

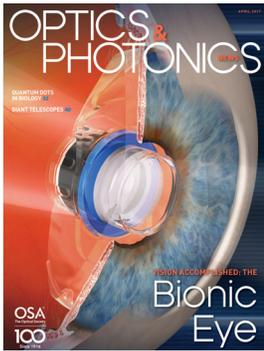


OPTICS & PHOTONICS NEWS

2018 Media Kit



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 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.

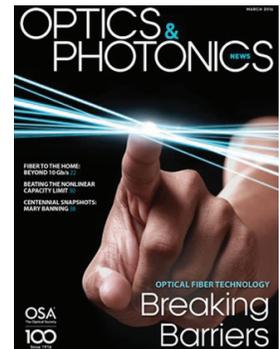
Optics & Photonics News offers:

- ▶ 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.

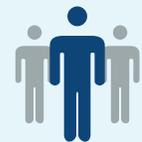
- ▶ High reader satisfaction: More than **90%** of OSA Members highly value *Optics & Photonics News*.

- ▶ Readership in over **100 countries**, with more than **50%** of readers residing outside the United States.



OSA

Largest membership organization in optics and photonics

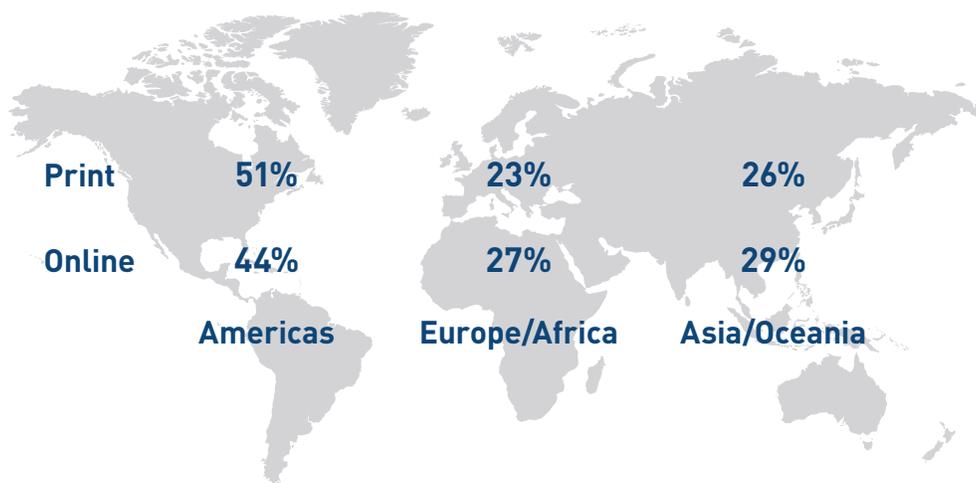


>20,000 members

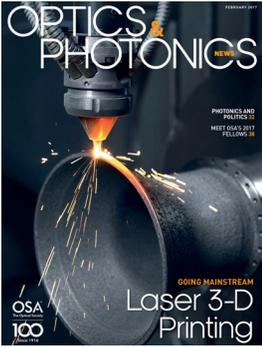
from over

100 countries

working in academia and industry



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



Industry-Leading Contributors



Authors of OPN features and columns include

**top scientists
engineers
journalists**

and

thought leaders

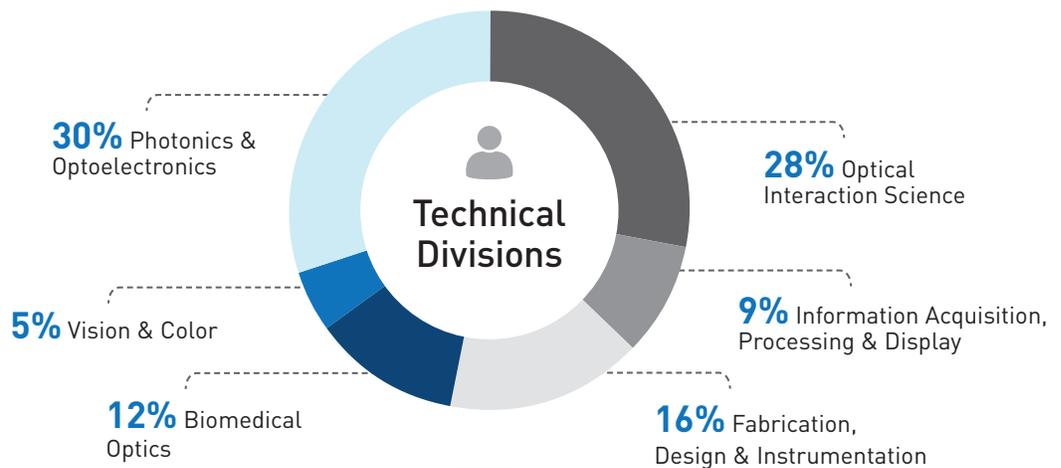
in all areas of optical science and business.

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:



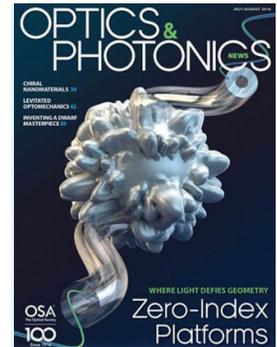
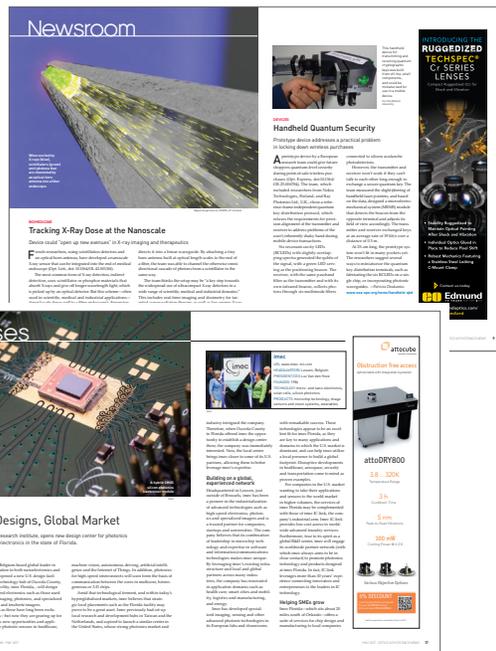
Optics & Photonics News is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across the **full spectrum of optics and photonics**.

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.

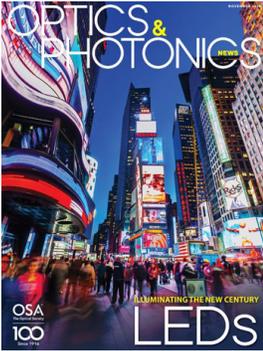
- ▶ **Newsroom** covers hot stories from leading optics and photonics labs worldwide—everything from fiber to photovoltaics.
- ▶ **Optics Innovations** focuses on entrepreneurship and technology transfer.
- ▶ **Beyond Borders** highlights optical business and science in cross-border context.
- ▶ **Career 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.



OPN Columns

- NEWSROOM
- OPTICS INNOVATIONS
- BEYOND BORDERS
- CAREER FOCUS
- CONVERSATIONS IN OPTICS
- ENGINEERING
- REFLECTIONS IN DIVERSITY
- OIDA MARKET REPORT
- MEMBER LENS
- LIGHT TOUCH
- OSA UPDATE: MEMBER NEWS
- PRODUCT PROFILES
- AFTER IMAGE

THE HOTTEST TOPICS



OPN Special Features

YEAR IN OPTICS

OPN's December issue includes a highly regarded annual feature showcasing the strongest, most innovative research published in optical and photonic science over the past 12 months.

AFTER IMAGE PHOTO CONTEST

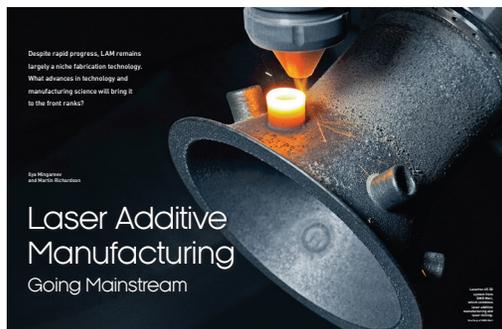
The December issue also presents the winners of the magazine's annual photo contest, an always surprising trove of rich visuals with an optical theme.

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.



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.



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.



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

	EDITORIAL FEATURES	BONUS DISTRIBUTION	RESERVE BY
January	Photonics Applications: From Computing to Cars	Photonics West	15 Nov. 2017
February	Quantum Optics OSA Fellows		15 Dec. 2017
March	Fiber and Communications (OFC Show Issue)	Optical Fiber Communication Conference (OFC) OSA High-Brightness Sources and Light-Driven Interactions Congress	15 Jan. 2018
April	Optogenetics Bioimaging	OSA Biophotonics Congress: Biomedical Optics	15 Feb. 2018
May	Lasers (CLEO Show Issue)	Conference on Lasers and Electro-Optics (CLEO)	15 Mar. 2018
June	Displays and Imaging	OSA Imaging and Applied Optics Congress	13 Apr. 2018
July/August	Optics in Robotics and AI	OSA Advanced Photonics Congress Latin American Optics and Photonics Congress	15 May 2018
September	(FiO Show Issue)	Frontiers in Optics (FiO)	13 July 2018
October	Laser Applications Lasers in Industry	OSA Laser Congress	15 Aug. 2018
November	Trends in Illumination	OSA Light, Energy and the Environment Congress	14 Sep. 2018
December	Year in Optics Photo Contest		15 Oct. 2018

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

Employment advertising

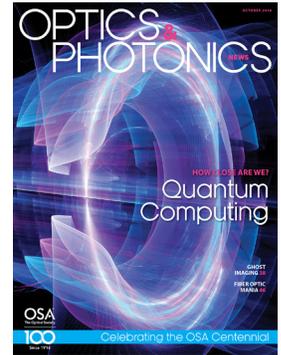
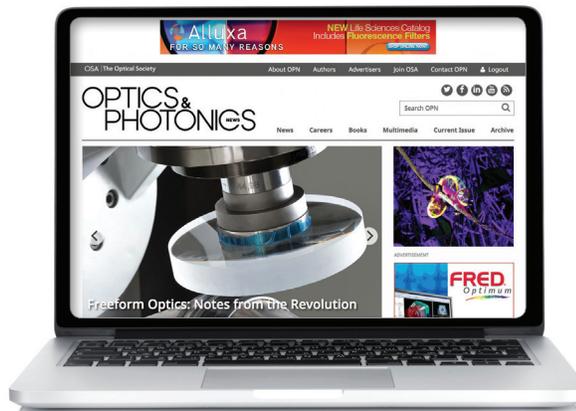
Attract well-qualified job seekers by advertising in the *Optics & Photonics News* employment section and on OSA’s Work in Optics online job board. Special pricing.



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.



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



OPN e-newsletter

On the 1st and 15th 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.

RATES & DEADLINES

PRINT

2018 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 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

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 st of month	body of newsletter	\$1,000/issue	one week before email send date
15 th of month	body of newsletter	\$1,000/issue	one week before email send date

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)

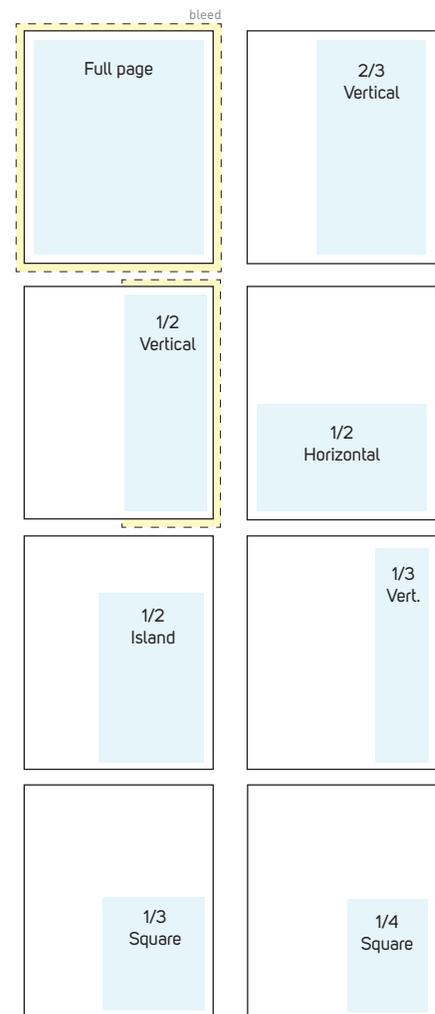
1/2 page island
4.5" x 6.75" (w x h)

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

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



Published by:

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The Optical Society, 2010 Mass. Ave. N.W.,
Washington D.C. 20036

www.osa-opn.org | +1.202.416.1988 | adsales@osa.org