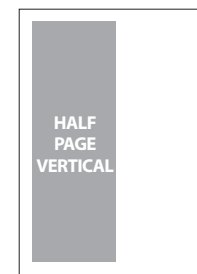
**Star Products deliver homepage promotion and inclusion into the optics.org newsletter for 1 week (Rate card cost \$685/€630/£525).*



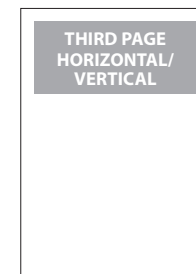
Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).
Rate: \$1950/€1800/£1500



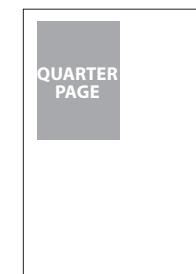
Size: 180mm (w) x 130mm (h).
No bleed.
Rate: \$1250/€1154/£960



Size: 87mm (w) x 267mm (h).
No bleed.
Rate: \$1250/€1154/£960



Size: 180mm (w) x 84mm (h).
No bleed.
Rate: \$1050/€970/£810



Size: 87mm (w) x 130mm (h).
No bleed.
Rate: \$850/€785/£655

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 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



Photo courtesy of SPIE

PHOTONICS WEST
BIOS.
SHOW DAILY WEEKEND EDITION

28 - 29 January 2023

- the official magazine incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- reconnect with customers and prospects in San Francisco

SPIE. BIOS EXPO
Part of Photonics West

WEEKEND EDITION | SPIE. | optics.org | JANUARY 22-23, 2022

PHOTONICS WEST BIOS SHOW DAILY

Nanoscope has vision set on optogenetics
D. 04

Credit: Nanoscope Technologies

BiOS Hot Topics: imaging techniques break new ground

Advances in photoacoustic tomography, deep learning, and super-multiplex spectroscopy offer new views of cells and blood vessels.

Despite a period of severe disruption to clinical practice and supply chains, as well as to researchers lives, biophotonics and bioimaging innovations have continued to make dramatic advances. These breakthroughs are reflected now in the vitality of the BiOS Hot Topics session at SPIE Photonics West (Saturday, 28 January, 7:00 pm – 9:00 pm).

Professor Lihong Wang, the Bren Professor of Medical Engineering and Electrical Engineering at Caltech. Credit: Caltech.

"The continuing pandemic has definitely slowed things right down," said Lihong Wang, the Bren Professor of Medical Engineering and Electrical Engineering at Caltech and a pioneer in photoacoustic (PA) imaging techniques. "Everything from arranging for human subjects to take part in clinical trials to the ordering of components and devices from suppliers has been disrupted. Meetings have been virtual most

connecting with 2022 SPIE President Anita Mahadevan-Jansen

For her 30th Photonics West meeting, Vanderbilt University biophotonics pioneer can't wait to say hello.

It's all about connecting, says 2022 SPIE President Anita Mahadevan-Jansen, Professor and Director of the Vanderbilt Biophotonics Center at Vanderbilt University. For her, attending this year's Photonics West completes something of a circle in her professional life. Or maybe it's another lap.

First off, she is happy to share with you about the interesting and rewarding road she travelled to become President of an international technical society like SPIE. It began at Photonics West:

"When I was a graduate student, Photonics West and SPIE were synonymous. I attended my first Photonics West in 1992 as a second-year PhD student to present my most recent work," Mahadevan-Jansen says. "As it happened, attending my first Photonics West was one of the best decisions of my professional career. I walked into the meeting

ly slowed things right down," said Lihong Wang, the Bren Professor of Medical Engineering and Electrical Engineering at Caltech and a pioneer in photoacoustic (PA) imaging techniques. "Everything from arranging for human subjects to take part in clinical trials to the ordering of components and devices from suppliers has been disrupted. Meetings have been virtual most

connecting with 2022 SPIE President Anita Mahadevan-Jansen. SPIE President. Credit: Vanderbilt University.

Anita Mahadevan-Jansen, SPIE President, knowing just a handful of people and little else. In fact, I had walked into a new world." This week, she'll be juggling the

Don't Miss These Events.

SATURDAY

BIOS EXPO
12 - 5 PM, Moscone Hall D & E

BIOS HOT TOPICS
7 - 9 PM, Sun 202/25, South Hall, Level 2

HEALTHCARE STARTUPS PANEL
8 - 9:30 PM, Sun 202/25, Hall D/E (Exhibit Level)

SUNDAY

BIOS EXPO
10 AM - 4 PM, Moscone Hall D & E

FIRST TIMERS MEETUP
10:30 - 11 AM

2 - 2:30 PM
Networking into Booth, (Level 1 Moscone West)

NETWORKING RECEPTION IN THE EXHIBITION
2:30 - 3:30 PM, Moscone Hall D & E

NEUROTECHNOLOGIES RENAISSANCE
3:30 - 5:30 PM, Sun 202/25, Moscone South, Level 2

BIOS POSTER SESSION
5:30 - 7 PM, Lobby (Level 3 Moscone West)

For full information, see the technical program and exhibition guide or download the SPIE Conference app. Some events require registration.

IN THIS ISSUE.

p. 46 Welcome Back

p. 11 Gold Medal for Michael Burns

p. 18 Quantum microscope

Optikos 40 Years of Optical Excellence in Life Sciences

From gene sequencing to 3D surgical imaging to drug discovery.

Contact sales@optikos.com | optikos.com/life-sciences

Fundamental to business development

SPIE BiOS Expo 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 **BiOS. Show Daily Weekend Edition**, the official BiOS newspaper for **SPIE BiOS Expo**, to ensure that your products, marketing message and brand are delivered to conference attendees each and every day of the show.

Essential reading

The **BiOS. Show Daily Weekend Edition** will deliver compelling up to date content and insight on upcoming events, company news and latest products and applications.

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 **BiOS. Show Daily Weekend Edition**.

Massive distribution throughout the Show

Distribution of the **BiOS. Show Daily Weekend Edition** 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.



SPIE. **BiOS EXPO**

Part of Photonics West

Connect with customers and prospects in San Francisco

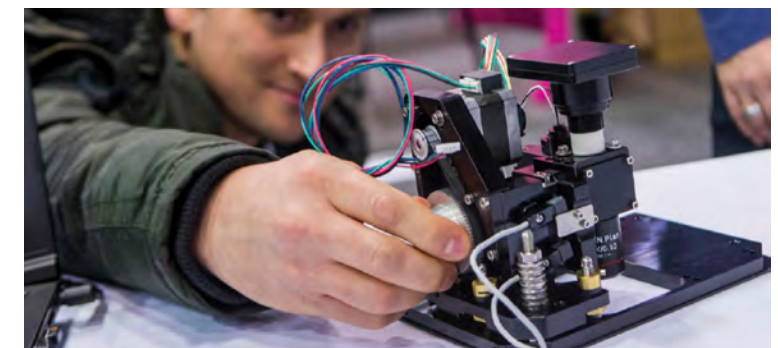
Share your latest solutions and make important contacts with the right audience as everyone assembles for an exciting year of collaboration and business growth. Meet new prospects face-to-face and reconnect with customers at the BiOS Expo in San Francisco.

Don't miss your opportunity to be a part of the world's largest marketplace for biomedical optics and biophotonics.

You can count on SPIE to follow health and event-management best practices to ensure a safe and productive opportunity to meet.

BiOS is at the forefront of emerging technologies

BiOS is the world's largest international biomedical optics conference, encompassing clinical, translational, and fundamental R&D in the field of biomedical optics and photonics. It provides the premier technical forum for reporting and learning about the latest research and development, including response to COVID-19, as well as for launching new applications and technologies.



Substantial distribution

The **BiOS. Show Daily Weekend Edition** 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 BiOS. Show Daily Weekend Edition – then it isn't official.

Benefits of being seen in the BiOS Show Daily WEEKEND EDITION at Photonics West

Connect your company with today's leading biomedical researchers

Showcase your latest advancements, products, or services to a qualified audience.

Connect with people who need your products and services

- Medical and optical physicists
- Biomedical research clinicians
- Optical instrument developers
- Equipment designers
- Bioengineers
- Cell physiologists
- Cancer therapists
- Molecular imaging specialists

Connect with people looking for solutions in a variety of categories

- Biomedical, medical imaging, health care
- Cameras and imaging systems
- Chemical and biological analysis
- Detectors, sensors
- Laser components and accessories
- Lasers and systems
- LED, OLED, Non-laser light sources
- Machine vision, Factory automation
- Materials processing, lasers in manufacturing
- Optical coatings, thin films
- Optical components
- Spectroscopy devices and equipment
- Test and measurement, metrology



BiOS, an important part of Photonics West

BiOS - the largest biophotonics, biomedical optics, and imaging event in the world - helps kick off SPIE Photonics West each year. Together, these two powerful events connect the global scientific community committed to advancing light-based research. Make sure your company is part of this important event.



PHOTONICS WEST BiOS. Show Daily WEEKEND EDITION - Rate Card 2023

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

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!

Deadlines

Reservations Due: **11 January 2023**

Materials Due: **11 January 2023**

BiOS. Show Daily WEEKEND EDITION 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: \$3300/€3045/£2540</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: \$5600/€5170/£4305</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$1920/€1770/£1475</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$1920/€1770/£1475</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$1575/€14505/£1310</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: \$1575/€14505/£1310</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$1075/€995/£830</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$555/€515/£430</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$2490/€2295/£1915</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$1760/€1625/£1355</p>

Covers and Premium Position Rates

Inside Front Cover Rate: \$11040/€10063/£8490	Inside Back Cover Rate: \$11040/€10188/£8490	Outside Back Cover Rate: \$11040/€10188/£8490
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SPIE Photonics West Show Daily

Make the news at **Photonics West 2023**

PHOTONICS WEST. SHOW DAILY

31 January - 2 February 2023

TUESDAY EDITION | SPIE | optics.org | TUESDAY JANUARY 24, 2023

PHOTONICS WEST SHOW DAILY

ARRIVING: Enter the metaverse

SPiE, University of Rochester create \$1M fund

On Monday, during the last day of the SPIE Photonics West 2023, the announced meeting of the SPIE and University of Rochester announced the establishment of the SPIE Endowment for Photonics Research and Education. The \$1 million endowment will provide financial resources to support research and education in the field of photonics at the University of Rochester.

Back to business...

BIOS opens with exhibitors eager to meet their customers and showcase their latest products after a long hiatus.

Optikos | 40 Years

Optikos | 40 Years of Clinical Excellence in Product Development and Manufacturing

WEDNESDAY EDITION | SPIE | optics.org | WEDNESDAY JANUARY 25, 2023

PHOTONICS WEST SHOW DAILY

Beam us up... with free space optics

Light control: VitreaLab wins Startup Challenge

After a 45-minute and intense pitch to a panel of judges at the SPIE Startup Challenge, VitreaLab was announced as the winner of the 2023 Startup Challenge. The team, led by CEO, Dr. David H. Kwon, and CTO, Dr. J. Scott Beatty, presented their innovative technology for light control in a fiber optic system.

Lidar leader Luminar is keeping the wheels turning

Automotive lidar pioneer Luminar is keeping the wheels turning with major partnerships with major automakers. The Orlando-based startup is poised for a big year.

Optikos | 40 Years

Optikos | 40 Years of Clinical Excellence in Product Development and Manufacturing

THURSDAY EDITION | SPIE | optics.org | THURSDAY JANUARY 26, 2023

PHOTONICS WEST SHOW DAILY

PHiST awards: Lighting the path to victory

A higher power: fiber lasers at the cutting edge

High-power fiber lasers are becoming a reality for many applications. The technology is advancing rapidly, and the market is growing.

THANKS FOR COMING—SEE YOU NEXT YEAR!

Optikos | 40 Years

Optikos | 40 Years of Clinical Excellence in Product Development and Manufacturing

- 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

Photonics West Show Daily 2023 - published on site each day

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.

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.



New edition published daily

Substantial daily distribution

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.

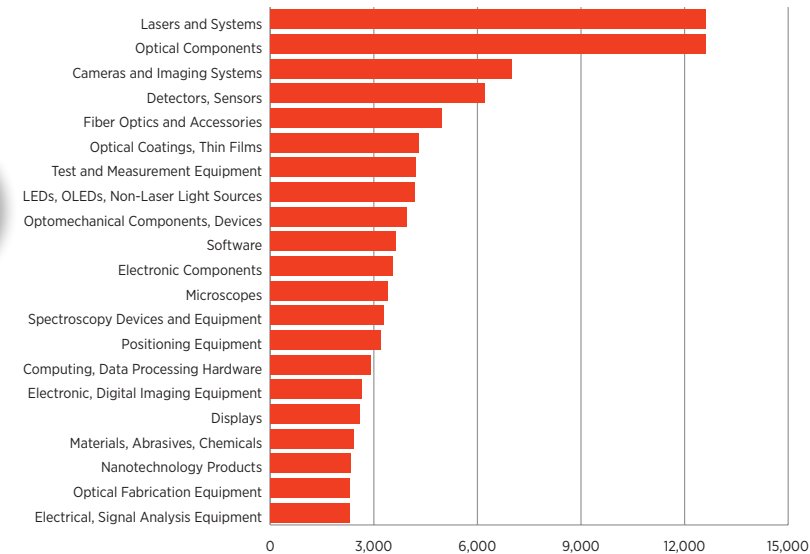
There are no substitutes

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 2023

Photonics West historically attracts over 20,000 international attendees.

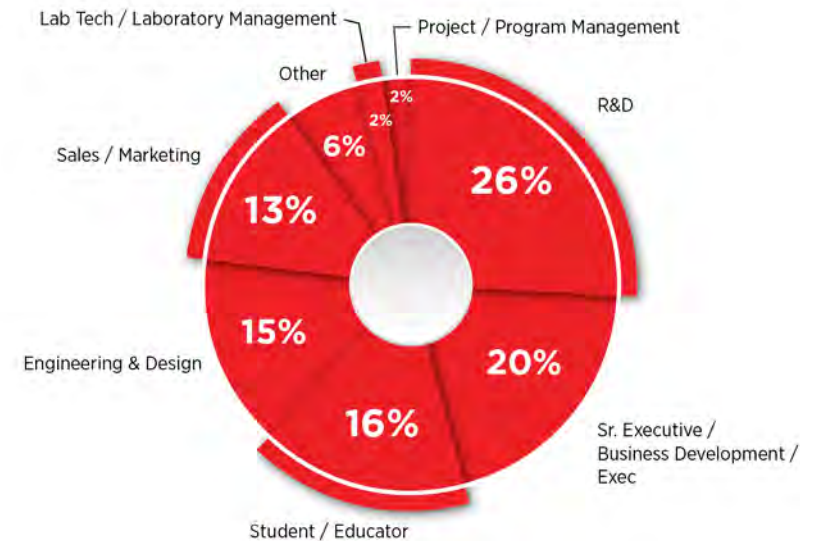
We look forward to seeing everyone again in San Francisco for the photonics industry's premier face-to face, live event.



Expand your revenue and your growth

Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



Photonics West Show Daily 2023 - 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

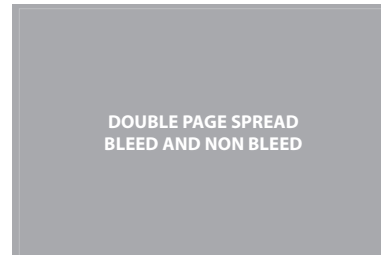
Reservations Due: **14 January 2023**

Materials Due: **14 January 2023**

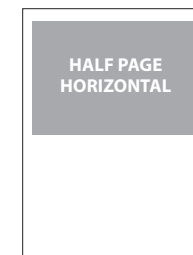
Show Daily Rates



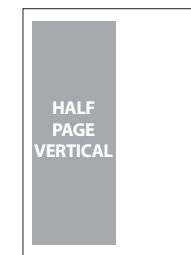
Trim: 10.5"(w) x 13.5"(h)
Bleed: 10.75"(w) x 13.75"(h)
Max image area for non bleed ad: 9.75"(w) x 13"(h)
Rate: \$7950/€7340/£6115



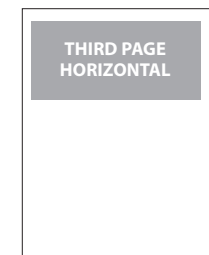
Trim: 21"(w) x 13.5"(h)
Bleed: 21.25"(w) x 13.75"(h)
Max image area for non bleed ad: 20.5"(w) x 13"(h)
Rate: \$14000/€12925/£10770



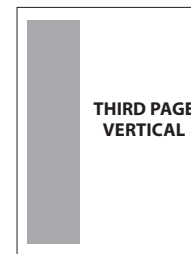
Size: 9.75"(w) x 6"(h)
Rate: \$5950/€5495/£4580



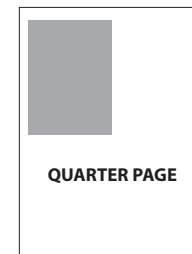
Size: 4.5"(w) x 12.5"(h)
Rate: \$5950/€5495/£4580



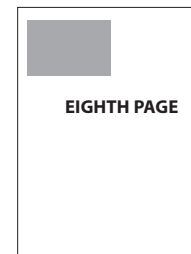
Size: 9.75"(w) x 4"(h)
Rate: \$4950/€4570/£3810



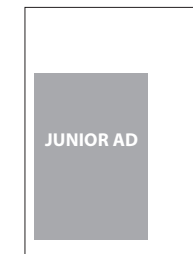
Size: 3"(w) x 12.5"(h)
Rate: \$4950/€4570/£3810



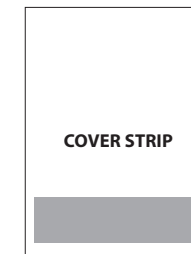
Size: 4.5"(w) x 6.25"(h)
Rate: \$3950/€3650/£3040



Size: 4.5"(w) x 3"(h)
Rate: \$1800/€1660/£1385



Size: 7.25"(w) x 10"(h)
Rate: \$6590/€6085/£5070



Size: 9.75"(w) x 2.5"(h)
Rate: \$4950/€4570/£3810

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

Photonics West Show Daily 2023 - 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: \$1800/€1660/£1385

Eighth Page Product plus Star Product* on optics.org
Rate: \$2250/€2075/£1730

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

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!



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.

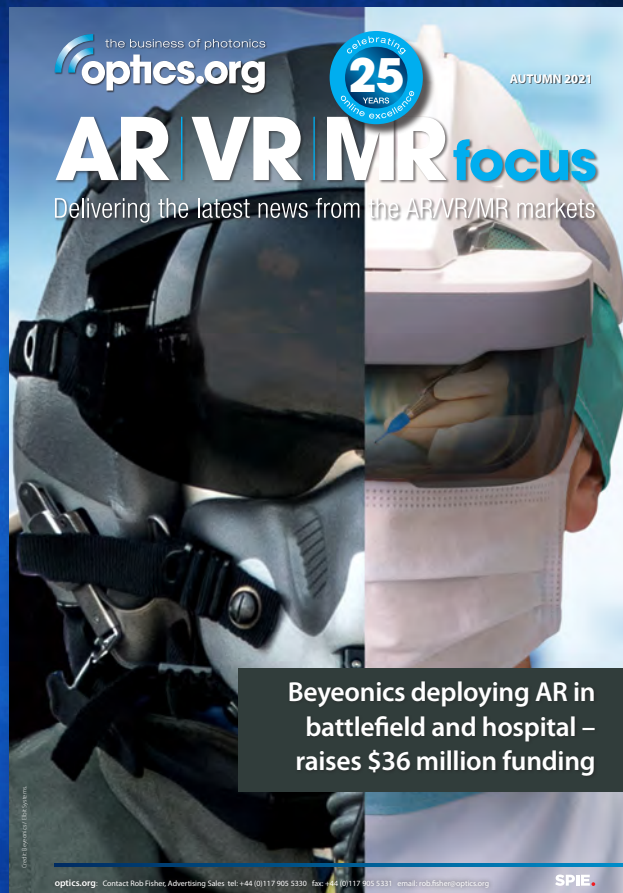
Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

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.

AR | VR | MR focus

Delivering the latest AR, VR, MR related technology and applications news

- the official magazine for the SPIE AR|VR|MR Conference San Francisco, 23 - 25 January 2022
- a magazine for AR,VR,MR hardware engineers and professionals



Publication and Editorial Schedule 2022

Winter Issue

Published January 2022

Booking/Materials Deadline: 23 December 2021

Bonus Distribution:

SPIE AR|VR|MR 23 - 25 February 2022

SPIE Photonics West 25 - 27 February 2022

SPIE Medical Imaging 20 - 24 February 2022

Spring Issue

Published April 2022

Booking/Materials Deadline: 4 March 2022

Bonus Distribution:

SPIE DCS 5 - 7 April 2022

Defense+Commercial Sensing

LASER World of Photonics 26 - 29 April 2022

Summer Issue

Published July 2022

Booking/Materials Deadline: 15 June 2022

Bonus Distribution:

SPIE Astronomical Telescopes+

Instrumentation 17 - 22 July 2022

SPIE Optics+Photonics 23 - 25 August 2022

Autumn Issue

Published October 2022

Booking/Materials Deadline: 7 September 2022

Bonus Distribution:

VISION 4 - 6 October 2022

SPIE Photonex 30 Nov. - 1 Dec. 2022

optics.org AR|VR|MR focus - 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.

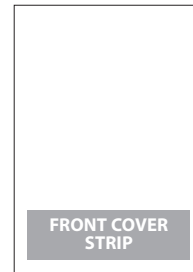
AR VR MR focus Rates	USD	Euros	GBP
Front Cover Strip	\$1340	€1030	£1250
Full Page	\$1880	€1445	£1750
Half Island (Junior Ad)	\$1235	€1125	£995
Half Page	\$1020	€785	£985
Quarter Page	\$590	€455	£550
Third Page Horizontal/Vertical	\$840	€645	£780
Sixth Page	\$500	€465	£385
Sixth Page plus Star Product on optics.org	\$675	€625	£520



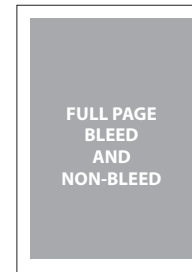
Photo courtesy of SPIE

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!

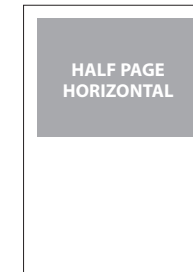
Deadlines - Booking/Materials - See page 25.



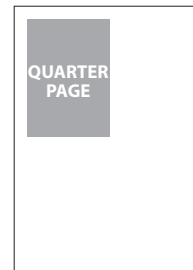
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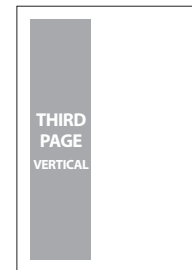
Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).



Size: 180mm (w) x 130mm (h).
No bleed.



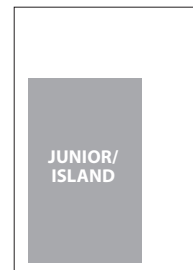
Size: 86mm (w) x 129mm (h).



Size: 54mm (w) x 267mm (h).
No bleed.



Size: 86mm (w) x 84mm (h).



Size: 117mm (w) x 198mm (h).

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 advertisers are subject to VAT at 20%.

Terms and conditions

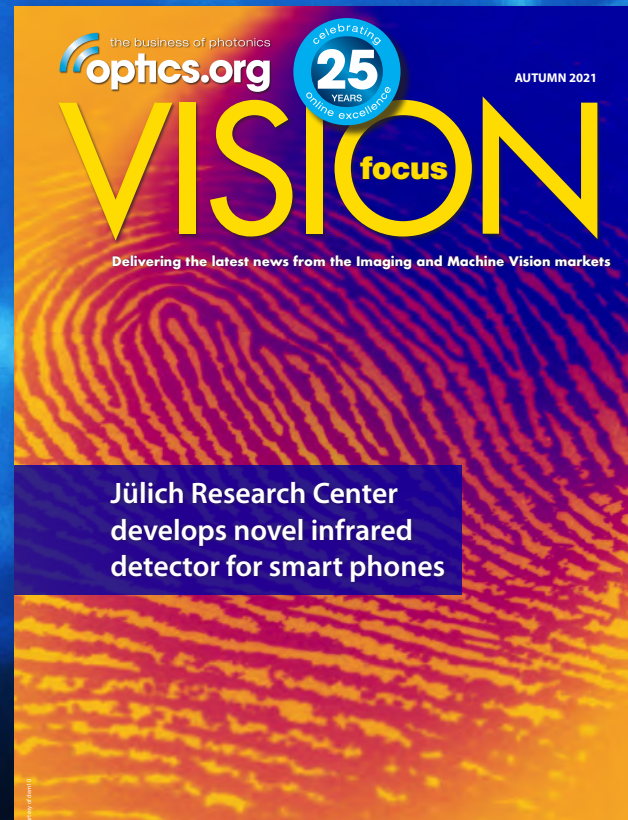
Advertising is accepted only on the basis of our "Conditions of acceptance for advertising".

For more information, contact the sales team or e-mail sales@optics.org

VISION focus

Delivering the latest news on Imaging and Machine Vision applications and technologies

- targeted at OEM's and system integrators VISION focus puts your products alongside the latest imaging business news, market trends and product launches



optics.org VISION focus

VISION focus magazine delivers the very latest news on imaging and machine vision applications and technologies. Targeted at OEMs and system integrators **VISION focus** puts your products alongside the latest imaging business news, market trends and product launches.



Sent out digitally to over 20,000 industry professionals every quarter **VISION focus** magazine is the most cost effective way to engage with potential buyers across a wide range of industries. From automated production lines to biomedical research **VISION focus** delivers news relevant to your products.

VISION focus will enable you to promote your latest products, enforce brand and encourage direct contact at key times in the imaging and machine vision calendar. Ensure your latest product launches, press releases and in-person or virtual tradeshow 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 30,000+ user visiting the site every month.

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. As we move into 2021 there has never been a stronger moment to drive your digital marketing strategies to put your company and products in front of key decision makers who are reading **VISION focus**.

Circulation

- Distribution 11,500 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 20,000 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.

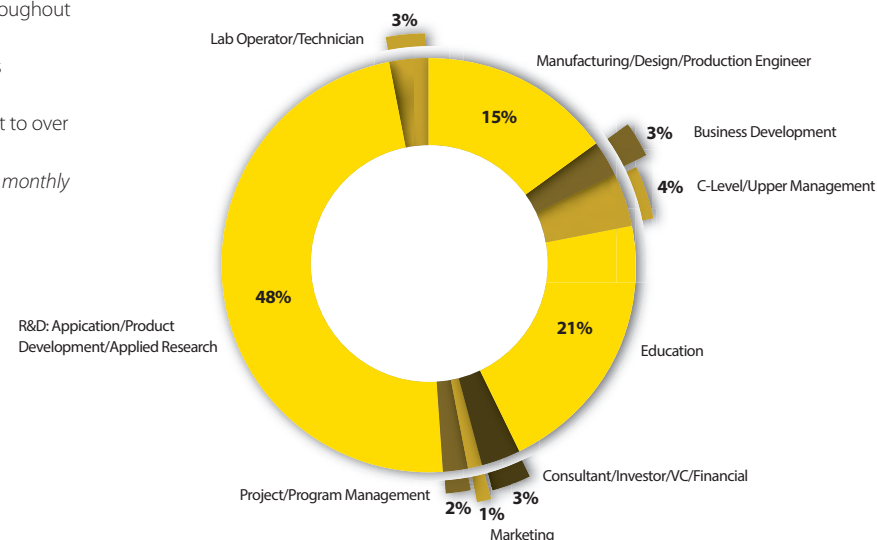
Contact

Advertising Sales Team

tel: +44 (0)117 905 5330

or email: rob.fisher@optics.org

VISION focus readership by job function



Publication and Editorial Schedule 2022

Winter edition

Copy Deadline: 31 December 2021

- Bonus Distribution: **SPIE BIOS, Photonics West, SPIE Medical Imaging**
- Editorial Focus: industrial applications, sensing, biomedical analysis and treatments.
- Published in advance of SPIE BIOS 22 - 23 January 2022, SPIE Photonics West 25 - 27 January 2022, SPIE Medical Imaging 20 - 24 February 2022

Spring Edition

Copy Deadline: 10 March 2022

- Bonus Distribution: **SPIE Defense+Commercial Sensing, Laser World of Photonics, CONTROL**
- Editorial Focus: aerospace and defense applications, associated research and development.
- Published in advance of SPIE Defense+Commercial Sensing 5 - 7 April 2022, Laser World of Photonics 26 - 29 April 2022, CONTROL 3 - 6 May 2022

Summer Edition

Copy Deadline: 10 June 2022

- Bonus Distribution: **SPIE Astronomical Telescopes & Instrumentation, SPIE Optics+Photonics, SPIE Sensors+Imaging**
- Editorial Focus: CMOS sensors, low light imaging associated research and development.
- Published in advance of SPIE Astronomical Telescopes & Instrumentation, 19 - 21 July 2022, SPIE Optics+Photonics 23 - 25 July 2022, Sensors+Imaging 6 - 7 September 2022

Autumn Edition

Copy Deadline: 2 September 2022

- Bonus Distribution: **VISION, SPIE Photonex**
- Editorial Focus: Machine Vision, high speed vision, industrial applications and processes.
- Published in advance of VISION 4 - 6 October 2022, SPIE Photonex 30 Nov. - 1 December 2022

optics.org VISION focus

VISION focus Rates	USD	Euros	GBP
Front Cover Strip	\$1235	€1140	£950
Full Page	\$1625	€1500	£1250
Half Island (Junior Ad)	\$1295	€1195	£995
Half Page	\$1020	€940	£785
Quarter Page	\$590	€545	£455
Third Page Horizontal/Vertical	\$840	€775	£645
Sixth Page	\$500	€460	£385
Sixth Page plus Star Product on optics.org	\$675	€625	£520

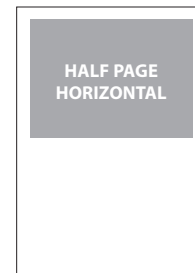
2x insertions = 10% discount from rate card cost
4x insertions = 20% discount from rate card cost



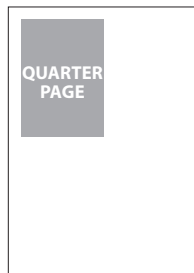
Size: 180mm (w) x 54mm (h).



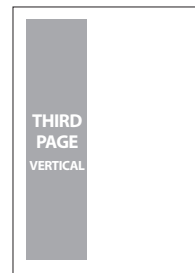
Trim: 210mm (w) x 297mm (h).
Bleed: Allow 3mm all sides
Type area: 180mm (w) x 267mm (h).



Size: 180mm (w) x 130mm (h).
No bleed.



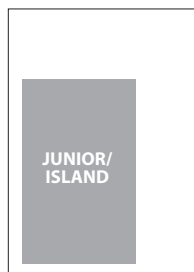
Size: 86mm (w) x 129mm (h).



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No bleed.



Size: 86mm (w) x 84mm (h).



Size: 117mm (w) x 198mm (h).



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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.

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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

optics.org VISION focus eNewsletter

The **VISION focus eNewsletter** sends a targeted message directly into the inbox of key decision makers from the imaging and machine vision markets.

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

VISION focus eNewsletter - online dates

- 17 January 2022
- 30 March 2022
- 6 July 2022
- 28 September 2022

VISION eNewsletter Rates	USD	Euros	GBP
Top Sponsor	\$975	€885	£785
Editorial Sponsor	\$800	€730	£645
Whitepaper Sponsor	\$705	€650	£540
Product Sponsor	\$540	€500	£415

distributed to
11,000+
subscribers*

* Publisher's own data

Handy hint. eNewsletter 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.

VISION focus
January 2020

vision news

Experience 2020 Vision at Photonics West

Welcome to the latest issue of VISION Focus, the quarterly magazine (and free download from optics.org) that covers all aspects of vision and imaging, produced by the team that brings you optics.org. The editorial focus of the issue is BIOS and Photonics West, which runs as is usual at the Moscone Exhibition Center in San Francisco, California, between February 1st-5th. If you're attending please come along and meet the team at BIOS (1-2nd Feb), booth 8126 and Photonics West (4-6 Feb), booth 3126.

There's much to review in our first edition for 2020 and below you'll find a selection of the main features.

Highlights in this issue:

- AR vision technology aids surgeons in operating theater (page 4)
- Automobile industry manufacturers to benefit from combination of machine vision, Artificial Intelligence and the Internet of Things. (page 7)
- Camera giant FLIR is integrating a thermal sensor into ANSYS' driving simulator to model, test, and validate thermal imaging for autonomous vehicle development (page 8)
- 'Ghost imaging' speeds up super-resolution microscopy. (page 10)
- A high performance camera developed by US research and standards center NIST is designed to detect extraterrestrial life and dark matter. (page 12)
- A giant solar cell arrangement enhanced by machine vision-controlled mirror optics can generate enough heat for industrial processes. (page 13)
- CES 2020 - Vision Focus reviews a selection of the new technologies on show in January at the Las Vegas expo. Visitors witnessed a dazzling variety of new photonics-based gadgets - among them new TVs, wearable sensors, and numerous vision-based innovations. (page 16)
- plus the latest product launches from within the industry.

Down load your copy of VISION Focus here.

VISION Focus

Top Sponsor Position

Editorial Sponsor Position

Whitepaper Sponsor Position

Product Sponsor Position

SPIE Register Today
Defense + Commercial Sensing
26-30 APRIL 2020
Anaheim, California

NEW SWIR
Deeply Cooled

PHOTONIC

OUR LIVES
HOT!
Archer Optix

Signing Up or Signing Out?

Did somebody forward you this message? If you want to receive the Vision Focus newsletter direct to your own inbox then Sign up now. We promise it will take you less than a minute! If you no longer wish to receive the Vision Focus newsletter you can Unsubscribe here

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SPIE

optics.org career center - the leading recruitment resource

The optics.org career center is the leading recruitment resource for companies and professionals in the optics and photonics community.

Optics.org has partnered with SPIE, the international society for optics and photonics, to connect the industry's top talent with the industry's top employers.

If you're recruiting there is only one place to look. The optics.org career center provides:

- Online Job board
- Advertising opportunities
- Job Fairs
- Access industry news articles and recruiting advice
- Training videos and much more...

Demographics

71% of candidates hold a Masters Degree or higher.

Traffic

Over 7,600 registered users.

Monthly Web Statistics

Optics.org	SPIE Career Center
40,000+ unique visitors	15,000 unique visitors
96,000+ page views	35,500 page views

All jobs posted on the optics.org career center will appear on SPIE.

Double the exposure for one price!

Job Posting
180-Day Internship Posting

- Position will appear online for 180 days
- Resume search access not included

Single 30-Day Job Posting

- Job runs online for 30 days
- Includes resume database search access

Single 60-Day Job Posting

- Job runs online for 60 days
- Includes resume database search access

Two 30-Day Job Posting Package

- Each job runs online for 30 days
- Includes CV/resume database access for 180 days
- All jobs must be posted within 180 days of purchase date

Three 30-Day Job Posting Package

Features as above

Five 30-Day Job Posting Package

Features as above

Unlimited Job Package

- Each job runs online for 30 days
- Includes CV/resume database access for 365 days
- All jobs must be posted within 365 days of purchase date

Job Posting Add-on
Featured Job

Give your job more exposure!

- Each 'Featured Job' will appear for 30 days
- A 'Featured Job' will be highlighted in the jobs listings giving you a better opportunity to get your job seen

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!

Employer Branding
90-Day Square Banner Ad

Distinguish yourself among other employers, recruiters and agencies by providing a customized advertisement that attracts top quality candidates to your organization.

- Square Banner Ad (200 x 200 px ad appears on jobs landing page for 90-days)

90-Day Leaderboard Banner Ad

- Leaderboard Banner Ad (468 x 60 px ad appears on jobs landing page for 90-days)

Job Fair Package
Upcoming Job Fairs:

- **Photonics West** - 25 – 27 January 2022, San Francisco, USA
- **Defense & Commercial Sensing** - 5 – 7 April 2022, Orlando, USA
- **Optics+Photonics** - 23 – 25 August 2022, San Diego, USA

Contact

Rob Fisher Advertising Sales

tel: +44 (0)117 905 5330

email: rob.fisher@optics.org

