

# OPN PRINT RATES, SIZES & SPECS

## 2010 Display Advertising Rates

Covers	1x	3x	6x	9x	12x
Cover 2	\$5,095	\$4,750	\$4,331	\$3,923	\$3,567
Cover 3	4,950	4,615	4,208	3,812	3,465
Cover 4	5,200	4,848	4,420	4,004	3,640

Color	1x	3x	6x	9x	12x
Full page	\$4,900	\$4,660	\$4,170	\$3,920	\$3,430
2/3 page	3,670	3,490	3,120	2,940	2,570
1/2 island	3,430	3,260	2,920	2,740	2,400
1/2 page	2,874	2,680	2,443	2,213	2,012
1/3 page	2,613	2,436	2,221	2,012	1,829
1/4 page	2,395	2,233	2,036	1,844	1,677
Marketplace	490	465	442	420	400

Black & White	1x	3x	6x	9x	12x
Full page	\$2,900	\$2,760	\$2,470	\$2,320	\$2,030
2/3 page	2,170	2,060	1,840	1,740	1,520
1/2 island	2,030	1,930	1,730	1,620	1,420
1/2 page	1,910	1,810	1,620	1,530	1,340
1/3 page	1,740	1,650	1,480	1,390	1,220
1/4 page	1,590	1,510	1,350	1,270	1,110

### Employment

Full page:	\$2,000	1/2 page:	\$1,000	1/4 page:	\$ 500
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## Digital Specs

Format for digital ad materials: High resolution, 300 dpi, PDF, all fonts embedded.

**Image Resolution:** All 4-color art must be 300 dpi, and grayscale and line art must be 600 dpi. OSA cannot guarantee the reproduction quality of advertisements that do not meet these established industry standards.

*All information is subject to change without notice.*

## Ad Sizes

	WIDTH	HEIGHT
Full page bleed	8.375"	x 11.125"
Trim size	8.125"	x 10.875"
Full page no bleed	7.125"	x 9.875"
2/3 page vertical	4.625"	x 9.875"
1/2 page Island	4.5"	x 7.125"
1/2 page horizontal	7.125"	x 4.875"
1/3 page vertical	2.25"	x 9.5"
1/3 page square	4.625"	x 4.875"
1/4 page square	3.5"	x 4.875"
1/2 page employ	7.125"	x 4.5"
1/4 page employ	3.5"	x 4.5"
Marketplace	2.25"	x 3.0"

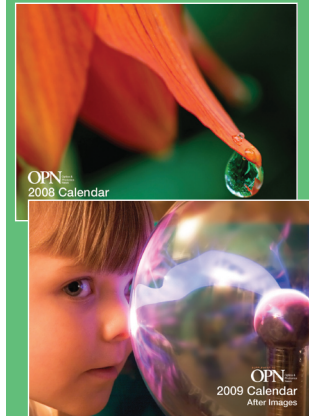
## Special Savings on OPN Advertising

OSA Corporate Associate Members receive 10% to 25% savings on ads that reach more than 20,000 optics professionals worldwide.

CLEO and OFC Exhibit Guide advertisers receive 15% off OPN advertising in 2010.

New Advertiser Discount\*: 5% on 1-3, 10% off 3-5, 15% off 6 or more insertions.

*\*New advertiser discount applies to companies who have not advertised in any 2009 issues of OPN.*



## OPN Calendar

OPN publishes an annual calendar that is sent with the December issue. There is one prominent advertising sponsorship for this calendar. This advertising opportunity is excellent exposure for your company because of the long shelf-life.

### Sponsorship: \$2,500

RESERVE BY: July 15, 2010

MATERIALS DUE: Oct. 10, 2010