OPTICS & PHOTONICS NEWS
2021 Media Kit

OSA 100
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 254,000 unique visitors, with 652,000 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.
AUDIENCE

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 **23,000 members** working in academia and industry—an audience that includes:
  - Researchers
  - Physicists
  - Engineers
  - Applied Research Scientists
  - Managers/Executives
  - Educators

- Online readership of **254,000** unique visitors, with **652,000** page views per year.

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

- Readership in over **100 countries**.

Sources: OSA 2020 Member demographics and 2019–2020 Google Analytics

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

*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:

- 34% Photons & Optoelectronics
- 16% Fabrication, Design & Instrumentation
- 8% Information Acquisition, Processing & Display
- 4% Vision & Color
- 10% Biomedical Optics
- 28% Optical Interaction Science

Sources: OSA 2020 Member demographics.
AWARD-WINNING CONTENT

*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 year after year as a finalist or winner of Apex, Excel or Folio awards, in areas including general publication 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.
THE HOTTEST TOPICS

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

We keep readers on top of emerging trends driving both basic research and application development, be it fiber communications, autonomous vehicles or handheld sensors.

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

OPN’s reporters and authors monitor foundational optical technologies and tools, and explore how they’re driving a wide range of studies and applications.

From imaging to optical diagnostics, OPN tracks the explosion of new technologies and approaches that are informing biomedical research and treatment.

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 photonics 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.
# 2021 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Features</th>
<th>Reserve By</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Photonic Applications</td>
<td>13 Nov. 2020</td>
</tr>
<tr>
<td>February</td>
<td>OSA Fellows</td>
<td>15 Dec. 2020</td>
</tr>
<tr>
<td>March</td>
<td>Integrated Photonics</td>
<td>15 Jan. 2021</td>
</tr>
<tr>
<td></td>
<td>Fiber and Communications</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Optics and Disease Control</td>
<td>15 Feb. 2021</td>
</tr>
<tr>
<td>May</td>
<td>Lasers</td>
<td>15 Mar. 2021</td>
</tr>
<tr>
<td></td>
<td>Displays</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Frontiers in Imaging</td>
<td>15 Apr. 2021</td>
</tr>
<tr>
<td>July/August</td>
<td>Focus on Optical Design</td>
<td>14 May 2021</td>
</tr>
<tr>
<td>September</td>
<td>Quantum Technology Update</td>
<td>15 July 2021</td>
</tr>
<tr>
<td>October</td>
<td>Laser Applications</td>
<td>13 Aug. 2021</td>
</tr>
<tr>
<td></td>
<td>Lasers in Industry</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td>15 Sep. 2021</td>
</tr>
<tr>
<td>December</td>
<td>Year in Optics</td>
<td>15 Oct. 2021</td>
</tr>
<tr>
<td></td>
<td>Photo Contest</td>
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</tbody>
</table>

All information is subject to change.
SPECIAL OPPORTUNITIES

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. 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 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.
DIGITAL ADVERTISING

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 20,000, 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 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.

**OPN website**

**yearly statistics:**

- **254,000** unique visitors
- **652,000** page views

**OPN e-news**

**monthly statistics:**

- >20,000 recipients
- 23% open rate
- 19% click-through rate
2021 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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<tr>
<td>Cover 2</td>
<td>$5,150</td>
<td>$4,750</td>
<td>$4,350</td>
<td>$4,000</td>
<td>$3,500</td>
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<tr>
<td>Cover 3</td>
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<td>Cover 4</td>
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</table>

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,250</td>
<td>$4,000</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,750</td>
<td>3,500</td>
<td>3,000</td>
<td>2,750</td>
</tr>
<tr>
<td>1/2 vert.</td>
<td>3,750</td>
<td>3,500</td>
<td>3,000</td>
<td>2,750</td>
</tr>
<tr>
<td>1/2 island</td>
<td>3,500</td>
<td>3,250</td>
<td>2,750</td>
<td>2,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,000</td>
<td>2,750</td>
<td>2,500</td>
<td>2,250</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,750</td>
<td>2,500</td>
<td>2,250</td>
<td>2,000</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,400</td>
<td>2,000</td>
<td>1,750</td>
<td>1,500</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 2020
- February ............ 4 January 2021
- March ................ 3 February 2021
- April ................. 3 March 2021
- May .................... 5 April 2021
- June ................... 5 May 2021
- July/August......... 4 June 2021
- September .......... 4 August 2021
- October ............. 3 September 2021
- November ............ 5 October 2021
- December ............ 5 November 2021

Advertorial: Due two weeks prior to standard ad material due date
Product profile: Due one week prior to standard ad material due date

2021 Online Display Rates

<table>
<thead>
<tr>
<th>Banners</th>
<th>Location</th>
<th>Rates</th>
<th>Creative deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>across top of website</td>
<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.
TECHNICAL SPECS

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

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