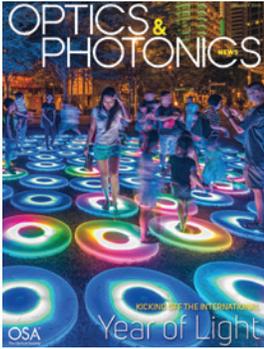


# OPTICS & PHOTONICS<sup>NEWS</sup>

## 2016 Media Kit

# AUDIENCE



## OSA

Largest membership organization in optics and photonics



**19,000**  
members

from

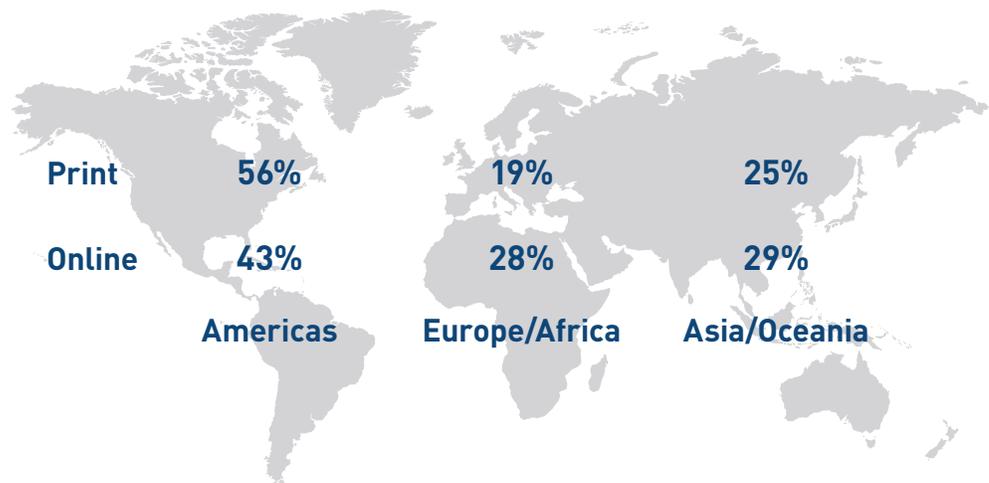
**100**  
countries

working in academia and industry

*Optics & Photonics News* (OPN) is the award-winning monthly magazine and website published by The Optical Society (OSA), the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

### **Optics & Photonics News offers:**

- ▶ Access to the largest membership organization in optics and photonics with more than **19,000 members** working in academia and industry—an audience that includes:
  - ▶ Researchers
  - ▶ Applied Research Scientists
  - ▶ Physicists
  - ▶ Managers/Executives
  - ▶ Engineers
  - ▶ Educators
- ▶ Online readership of nearly **150,000** unique visitors, with **340,000** page views per year.
- ▶ High reader satisfaction: More than **90%** of OSA Members highly value *Optics & Photonics News*.
- ▶ Readership in **100 countries**, with more than **50%** of readers residing outside the United States.

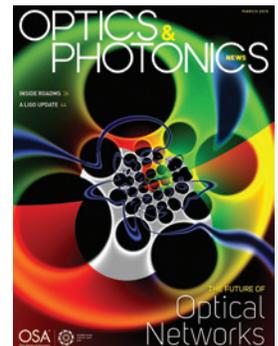
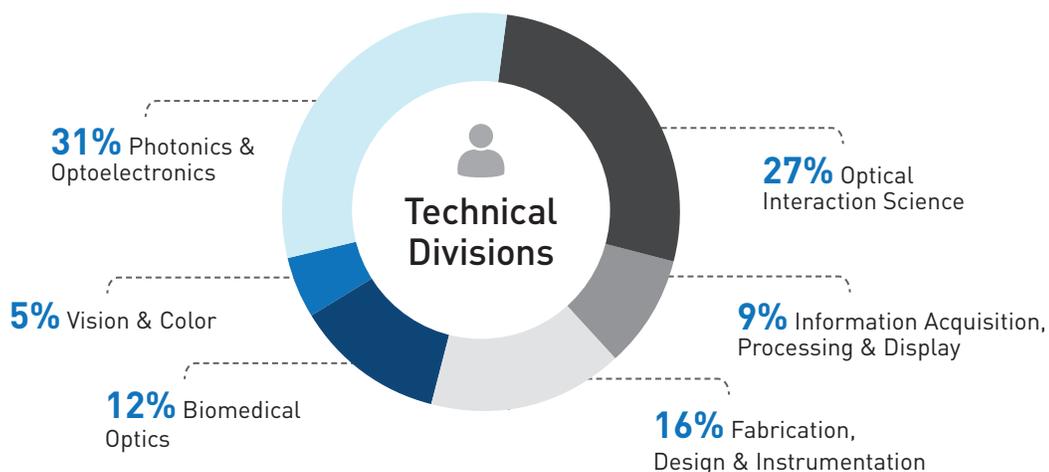


*Optics & Photonics News* (OPN) readers are key buyers of optical technologies.

***Optics & Photonics News* readers directly purchase or influence the purchase of:**

- ▶ Optical components
- ▶ Detectors, sensors & cameras
- ▶ Test & measurement equipment
- ▶ Software/technical computing products
- ▶ Laser systems
- ▶ Positioning and support equipment
- ▶ Laser parts & accessories
- ▶ Fiber optic components & systems
- ▶ Lasers
- ▶ Imaging devices & systems
- ▶ Materials & substrates

**Primary field of expertise of *Optics & Photonics News* readers:**



**Industry-Leading Contributors**

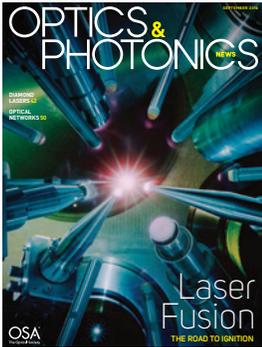


Authors of OPN features and columns include

**top scientists  
engineers  
journalists**  
and  
**thought leaders**

in all areas of optical science and business.

# AWARD-WINNING CONTENT



## 2016 Issue Topics

### JANUARY

OSA Centennial Kickoff

### FEBRUARY

Computational Optics

### MARCH

Fiber & Communications

### APRIL

Biomedical Optics Vision Science

### MAY

Lasers

### JUNE

Imaging

### JULY/AUGUST

Metamaterials Ultrafast

### SEPTEMBER

Industry

### OCTOBER

OSA Centennial Issue

### NOVEMBER

Lighting Technology

### DECEMBER

Optics in 2016 Photo Contest The Next 100 Years

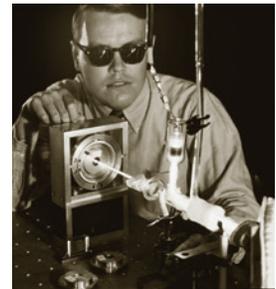
*Optics & Photonics News* is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

## An award-winning publication

- ▶ *Optics & Photonics News* has been recognized with an Apex Award for Publication Excellence for three straight years, including **awards for general excellence and visual design**.
- ▶ The high-quality content, design and production values provide a strong, credible vehicle for reaching a highly targeted and motivated audience.

## Special for 2016

- ▶ OPN's 2016 volume covers **The Optical Society's centennial year**, and includes a year-long special set of historical feature articles in celebration of that milestone.
- ▶ OPN's **December issue** includes a **highly regarded annual "Year in Optics" feature** showcasing the strongest, most innovative research published in optical and photonic science over the past 12 months. The December issue also presents **the winners of the magazine's annual "After Image" photo contest**, an always surprising trove of rich visuals with an optical theme.



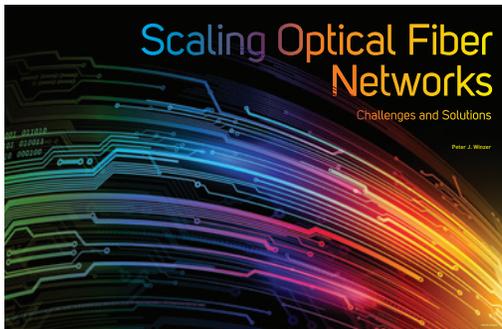
OPN will highlight the history and future of optics as part of OSA's 100-year anniversary.



Winning images from OPN's annual photo contest.

*Optics & Photonics News* feature articles, written by **leaders in the field** and by experienced science journalists, span the full spectrum of optical science, engineering and business—including **some of the discipline's hottest topics**.

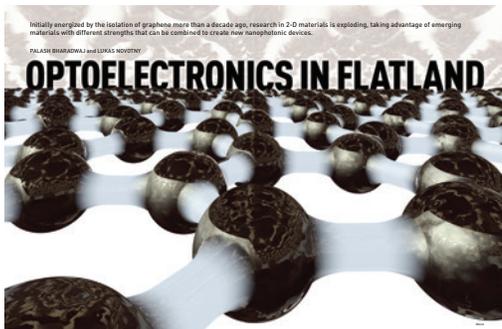
## Cutting-edge features



OPN tracks the pulse of global fiber communications, through features on boosting network capacity, new fiber technologies, last-mile access and more.



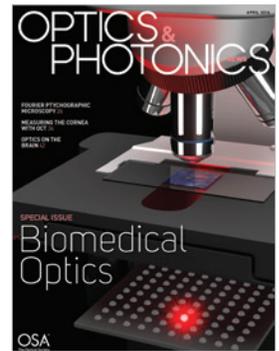
We've looked at new smartphone-based diagnostics that leverage cutting-edge optics—as well as research in imaging, sensing and other clinical techniques.



Our coverage of 2-D materials, plasmonics, metamaterials and other topics blends core scientific insight with real-world engineering and applications.



The best in laser science, from new gain media and resonators to developments in ultrafast and compact sources, form a key thread of OPN's feature content.



## Regular OPN Columns

OPN includes a number of regular columns on areas of interest to optical professionals:

### OPTICS INNOVATIONS

Focuses on entrepreneurship and technology transfer.

### BEYOND BORDERS

Highlights optical business and science in cross-border context.

### CAREER FOCUS

Provides tips and tales on building a scientific career in a competitive market.

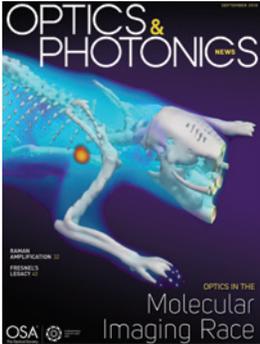
### REFLECTIONS IN DIVERSITY

Offers practical, solutions-oriented content on building workplace diversity.

### LIGHT TOUCH

Features unusual angles and stories on optical science.

# DIGITAL ADVERTISING



**website  
yearly  
statistics:**

**150,000  
unique  
visitors**

**340,000  
page views**

**e-news  
monthly  
statistics:**

**16,000  
recipients**

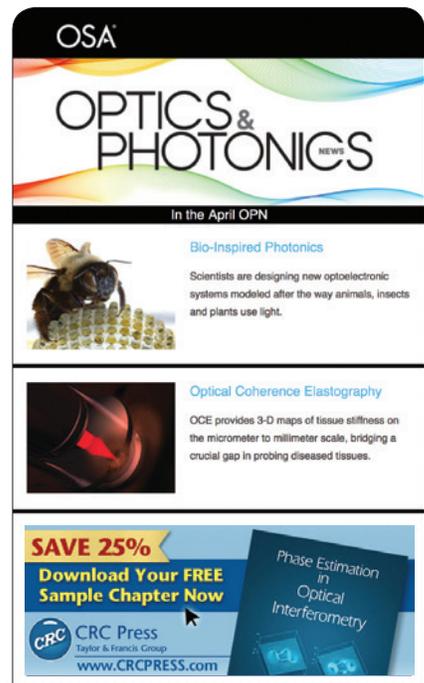
**34%  
open rate**

**17%  
click-  
through  
rate**

The *Optics & Photonics News* website offers the full text of the print publication, plus daily breaking news, book reviews, information on funding opportunities, and rich images and media. An e-mail alert, delivered twice monthly to a subscriber list of 16,000, keeps readers up to date with what's new on the site and in the optics and photonics arena.

## OPN website banner advertising

OPN offers banner advertising to help you reach your target audience to present your products, services and recruitment needs to our readers.



## OPN e-newsletter

On the 1<sup>st</sup> and 15<sup>th</sup> of each month, OPN sends a mobile-friendly e-newsletter to all OSA Members, highlighting stories from the magazine and online breaking news. Advertising slots are available in both newsletters.

## Advertorial/advertising supplement

A high-impact, two-page spread composed of a full-page advertorial, with copy and images supplied by advertiser, plus a full-page ad. Deadline is two weeks prior to standard ad material due date. Issue placement subject to available space and editorial review.

## Inserts and outserts

Increase visibility of your campaign with high-impact insert and outsert options, which include cover tip-ons, belly bands, posters, etc. Customized options available. Call for pricing.

## Product profiles

Your press release appears as a special product profile (including photo) in *Optics & Photonics News* print and website. High-quality art is taken into account in the selection process, as are newsworthiness and relevance to the optics and photonics industry.

## Employment advertising

Attract well-qualified job seekers by advertising in the *Optics & Photonics News* employment section and on OSA's Work in Optics online job board. Special pricing.



## Targeted show packages

These packages let you promote your presence to thousands of attendees at some of the top conferences in optics and photonics—as well as to the more than 19,000 readers of *Optics & Photonics News*—through a targeted combination of advertisements in the show issue of OPN (in print and on the web) and in the conference's own show guide/program book and website. Call for details and pricing.

### OFC Conference and Exhibition

- ▶ More than 13,000 attendees
- ▶ OPN March 2016 Fiber and Communications/OFC show issue

### CLEO Conference and Exhibition

- ▶ Approximately 5,000 attendees
- ▶ OPN May 2016 Lasers/CLEO show issue

### FiO Conference and Exhibition

- ▶ More than 2,000 attendees
- ▶ OPN October 2016 FiO show issue

## Optics & Photonics Congresses

Reach a very targeted group of attendees in congresses on imaging, advanced photonics, biomedical optics and more. (Complete list at [www.osa.org/meetings/optics\\_and\\_photonics\\_congresses/](http://www.osa.org/meetings/optics_and_photonics_congresses/))

# 2016 EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	RESERVE BY
<b>January</b>	OSA Centennial Kickoff	SPIE Photonics West	<b>13 Nov. 2015</b>
<b>February</b>	OSA Fellows		<b>15 Dec. 2015</b>
<b>March</b>	Fiber and Communications (OFC Show Issue)	Optical Fiber Communication Conference (OFC)  OSA High-Brightness Sources and Light-Driven Interactions Congress	<b>15 Jan. 2016</b>
<b>April</b>	Biomedical Optics Vision Science	OSA Biomedical Optics Congress	<b>15 Feb. 2016</b>
<b>May</b>	Lasers (CLEO Show Issue)	Conference on Lasers and Electro-Optics (CLEO)	<b>15 Mar. 2016</b>
<b>June</b>	Imaging	OSA Optical Interference Coatings	<b>15 Apr. 2016</b>
<b>July/August</b>	Metamaterials Ultrafast	OSA Advanced Photonics Congress  OSA Imaging and Applied Optics Congress  International Conference on Ultrafast Phenomena	<b>13 May 2016</b>
<b>September</b>	Industry	OSA Photonics and Fiber Technology Congress	<b>15 July 2016</b>
<b>October</b>	FiO/OSA Centennial Show Issue	OSA Advanced Solid State Lasers Congress (ASSL)  Frontiers in Optics (FiO)  OSA Design and Fabrication Congress	<b>15 Aug. 2016</b>
<b>November</b>	Focus on Lighting Technology	OSA Light, Energy and the Environment Congress	<b>15 Sep. 2016</b>
<b>December</b>	Optics in 2016 Photo Contest Winners The Next 100 Years		<b>14 Oct. 2016</b>

## PRINT

### 2016 Print display 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
	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 vert.	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

#### Employment

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

**Advertorial:** 2-page spread (one page advertorial and one page display ad): \$7,500

**Product profiles:** 1/4 page: \$500

### Creative deadline

**January** ..... 3 December 2015

**February** ..... 4 January 2016

**March**..... 3 February 2016

**April**..... 3 March 2016

**May**..... 4 April 2016

**June** ..... 3 May 2016

**July/August**..... 3 June 2016

**September** ..... 3 August 2016

**October**..... 2 September 2016

**November** ..... 3 October 2016

**December**..... 3 November 2016

#### Special savings

- ▶ OSA Corporate Associate Members receive 10% to 25% savings on OPN advertising.
- ▶ CLEO and OFC Exhibit Guide Advertisers receive 15% off OPN advertising in 2016.

## ONLINE

Banners	Location	Rates	Creative deadline
Leaderboard	across top of website	\$1,000/month	one week prior to publication
Medium rectangle	website content area	\$500/month	one week prior to publication
E-newsletter	Location	Rates	Creative deadline
1 <sup>st</sup> of month	body of newsletter	\$1,000/issue	one week before email send date
15 <sup>th</sup> of month	body of newsletter	\$1,000/issue	one week before email send date

All rates are net.

# TECHNICAL SPECS

## PRINT

### Print specifications

#### Format for ad materials

High-resolution, 300 dpi, PDF, all fonts embedded. Be sure that bleed is included and printer's marks are present.

#### Image resolution

300 dpi for 4-color art, 600 dpi for grayscale/line art.

#### Color

All files must be CMYK or grayscale. Spot colors should not be used.

#### Electronic submission

Please submit files by email. For files over 15 MBs, please contact [adsales@osa.org](mailto:adsales@osa.org) for instructions to access OSA's FTP site.

#### Contact information

For additional questions and to submit your materials, please e-mail your OPN advertising representative at [adsales@osa.org](mailto:adsales@osa.org).

### Ad sizes

#### Publication trim size

8.125" x 10.875" (w x h)

#### Full page

7.125" x 9.875" (w x h)

#### Full-page bleed

8.375" x 11.125" (w x h)

#### 2/3 page vertical

4.5" x 9.25" (w x h)

#### 1/2 page vertical

3.5" x 9.875" (w x h)

#### 1/2 page vertical bleed

4.25" x 11.125" (w x h)

#### 1/2 page island

4.5" x 6.75" (w x h)

#### 1/2 page horizontal

6.75" x 4.5" (w x h)

#### 1/3 page vertical

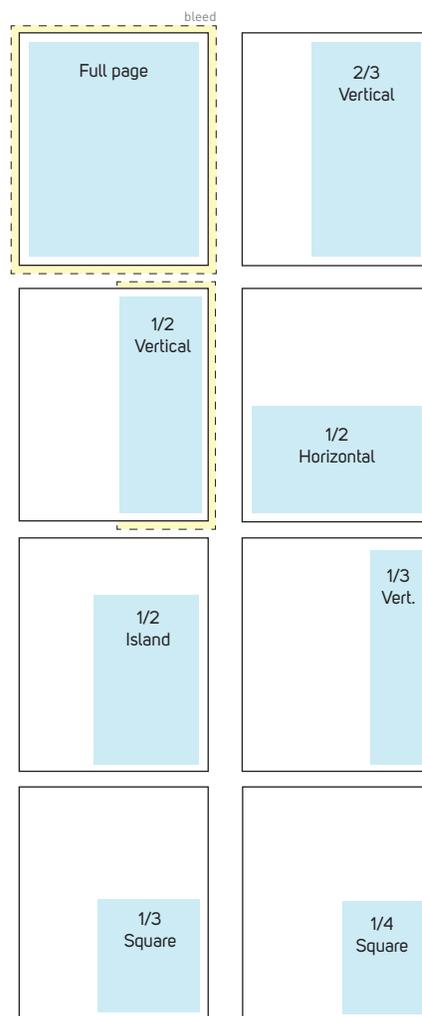
2.125" x 9.25" (w x h)

#### 1/3 page square

4.5" x 4.5" (w x h)

#### 1/4 page square

3.25" x 4.5" (w x h)



## ONLINE

### Banners

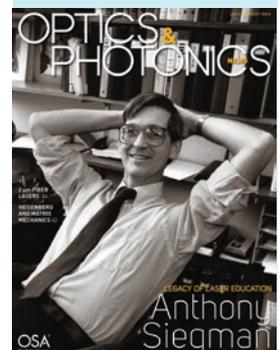
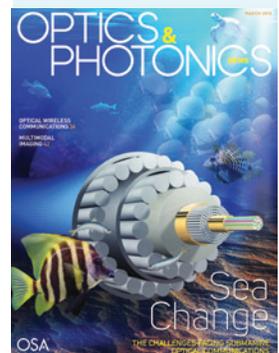
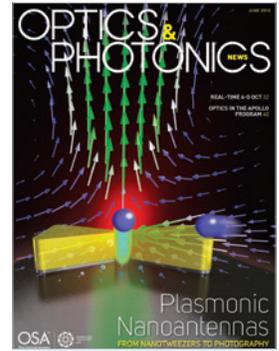
Banners	Ad size	File format
Leaderboard	728 x 90 pixels (w x h)	gif, png and jpg files; static or animated
Medium rectangle	160 x 260 pixels (w x h)	gif, png and jpg files; static or animated

### E-newsletter

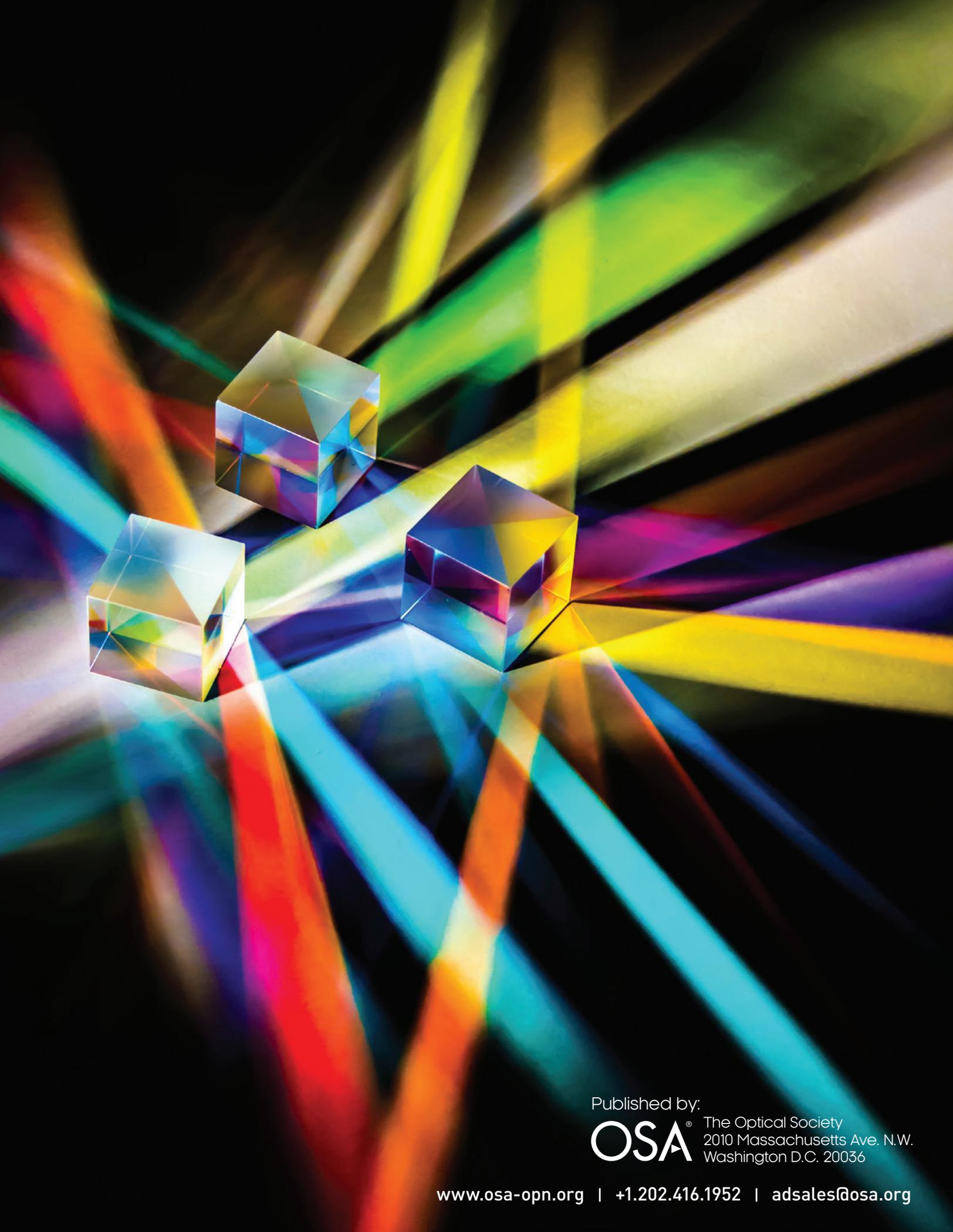
1 <sup>st</sup> of month	520 x 200 pixels (w x h)	gif, png and jpg files; static only
15 <sup>th</sup> of month	520 x 200 pixels (w x h)	gif, png and jpg files; static only

# TOP 10 REASONS TO ADVERTISE

- 1.** All OSA members receive each monthly issue of *Optics & Photonics News*, and most consider it their **#1 member benefit**.
- 2.** *Optics & Photonics News* unites **science, research and industry news** in one convenient and easy-to-read format.
- 3.** An employment ad in *Optics & Photonics News* can **attract the best and brightest professionals** in the field to your company.
- 4.** *Optics & Photonics News* has an **online readership** of nearly 150,000 unique visitors, with 340,000 page views per year.
- 5.** *Optics & Photonics News* is an **award-winning publication**—recognized for both general excellence and visual design.
- 6.** The magazine and website feature **quality editorial coverage written by respected professionals** on pressing industry issues.
- 7.** *Optics & Photonics News* offers **customized packages**, including high-impact insert and outsert options
- 8.** *Optics & Photonics News* readers view the magazine as a **top source of reliable engineering information**.
- 9.** *Optics & Photonics News* offers **integrated marketing** across print, online and e-mail.
- 10.** OPN's December "Year in Optics" issue showcases the **most innovative research published in optical and photonic science**, along with the winners of the annual "After Image" photo contest.



Contact [adsales@osa.org](mailto:adsales@osa.org) to reserve your space today!



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