OPTICS & PHOTONICS NEWS
2022 Media Kit
TOP 10 REASONS TO ADVERTISE

1. All Optica 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 249,000 unique visitors, with 504,000 unique 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.


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 Optica (formerly 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 **22,000** members working in academia and industry—an audience that includes:
  - Researchers
  - Applied Research Scientists
  - Physicists
  - Managers/Executives
  - Engineers
  - Educators

- Online readership of **249,000** unique visitors, with **504,000** unique page views per year.

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

- Readership in over **100 countries**.

Sources: Optica 2020–2021 member demographics and 2020–2021 Google Analytics
Optics & Photonics News contributors are industry-leading.
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.
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%** Photonics & Optoelectronics
- **11%** Biomedical Optics
- **4%** Vision & Color
- **28%** Optical Interaction Science
- **16%** Fabrication, Design & Instrumentation
- **8%** Information Acquisition, Processing & Display

Source: Optica 2020–2021 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.

Topics that matter

*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

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 photonic science.

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.
<table>
<thead>
<tr>
<th></th>
<th>EDITORIAL FEATURES</th>
<th>BONUS DISTRIBUTION</th>
<th>RESERVE BY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td>Photonic Applications</td>
<td>Photonics West</td>
<td>15 Nov. 2021</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>2022 Optica Fellows</td>
<td></td>
<td>15 Dec. 2021</td>
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<tr>
<td><strong>March</strong></td>
<td>Fiber and Communications</td>
<td>Optical Fiber Communication Conference</td>
<td>14 Jan. 2022</td>
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<tr>
<td></td>
<td>Photonics West</td>
<td>OFC (OFC Show Issue)</td>
<td></td>
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<tr>
<td><strong>April</strong></td>
<td>From Lab to Clinic</td>
<td>Optica Biophotonics Congress: Biomedical Optics</td>
<td>15 Feb. 2022</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>Lasers</td>
<td>Conference on Lasers and Electro-Optics (CLEO)</td>
<td>15 Mar. 2022</td>
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<tr>
<td></td>
<td>Displays</td>
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<tr>
<td></td>
<td>(CLEO Show Issue)</td>
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<tr>
<td><strong>June</strong></td>
<td>Cutting-Edge Coatings and Films</td>
<td>Optica Optical Interference Coatings</td>
<td>15 Apr. 2022</td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td>Sensors</td>
<td>Optica Imaging and Applied Optics Congress</td>
<td>13 May 2022</td>
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<tr>
<td></td>
<td>Ultrafast Phenomena</td>
<td>Optica Optical Sensors and Sensing Congress</td>
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<tr>
<td></td>
<td></td>
<td>International Conference on Ultrafast Phenomena</td>
<td></td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>Deep Learning in Optics</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>and Photonics</td>
<td></td>
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<tr>
<td></td>
<td>International Year of Glass (II)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>Laser Applications</td>
<td>Optica Laser Congress</td>
<td>15 Aug. 2022</td>
</tr>
<tr>
<td></td>
<td>Lasers in Industry</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>November</strong></td>
<td>The Webb Telescope: One Year On</td>
<td></td>
<td>15 Sep. 2022</td>
</tr>
<tr>
<td></td>
<td>Workplace Diversity</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>Year in Optics</td>
<td></td>
<td>14 Oct. 2022</td>
</tr>
<tr>
<td></td>
<td>Photo Contest</td>
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</tbody>
</table>

*All information is subject to change.*
SPECIAL OPPORTUNITIES & PACKAGES

TARGETED SHOW PACKAGES

Promote your presence to thousands of attendees at some of the top conferences in optics and photonics—as well as to the 22,000 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
Attendees: 15,000
Show Issue: March 2022

CLEO Conference and Exhibition
Attendees: 5,000
Show Issue: May 2022

FiO Conference and Exhibition
Attendees: 2,000
Show Issue: October 2022

Optics & Photonics Congresses
Reach a very targeted group of attendees in congresses on imaging, advanced photonics, biomedical optics and more. (Complete list at www.optica.org/meetings)

OPN Digital Edition
Each month, OPN sends a digital replica of the print magazine to all Optica members. Sponsorship opportunities are available. Call for details and pricing.

Adverorial/advertising supplement
A high-impact, two-page spread composed of a full-page adverorial, 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.

Employment advertising
Attract well-qualified job seekers by advertising in the Optics & Photonics News employment section and on Optica’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 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.

| 249K unique visitors/year | 504K unique page views/year |

**OPN e-newsletter**

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

+20K recipients | 23% open rate | 20% CTR
## PRINT

### 2022 Print display rates

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<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tr>
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<td>$4,350</td>
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<td>4,250</td>
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<tr>
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<td>4,900</td>
<td>4,500</td>
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<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tr>
<td>Full page</td>
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<td>$4,750</td>
<td>$4,250</td>
<td>$4,000</td>
<td>$3,500</td>
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<tr>
<td>2/3 page</td>
<td>3,750</td>
<td>3,500</td>
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<td>2,750</td>
<td>2,500</td>
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<tr>
<td>1/2 vert.</td>
<td>3,750</td>
<td>3,500</td>
<td>3,000</td>
<td>2,750</td>
<td>2,500</td>
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<tr>
<td>1/2 island</td>
<td>3,500</td>
<td>3,250</td>
<td>2,750</td>
<td>2,500</td>
<td>2,250</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,000</td>
<td>2,750</td>
<td>2,500</td>
<td>2,250</td>
<td>2,000</td>
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<tr>
<td>1/3 page</td>
<td>2,750</td>
<td>2,500</td>
<td>2,250</td>
<td>2,000</td>
<td>1,750</td>
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<tr>
<td>1/4 page</td>
<td>2,400</td>
<td>2,000</td>
<td>1,750</td>
<td>1,500</td>
<td>1,250</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

- 75-word press release + single high resolution image: $500

### Digital Edition Sponsorship

For details and pricing, contact adsales@optica.org

## Creative deadline

- January ........... 4 December 2021
- February ............ 4 January 2022
- March .............. 3 February 2022
- April .............. 3 March 2022
- May ................. 5 April 2022
- June ................ 5 May 2022
- July/August .......... 4 June 2022
- September ........... 4 August 2022
- October ........... 3 September 2022
- November ........... 5 October 2022
- December ........... 5 November 2022

### Special savings

- Optica Corporate Members receive **15% savings** on OPN advertising.
- CLEO and OFC Exhibit Guide Advertisers receive **15% off** OPN advertising in 2022.

## ONLINE

### Banners

<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>
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</tbody>
</table>

### E-newsletter

<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.

Contact information
For additional questions and to submit your materials, please e-mail your OPN advertising representative at adsales@optica.org.

Ad sizes

<table>
<thead>
<tr>
<th>Publication trim size</th>
<th>Full page</th>
<th>Full-page bleed</th>
<th>2/3 page vertical</th>
<th>1/2 page vertical</th>
<th>1/2 page vertical bleed</th>
<th>1/2 page horizontal</th>
<th>1/3 page vertical</th>
<th>1/3 page square</th>
<th>1/4 page square</th>
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<tr>
<td>8.125” x 10.875” (w x h)</td>
<td>7.125” x 9.875” (w x h)</td>
<td>8.375” x 11.125” (w x h)</td>
<td>4.5” x 9.25” (w x h)</td>
<td>3.5” x 9.875” (w x h)</td>
<td>4.25” x 11.125” (w x h)</td>
<td>6.75” x 4.5” (w x h)</td>
<td>2.125” x 9.25” (w x h)</td>
<td>4.5” x 4.5” (w x h)</td>
<td>3.25” x 4.5” (w x h)</td>
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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>
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</tbody>
</table>

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