A glass sphere, the geometrically simplest form of lens. [S. Viezens, 1st place OPN 2023 Photo Contest]
OPTICS & PHOTONICS NEWS

The award-winning monthly magazine and website published by Optica, the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

Optics & Photonics News offers:

ACCESS to the largest optics and photonics member organization, with 24,000+ members working in academia and industry worldwide

HIGH READER SATISFACTION
>90% of Optica members highly value Optics & Photonics News

ONLINE READERSHIP
200,000 visitors per year at optica-opn.org

GLOBAL READERSHIP
100+ countries

Asia & Oceania
37%

Europe
20%

North America
36%

South America & Caribbean
4%

Middle East & Africa
3%

Source: Optica 2023–2024 member demographics and 2023–2024 Google Analytics
TOP 5 REASONS TO ADVERTISE

1. All Optica members receive each monthly issue of *Optics & Photonics News* (OPN), and most consider it their #1 member benefit and a top source of reliable engineering information.

2. OPN unites science, research and industry news in one convenient and easy-to-read format—offered in print, web, digital edition and email.

3. OPN magazine and website feature quality editorial coverage written by respected professionals on pressing industry issues.

4. OPN has an online readership of 200,000 visitors, with 453,000 page views per year.

5. OPN is an award-winning publication—recognized for general excellence, visual design and website redesign.
INFLUENCE/VALUE

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
- Lasers & laser systems
- Positioning & support equipment
- Laser parts & accessories
- Software/technical computing products
- Imaging devices & systems
- Materials & substrates
- Fiber optic components & systems

Optics & Photonics News provides access to an audience that includes:
- Researchers
- Applied Research Scientists
- Physicists
- Managers/Executives
- Engineers
- Educators

Primary field of expertise of Optics & Photonics News readers:
- 34% Photonics & Optoelectronics
- 15% Fabrication, Design & Instrumentation
- 8% Information Acquisition, Processing & Display
- 29% Optical Interaction Science
- 4% Vision & Color
- 10% Biomedical Optics

Source: Optica 2023–2024 member demographics

An award-winning publication
Optics & Photonics News has repeatedly been recognized for publication excellence by multiple industry organizations, including awards for:
- General excellence
- Visual design
- Website redesign

The high-quality content, design and production values provide a strong, credible vehicle for reaching a highly targeted and motivated audience.
THE HOTTEST TOPICS

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.

Cutting-edge features

OPN feature articles, written by leaders in the field and by experienced science journalists, span the entire range of optical science, engineering and business—including some of the discipline’s hottest topics.

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

We keep readers on top of trends driving research and application development, be it fiber communications, autonomous vehicles, sensors or bio-inspired design.

Topics that matter

OPN 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 and companies worldwide—everything from fiber to photovoltaics.

Optics Innovations focuses on entrepreneurship and technology transfer.

Career Focus provides tips and tales on building a scientific career in a competitive market.

Market Report highlights emerging trends and key issues in the global optics and photonics business.

Reflections in Diversity offers practical, solutions-oriented content on building workplace diversity.

Light Touch features unusual angles and stories on optical science.

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.
## 2025 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Features</th>
<th>Bonus Distribution</th>
<th>Special Opportunities</th>
<th>Reserve By</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Photonic Innovations and Applications</td>
<td>Photonics West</td>
<td>Product Profiles</td>
<td>15 Nov 2024</td>
<td>5 Dec 2024</td>
</tr>
<tr>
<td>February</td>
<td>2025 Optica Fellows</td>
<td></td>
<td></td>
<td>13 Dec 2024</td>
<td>3 Jan 2025</td>
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<tr>
<td>March</td>
<td>Fiber and Communications [OFC Show Issue]</td>
<td>OFC Conference and Exhibition</td>
<td>Product Profiles</td>
<td>15 Jan 2025</td>
<td>31 Jan 2025</td>
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<tr>
<td>April</td>
<td>Optical Bioimaging and Diagnostics</td>
<td></td>
<td></td>
<td>14 Feb 2025</td>
<td>3 Mar 2025</td>
</tr>
<tr>
<td>June</td>
<td>Quantum Technology Fabricating Micro-Optics</td>
<td>Optica Quantum 2.0 Conference and Exposition</td>
<td></td>
<td>15 Apr 2025</td>
<td>5 May 2025</td>
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<tr>
<td>July/August</td>
<td>Emerging Materials and Applications Entrepreneurs to Watch</td>
<td></td>
<td>Product Profiles</td>
<td>15 May 2025</td>
<td>5 Jun 2025</td>
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<tr>
<td>September</td>
<td>A.I. in Optics and Photonics: A Progress Report</td>
<td>European Conference on Optical Communication (ECOC)</td>
<td></td>
<td>15 Jul 2025</td>
<td>4 Aug 2025</td>
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<tr>
<td>November</td>
<td>The Optics and Photonics Workforce</td>
<td></td>
<td></td>
<td>15 Sep 2025</td>
<td>3 Oct 2025</td>
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<tr>
<td>December</td>
<td>Year in Optics Photo Contest</td>
<td></td>
<td>Product Profiles</td>
<td>15 Oct 2025</td>
<td>5 Nov 2025</td>
</tr>
</tbody>
</table>

All information is subject to change.
SPECIAL OPPORTUNITIES & PACKAGES

Beyond print advertisements is a variety of formats! Advertisers in OPN can take advantage of several special avenues for communicating their message to OPN magazine’s motivated and qualified audience.

OPN Digital Edition

Each month, in addition to the full text in print and on its website, the OPN team creates a ‘page-turn’ digital replica of the print magazine that’s available to all Optica members. Sponsorship opportunities are available. USD 7,500

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. USD 7,500

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. Email for pricing.

Product Profiles

Your product profile appears as a special feature (including photo) in select Optics & Photonics News print issues. Must be relevant to the optics and photonics industry. USD 500

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. Starting at USD 500

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 24,000+ readers of Optics & Photonics News—through a targeted combination of advertisements in the show issue of OPN (in print and online) and in the conference’s own show guide/program book and website.

OFC Conference and Exhibition
ATTENDEES: 14,500+
SHOW ISSUE: March 2025

CLEO Conference and Exhibition
ATTENDEES: 3,000+
SHOW ISSUE: May 2025

FiO LS Conference and Exhibition
ATTENDEES: 3,000
SHOW ISSUE: October 2025

2025 Optica Events
Reach a very targeted group of attendees at events on imaging, advanced photonics, biomedical optics and more. View the complete list at optica.org/events.
Call or email for details and pricing.

Optica's Work in Optics online job board.
WEBSITE 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. Reach your target audience with an OPN website leaderboard or medium rectangle ad.

**OPN Website Ad Rates & Specifications**

**Leaderboard**
- **AD RATE:** USD 1,000/month
- **AVAILABILITY:** Rotating ad, total of three sold per month
- **WEBSITE:** 728 x 90 px  |  **MOBILE:** 324 x 45 px
- **FILE FORMAT:** gif, png or jpg file; static or animated
- **DUE DATE:** One week prior to publication or start of the month

**Medium Rectangle**
- **AD RATE:** USD 500/month
- **AVAILABILITY:** Rotating ad, total of four sold per month, 1st or 2nd position, two per position
- **WEBSITE + MOBILE:** 300 x 250 px
- **FILE FORMAT:** gif, png or jpg file; static or animated
- **DUE DATE:** One week prior to publication or start of the month
e-NEWSLETTER ADVERTISING

On the 1st and 15th of each month, *Optics & Photonics News* sends a mobile-friendly e-Newsletter to all Optica members—a subscriber list of more than 20,000—that highlights stories from the magazine and online breaking news.

**OPN e-Newsletter Ad Rates & Specifications**

**AD RATE**: USD 1,000/placement

**AVAILABILITY**: Total of four sold per month, 1st or 15th message, 1st or 2nd position

**ARTWORK SIZE**: 520 × 200 px

**FILE FORMAT**: gif, png or jpg file; static only

**DUE DATE**: One week prior to publication

**20,000+ recipients**

**30% open rate**

**11% CTR**

OPN e-Newsletter is delivered twice monthly and includes two ad spaces.

optica-opn.org  |  +1.202.416.1988  |  adsales@optica.org
## PRINT RATES & TECHNICAL SPECS

Contact the OPN Advertising Team today to build a customizable advertising package that will **deliver results, drive traffic and achieve your company’s goals.**

### 2025 Print Display Rates – Rates Listed in USD

<table>
<thead>
<tr>
<th>Covers</th>
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<th>6x</th>
<th>9x</th>
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**1/2 island**

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**Employment**

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</tr>
<tr>
<td>Cover 4</td>
<td>500</td>
<td>250</td>
<td>125</td>
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</tbody>
</table>

### Special Savings

Optica Corporate Members receive **15% savings** on OPN ads. All rates are net.

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### Ad Sizes

**Publication trim size**

- 8.125" x 10.875" (w x h)
- Full page (with ¼" bleed)
- 8.375" x 11.125" (w x h)

**½ page ad vertical**

- 4.5" x 9.25" (w x h)

**¾ page ad vertical**

- 4.25" x 11.125" (w x h)

**½ page ad horizontal**

- 6.75" x 4.5" (w x h)

**¾ page ad horizontal**

- 2.125" x 9.25" (w x h)

**¾ page ad square**

- 4.5" x 4.5" (w x h)

**¼ page ad square**

- 3.25" x 4.5" (w x h)

**Contact information**

For additional questions and to submit your materials, please email your OPN Advertising Team at **adsales@optica.org**.

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### Print Specifications

**Format for ad materials**

High-resolution, 300 dpi, PDF, all fonts embedded. Be sure bleed is included and printer’s marks are present.

**Image resolution and color**

All art should be 300 dpi and CMYK (4-color). Spot colors should not be used.

**Bundle to Save**

Cover ads: Receive maximum visibility with Cover 2 (inside front), Cover 3 (inside back) or Cover 4 (outside back).

Interior ads: Choose from a wide selection to suit your needs and budget.