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 145,000 unique visitors, with 372,000 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.
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 **20,000 members** working in academia and industry—an audience that includes:
  - Researchers
  - Applied Research Scientists
  - Physicists
  - Managers/Executives
  - Engineers
  - Educators

- Online readership of more than **145,000** unique visitors, with **372,000** 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.

**Print**

- Americas: 51%
- Europe/Africa: 23%
- Asia/Oceania: 26%

**Online**

- Americas: 44%
- Europe/Africa: 27%
- Asia/Oceania: 29%

Sources: OSA 2017 Member demographics and 2016–2017 Google Analytics data.
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:

- **30%** Photonics & Optoelectronics
- **28%** Optical Interaction Science
- **16%** Fabrication, Design & Instrumentation
- **12%** Biomedical Optics
- **9%** Information Acquisition, Processing & Display
- **5%** Vision & Color

Sources: OSA 2017 Member demographics.
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 five 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.

Optics & Photonics News includes news and columns that zero in on the topics that matter to optical professionals.

- **Newsroom** covers hot stories from leading optics and photonics labs worldwide—everything from fiber to photovoltaics.
- **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.
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 also looks at trends in the optics and photonics business, including the shape of the future workforce, emerging paradigm shifts such as freeform optics, and more.
# 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Features</th>
<th>Bonus Distribution</th>
<th>Reserve By</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Photonics Applications: From Computing to Cars</td>
<td>Photonics West</td>
<td>15 Nov. 2017</td>
</tr>
<tr>
<td>February</td>
<td>Quantum Optics</td>
<td></td>
<td>15 Dec. 2017</td>
</tr>
<tr>
<td>March</td>
<td>Fiber and Communications (OFC Show Issue)</td>
<td>Optical Fiber Communication Conference (OFC)</td>
<td>15 Jan. 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OSA High-Brightness Sources and Light-Driven Interactions Congress</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Optogenetics</td>
<td>OSA Biophotonics Congress: Biomedical Optics</td>
<td>15 Feb. 2018</td>
</tr>
<tr>
<td></td>
<td>Bioimaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Displays and Imaging</td>
<td>OSA Imaging and Applied Optics Congress</td>
<td>13 Apr. 2018</td>
</tr>
<tr>
<td>July/August</td>
<td>Optics in Robotics and AI</td>
<td>OSA Advanced Photonics Congress</td>
<td>15 May 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Latin American Optics and Photonics Congress</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>(FiO Show Issue)</td>
<td>Frontiers in Optics (FiO)</td>
<td>13 July 2018</td>
</tr>
<tr>
<td>October</td>
<td>Laser Applications</td>
<td>OSA Laser Congress</td>
<td>15 Aug. 2018</td>
</tr>
<tr>
<td></td>
<td>Lasers in Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Trends in Illumination</td>
<td>OSA Light, Energy and the Environment Congress</td>
<td>14 Sep. 2018</td>
</tr>
<tr>
<td>December</td>
<td>Year in Optics</td>
<td></td>
<td>15 Oct. 2018</td>
</tr>
<tr>
<td></td>
<td>Photo Contest</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All information is subject to change.
SPECIAL OPPORTUNITIES & PACKAGES

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 over 20,000 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 15,000 attendees
- OPN March 2018 Fiber and Communications/OFC show issue

CLEO Conference and Exhibition
- Approximately 5,000 attendees
- OPN May 2018 Lasers/CLEO show issue

FiO Conference and Exhibition
- More than 2,000 attendees
- OPN September 2018 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)

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 outserserts
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. Deadline is one week prior to standard ad material due date.

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.
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 email alert, delivered twice monthly to a subscriber list of more than 19,000, 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\textsuperscript{st} and 15\textsuperscript{th} 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.

**Website yearly statistics:**

- 145,000 unique visitors
- 372,000 page views

**E-news monthly statistics:**

- 19,000 recipients
- 26\% open rate
- 22\% click-through rate
**RATES & DEADLINES**

**PRINT**

2018 Print display rates

<table>
<thead>
<tr>
<th>Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$5,095</td>
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<td>$4,331</td>
<td>$3,923</td>
<td>$3,567</td>
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### Full page

<table>
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<th>12x</th>
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<tbody>
<tr>
<td>$4,900</td>
<td>$4,660</td>
<td>$4,170</td>
<td>$3,920</td>
<td>$3,430</td>
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### 2/3 page

<table>
<thead>
<tr>
<th>1/2 vert.</th>
<th>1/2 island</th>
<th>1/2 page</th>
<th>1/3 page</th>
<th>1/4 page</th>
</tr>
</thead>
<tbody>
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<td>3,670</td>
<td>3,430</td>
<td>2,874</td>
<td>2,613</td>
<td>2,395</td>
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<tr>
<td>3,490</td>
<td>3,260</td>
<td>2,680</td>
<td>2,436</td>
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<tr>
<td>3,120</td>
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<td>2,740</td>
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<td>2,570</td>
<td>2,400</td>
<td>2,012</td>
<td>1,829</td>
<td>1,677</td>
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</tbody>
</table>

**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 profile**: 1/4 page: $500

**Creative deadline**

- January ............ 4 December 2017
- February .......... 3 January 2018
- March............... 2 February 2018
- April.............. 2 March 2018
- May.................. 5 April 2018
- June ............... 4 May 2018
- July/August....... 4 June 2018
- September....... 2 August 2018
- October.......... 4 September 2018
- November......... 4 October 2018
- December......... 4 November 2018

**Advertorial**: Due two weeks prior to standard ad material due date

**Product profile**: Due one week prior to standard ad material due date

**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 2018.

**ONLINE**

<table>
<thead>
<tr>
<th>Banners</th>
<th>Location</th>
<th>Rates</th>
<th>Creative deadline</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
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<td>$1,000/month</td>
<td>one week prior to publication</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>website content area</td>
<td>$500/month</td>
<td>one week prior to publication</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-newsletter</th>
<th>Location</th>
<th>Rates</th>
<th>Creative deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st of month</td>
<td>body of newsletter</td>
<td>$1,000/issue</td>
<td>one week before email send date</td>
</tr>
<tr>
<td>15th of month</td>
<td>body of newsletter</td>
<td>$1,000/issue</td>
<td>one week before email send date</td>
</tr>
</tbody>
</table>

*All rates are net.*
**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.

**Contact information**
For additional questions and to submit your materials, please e-mail your OPN advertising representative at 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 specifications**

<table>
<thead>
<tr>
<th>Banners</th>
<th>Ad sizes [desktop, tablet, mobile]</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels, 480 x 60 pixels, 324 x 45 pixels (w x h)</td>
<td>gif, png and jpg files; static or animated</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250 pixels, 220 x 183 pixels (w x h)</td>
<td>gif, png and jpg files; static or animated</td>
</tr>
</tbody>
</table>

**E-newsletter**

<table>
<thead>
<tr>
<th>Date</th>
<th>Size</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st of month</td>
<td>520 x 200 pixels (w x h)</td>
<td>gif, png and jpg files; static only</td>
</tr>
<tr>
<td>15th of month</td>
<td>520 x 200 pixels (w x h)</td>
<td>gif, png and jpg files; static only</td>
</tr>
</tbody>
</table>