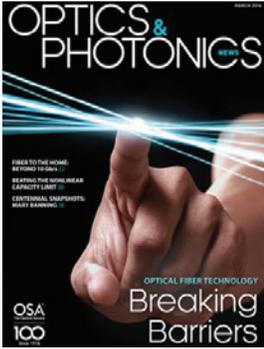


# OPTICS & PHOTONICS<sup>NEWS</sup>

2017 Media Kit

# AUDIENCE



## OSA

Largest membership organization in optics and photonics



**19,275**  
members

from over

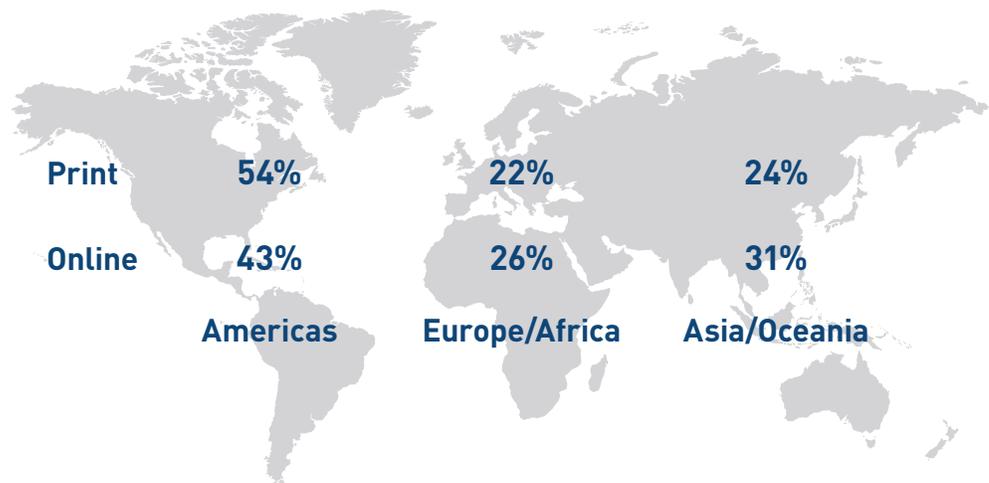
**100**  
countries

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 more than **130,000** unique visitors, with **350,000** page views per year.
- ▶ High reader satisfaction: More than **90%** of OSA members highly value *Optics & Photonics News*.
- ▶ Readership in over **100 countries**, with more than **50%** of readers residing outside the United States.

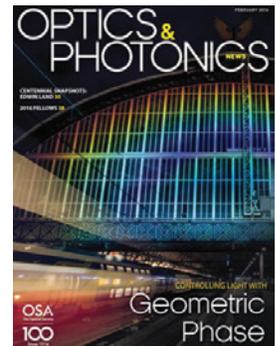
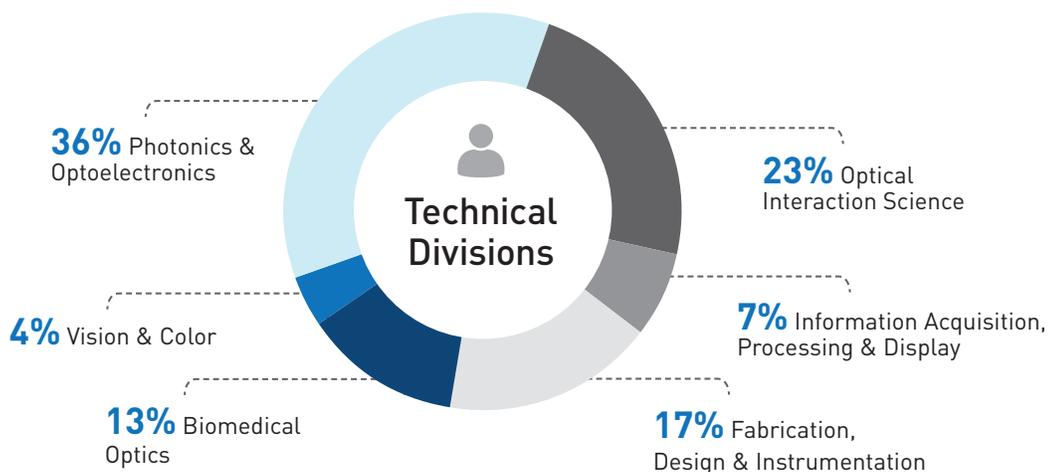


**Optics & Photonics News** readers are **key buyers** of optical technologies.

**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**

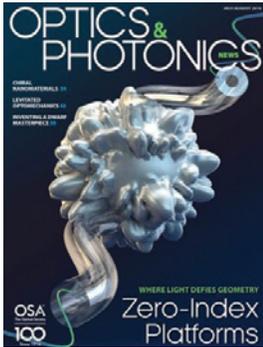


Authors of OPN features and columns include

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

in all areas of optical science and business.

# AWARD-WINNING CONTENT



## 2017 Issue Topics

**JANUARY**  
Nanophotonics

**FEBRUARY**  
OSA Fellows

**MARCH**  
Fiber and  
Communications

**APRIL**  
Vision Science  
Life Sciences

**MAY**  
Lasers

**JUNE**  
Imaging  
OSA Awards

**JULY/AUGUST**  
Optical Fabrication  
and Design  
Nonlinear

**SEPTEMBER**  
Internet of Things

**OCTOBER**  
Solid-State Lasers  
Lasers in Industry

**NOVEMBER**  
Optics and the  
Environment

**DECEMBER**  
Year in Optics  
Photo Contest

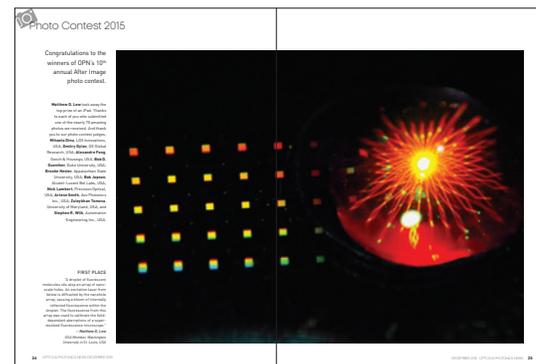
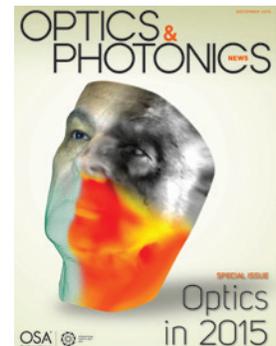
*Optics & Photonics News* is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

## An award-winning publication

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

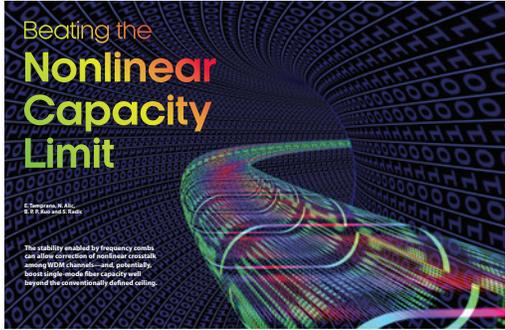
## OPN's special December issue

- ▶ 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.

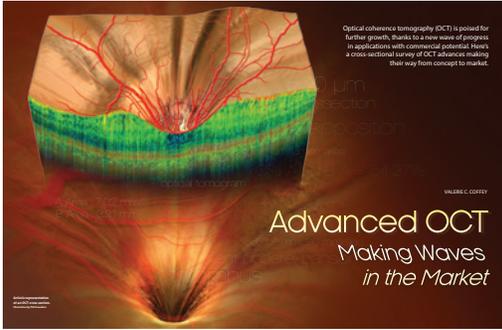


Optics & Photonics News feature articles, written by **leaders in the field** and by experienced science journalists, span the full spectrum of optical science, engineering and business—including **some of the discipline’s hottest topics**.

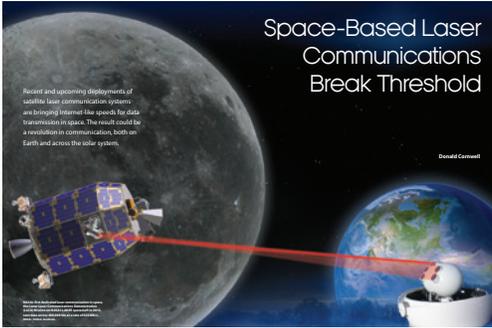
**Cutting-edge features**



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



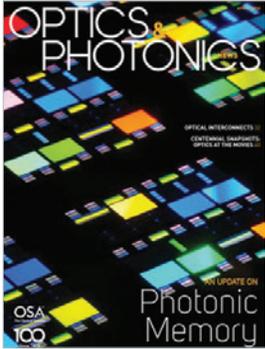
Our coverage of biomedical optics spans the full spectrum from basic lab discoveries to clinical use, in applications ranging from diagnostics to light-based therapies.



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.



OPN follows the rapidly changing world of optical imaging and displays, as emerging techniques such as hyperspectral, VR and AR make inroads into new markets.



**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:**

**132,000  
unique  
visitors**

**350,000  
page views**

**e-news  
monthly  
statistics:**

**16,000  
recipients**

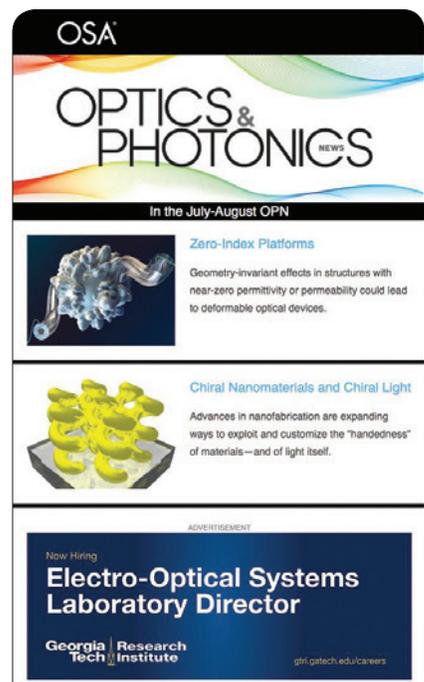
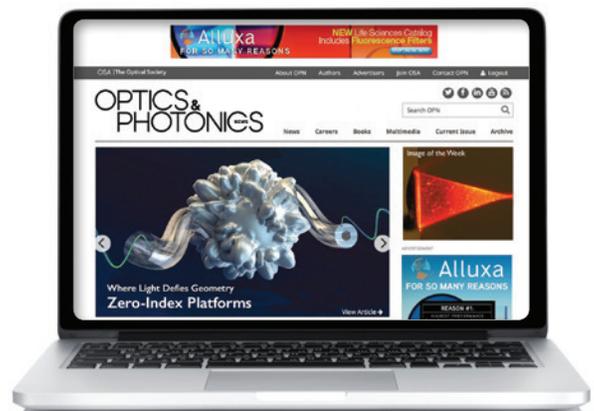
**24%  
open rate**

**23%  
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 19,275 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 2017 Fiber and Communications/OFC show issue

### CLEO Conference and Exhibition

- ▶ Approximately 5,000 attendees
- ▶ OPN May 2017 Lasers/CLEO show issue

### FiO Conference and Exhibition

- ▶ More than 2,000 attendees
- ▶ OPN September 2017 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](http://www.osa.org/meetings))

# 2017 EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	RESERVE BY
<b>January</b>	Nanophotonics	Photonics West	<b>15 Nov. 2016</b>
<b>February</b>	OSA Fellows		<b>15 Dec. 2016</b>
<b>March</b>	Fiber and Communications (OFC Show Issue)	Optical Fiber Communication Conference (OFC)	<b>13 Jan. 2017</b>
<b>April</b>	Vision Science Optics in the Life Sciences	OSA Optics in the Life Sciences Congress	<b>15 Feb. 2017</b>
<b>May</b>	Lasers (CLEO Show Issue)	Conference on Lasers and Electro-Optics (CLEO)  OSA Digital Holography and 3-D Imaging	<b>15 Mar. 2017</b>
<b>June</b>	Imaging OSA Awards	OSA Imaging and Applied Optics Congress	<b>14 Apr. 2017</b>
<b>July/August</b>	Optical Fabrication and Design Nonlinear Optics	OSA Advanced Photonics Congress  OSA Optical Design and Fabrication Congress  OSA Nonlinear Optics Topical Meeting	<b>15 May 2017</b>
<b>September</b>	Internet of Things (FiO Show Issue)	Frontiers in Optics (FiO)  OSA Laser Congress	<b>14 July 2017</b>
<b>October</b>	Solid-State Lasers Lasers in Industry		<b>15 Aug. 2017</b>
<b>November</b>	Optics and the Environment	OSA Light, Energy and the Environment Congress	<b>15 Sep. 2017</b>
<b>December</b>	Year in Optics Photo Contest		<b>13 Oct. 2017</b>

## PRINT

### 2017 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** ..... 5 December 2016

**February** ..... 4 January 2017

**March** ..... 2 February 2017

**April** ..... 2 March 2017

**May** ..... 4 April 2017

**June** ..... 3 May 2017

**July/August** ..... 5 June 2017

**September** ..... 3 August 2017

**October** ..... 4 September 2017

**November** ..... 4 October 2017

**December** ..... 2 November 2017

### Special savings

- ▶ OSA Industry Development Associates (OIDA) Members receive **15% savings** on OPN advertising.
- ▶ CLEO and OFC Exhibit Guide Advertisers receive **15% off** OPN advertising in 2017.

## 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).

#### Product profiles

Please provide 75 words, along with a single high-resolution image.

### 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)

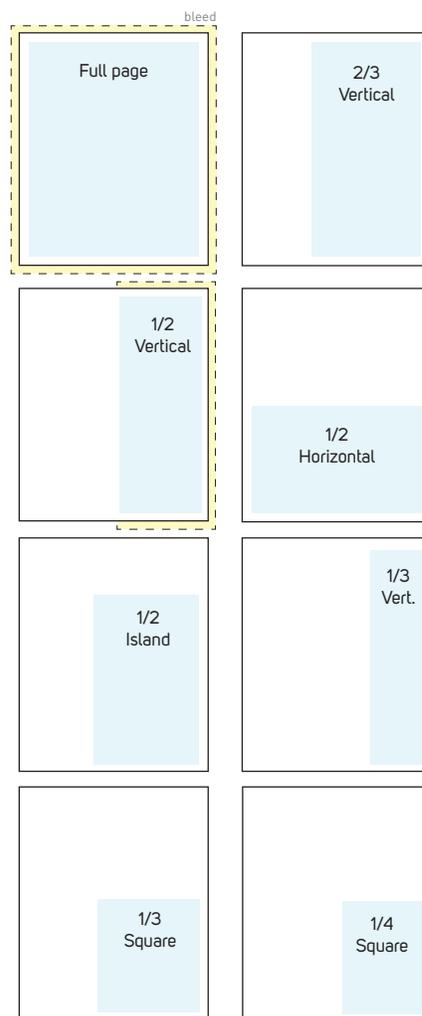
**1/2 page island**  
4.5" x 6.75" (w x h)

**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

Ad sizes (desktop, tablet, mobile)

File format

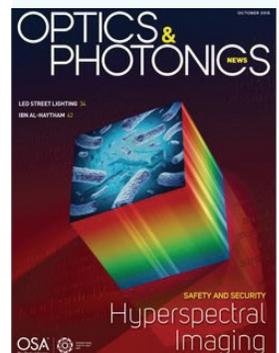
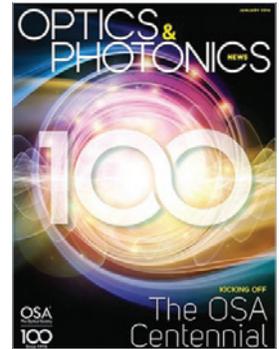
Leaderboard	728 x 90 pixels, 480 x 60 pixels, 324 x 45 pixels (w x h)	gif, png and jpg files; static or animated
Medium rectangle	300 x 250 pixels, 220 x 183 pixels (w x h)	gif, png and jpg files; static or animated

### 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 more than 130,000 unique visitors, with 350,000 page views per year.
- 5.** *Optics & Photonics News* is an **award-winning publication**—recognized for general excellence, visual design and website redesign.
- 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 solutions** 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!

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