

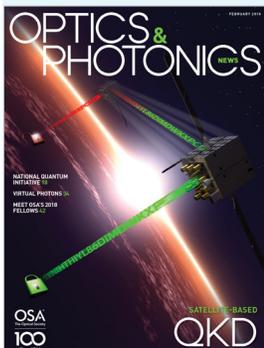
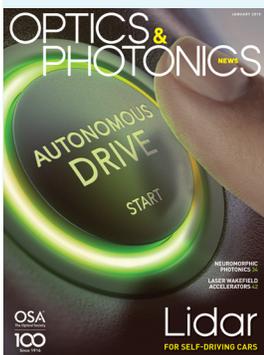
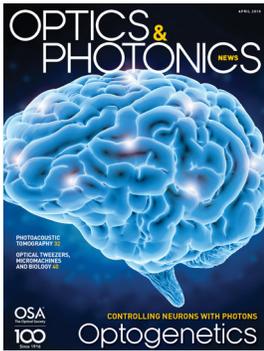
OSA<sup>®</sup>  
100



# OPTICS & PHOTONICS NEWS

2019 Media Kit

# TOP 10 REASONS TO ADVERTISE

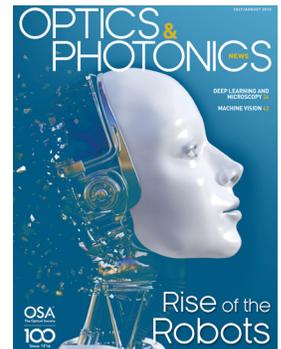


1. All OSA Members receive each monthly issue of *Optics & Photonics News*, and most consider it their **#1 member benefit**.
2. *Optics & Photonics News* unites **science, research and industry news** in one convenient and easy-to-read format.
3. An employment ad in *Optics & Photonics News* can **attract the best and brightest professionals** in the field to your company.
4. *Optics & Photonics News* has an **online readership** of more than 158,000 unique visitors, with 412,000 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 **>158,000** unique visitors, with **412,000** page views per year.
- ▶ High reader satisfaction: More than **90%** of OSA Members highly value *Optics & Photonics News*.
- ▶ Readership in over **100 countries**, with **>50%** of readers residing outside the United States.



## **OSA**

Largest membership organization in optics and photonics

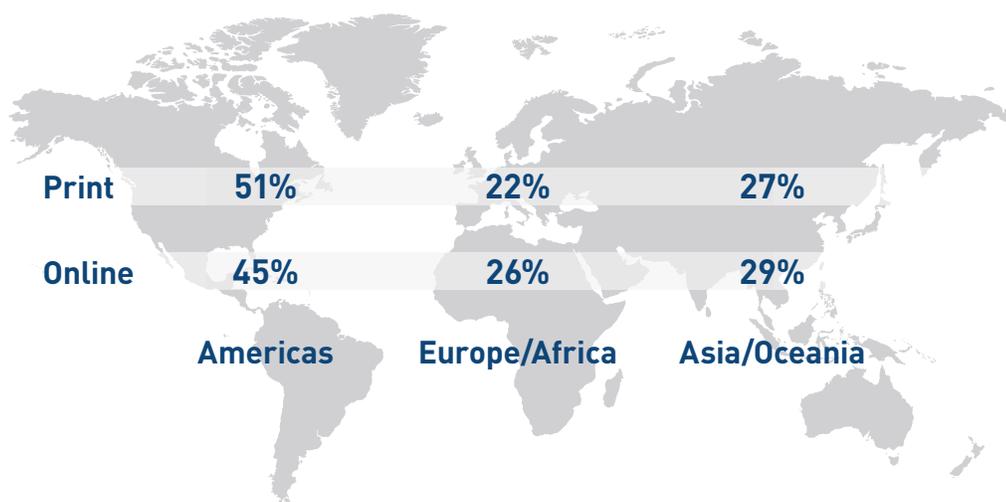


**>20,000 members**

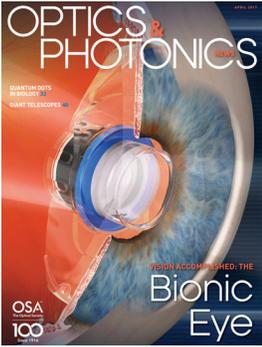
from

**>100 countries**

working in academia and industry



Sources: OSA 2018 Member demographics and 2017–2018 Google Analytics data.



## Industry-Leading Contributors



Authors of OPN features and columns include

**top scientists**  
**engineers**  
**journalists**

and

**thought leaders**

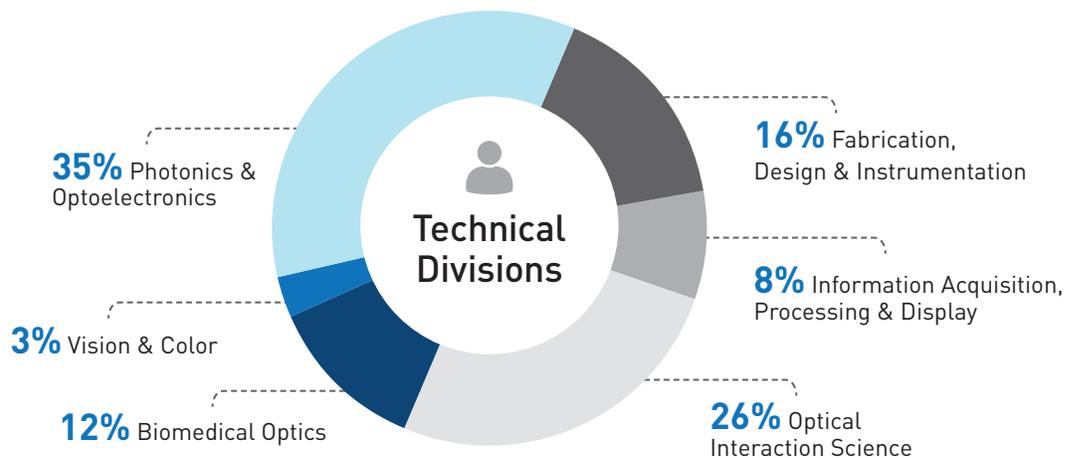
in all areas of optical science and business.

*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.

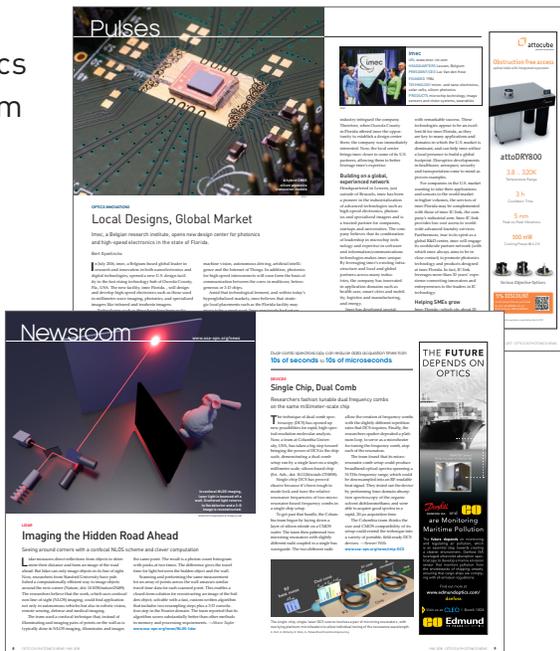
*Optics & Photonics News* includes news and columns that zero in on the topics that matter to optical professionals.

- ▶ **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.

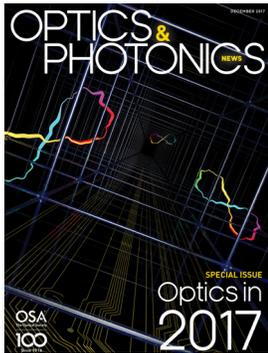


## OPN Columns

- 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

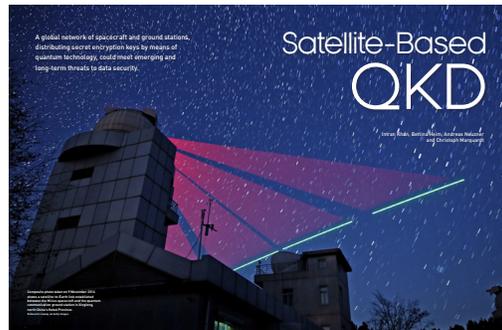
OPN's December issue includes a highly regarded annual feature showcasing the strongest, most innovative research published in optical and photonic science over the past 12 months.

### 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 present and future of global optical communications, through features on topics ranging from new fiber technologies to quantum encryption.



We keep readers on top of emerging trends driving both basic research and application development, be it the Internet of Things, autonomous vehicles or optogenetics.



OPN's reporters and authors monitor the pulse of foundational optical technologies and tools, such as OLEDs, that will shape future consumer device design.



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.

# 2019 EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	RESERVE BY
<b>January</b>	Photonic Applications	Photonics West	<b>15 Nov. 2018</b>
<b>February</b>	Smartphone Optics OSA Fellows		<b>14 Dec. 2018</b>
<b>March</b>	Fiber and Communications (OFC Show Issue)	Optical Fiber Communication Conference (OFC)	<b>15 Jan. 2019</b>
<b>April</b>	Bioimaging	OSA Biophotonics Congress: Optics in the Life Sciences	<b>15 Feb. 2019</b>
<b>May</b>	Lasers Displays (CLEO Show Issue)	Conference on Lasers and Electro-Optics (CLEO)  Digital Holography  3-D Imaging	<b>15 Mar. 2019</b>
<b>June</b>	Sensors	OSA Imaging and Applied Optics Congress  OSA Optical Interference Coatings  OSA Optical Design and Fabrication Congress	<b>15 Apr. 2019</b>
<b>July/August</b>	Advanced Materials Ultrafast Phenomena	Applied Industrial Optics  OSA Nonlinear Optics  OSA Advanced Photonics	<b>15 May 2019</b>
<b>September</b>	Quantum Technology (FiO Show Issue)	Frontiers in Optics (FiO)	<b>15 July 2019</b>
<b>October</b>	Laser Applications Lasers in Industry	OSA Laser Congress	<b>15 Aug. 2019</b>
<b>November</b>	Optics and Sustainability		<b>13 Sep. 2019</b>
<b>December</b>	Year in Optics Photo Contest		<b>15 Oct. 2019</b>

*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 2019 Fiber and Communications/OFC show issue

### CLEO Conference and Exhibition

- ▶ Approximately 5,000 attendees
- ▶ OPN May 2019 Lasers/CLEO show issue

### FiO Conference and Exhibition

- ▶ More than 2,000 attendees
- ▶ OPN September 2019 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))

## 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

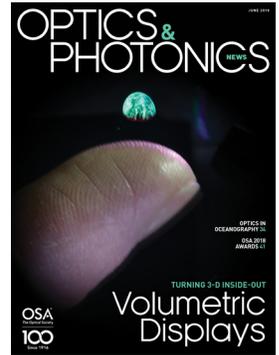
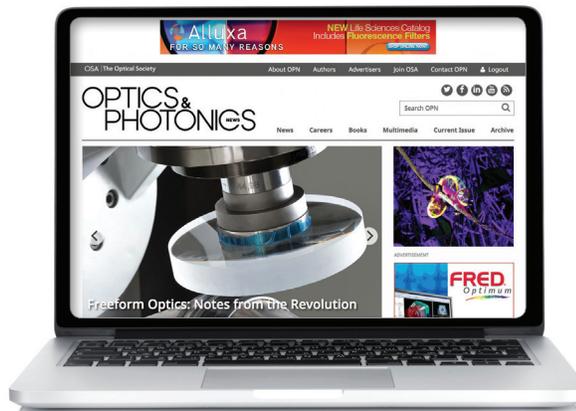
Attract well-qualified job seekers by advertising in the *Optics & Photonics News* employment section and on OSA’s Work in Optics online job board. Special pricing.



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:

158,000  
unique  
visitors

412,000  
page views

e-news  
monthly  
statistics:

19,000  
recipients

25%  
open rate

24%  
click-  
through  
rate



## 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.

# RATES & DEADLINES

## PRINT

### 2019 Print display rates

Covers	1x	3x	6x	9x	12x
Cover 2	\$5,150	\$4,750	\$4,350	\$4,000	\$3,500
Cover 3	5,000	4,600	4,250	3,750	3,150
Cover 4	5,250	4,900	4,500	4,000	3,550
	1x	3x	6x	9x	12x
Full page	\$5,000	\$4,750	\$4,250	\$4,000	\$3,500
2/3 page	3,750	3,500	3,000	2,750	2,500
1/2 vert.	3,750	3,500	3,000	2,750	2,500
1/2 island	3,500	3,250	2,750	2,500	2,250
1/2 page	3,000	2,750	2,500	2,250	2,000
1/3 page	2,750	2,500	2,250	2,000	1,750
1/4 page	2,400	2,000	1,750	1,500	1,250

#### 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 2018

**February** ..... 4 January 2019

**March**..... 4 February 2019

**April**..... 4 March 2019

**May**..... 4 April 2019

**June** ..... 3 May 2019

**July/August**..... 4 June 2019

**September** ..... 2 August 2019

**October**..... 4 September 2019

**November** ..... 4 October 2019

**December**..... 4 November 2019

**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 2019.

## 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.

## 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).

### 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)

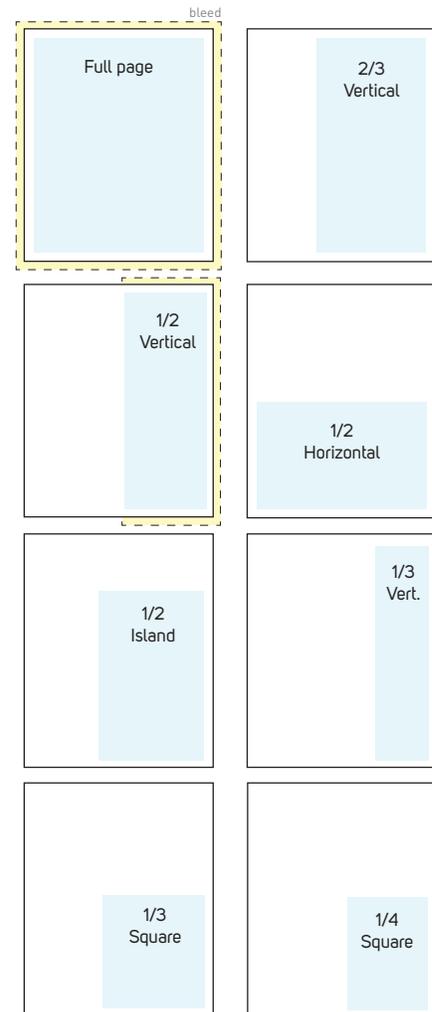
**1/2 page island**  
4.5" x 6.75" (w x h)

**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 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 <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



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