

OPTICS & PHOTONICS NEWS

2024 Media Kit

A high-power femtosecond IR laser focused into
a pressurized Argon gas jet. [S. Weerdenburg,
2nd place OPN 2022 Photo Contest]

OPTICS & PHOTONICS NEWS

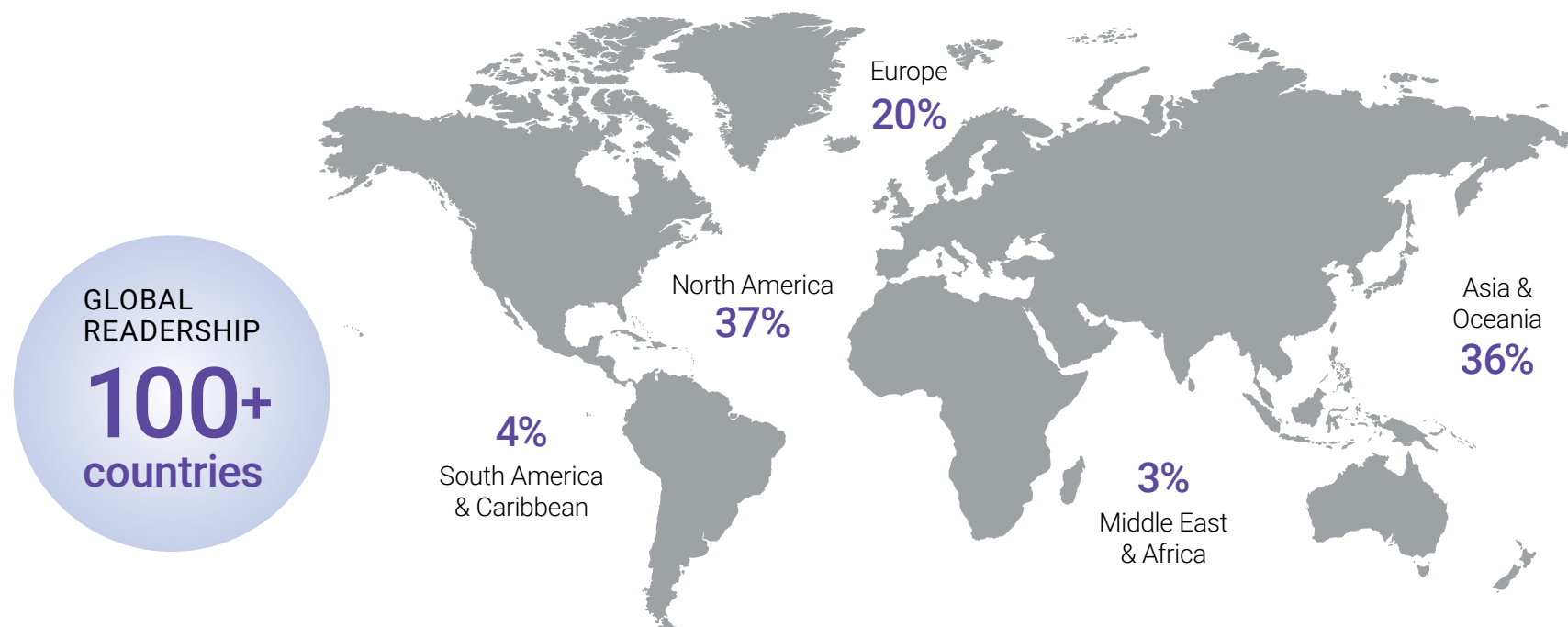
The award-winning monthly magazine and website published by Optica (formerly OSA), the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

Optics & Photonics News offers:

ACCESS to the largest 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
225,000 unique visitors per year at optica-opn.org

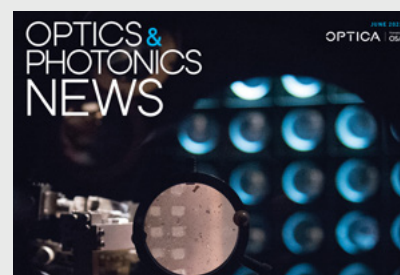


Sources: Optica 2022–2023 member demographics and 2022–2023 Google Analytics

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 **225,000** unique visitors, with **436,000** unique page views per year.
- 5 OPN is an **award-winning publication**—recognized for general excellence, visual design and website redesign.

optica-opn.org | +1.202.416.1988 | adsales@optica.org



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**.

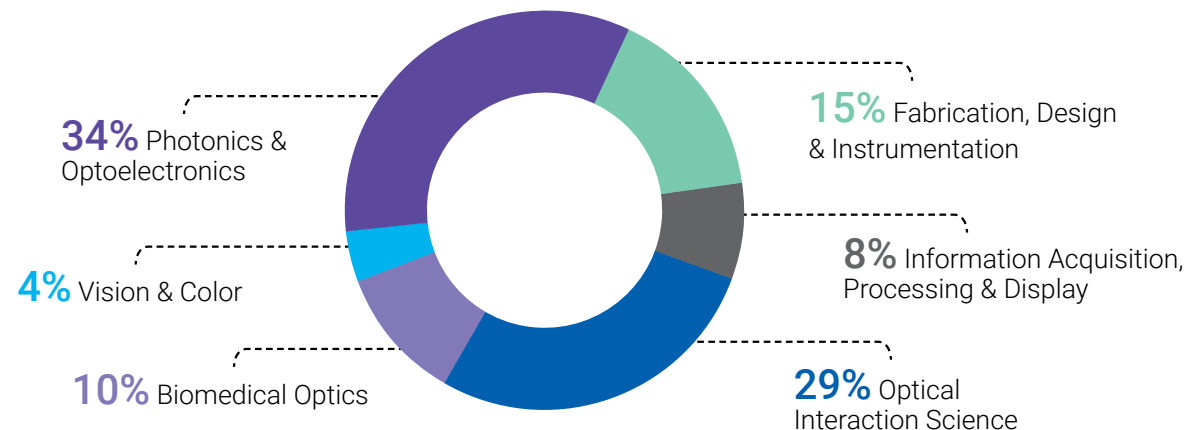
Readers directly purchase or influence the purchase of:

- 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:



Source: Optica 2022–2023 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 and 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

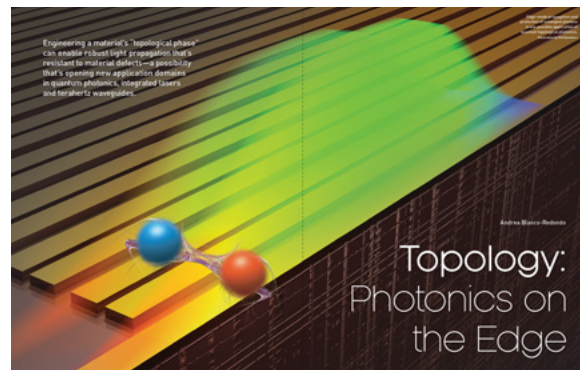
Optics & Photonics News is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

Cutting-edge features

OPN feature articles, written by **leaders in the field** and by experienced science journalists, span the full spectrum 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 emerging trends driving both basic research and application development, be it fiber communications, autonomous vehicles or sensors.

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 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.

2024 EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	SPECIAL OPPORTUNITIES	RESERVE BY	ARTWORK DUE
January	Photonic Innovations and Applications	Photonics West	Product Profiles [Due 29 Nov]	15 Nov 2023	5 Dec 2023
February	2024 Optica Fellows			15 Dec 2023	4 Jan 2024
March	Fiber and Communications [OFC Show Issue]	OFC Conference and Exhibition	Product Profiles [Due 25 Jan]	15 Jan 2024	1 Feb 2024
April	Optical Bioimaging and Diagnostics	Optica Biophotonics Congress: Biomedical Optics		15 Feb 2024	1 Mar 2024
May	Lasers Displays Integrated Photonics [CLEO Show Issue]	CLEO Conference and Exhibition	Product Profiles [Due 29 Mar]	15 Mar 2024	5 Apr 2024
June	Quantum Technology 2024 Optica Awards and Medals	Optica Quantum 2.0 Conference and Exposition		15 Apr 2024	2 May 2024
July/August	Sensing for Environment and Security Optics & Art	Optica Imaging Congress Optica Sensing Congress	Product Profiles [Due 29 May]	15 May 2024	5 Jun 2024
September	Industry Perspectives [FIO Show Issue]			15 Jul 2024	1 Aug 2024
October	Laser Applications Lasers in Industry	Optica Laser Congress and Exposition	Product Profiles [Due 29 Aug]	15 Aug 2024	5 Sep 2024
November	TBA			13 Sep 2024	4 Oct 2024
December	Year in Optics Photo Contest		Product Profiles [Due 29 Oct]	15 Oct 2024	5 Nov 2024

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. *Call for details and pricing.*

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. *Call for pricing.*

Product Profiles

Your product profile appears as a special feature (including photo) in certain *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. *Special pricing.*

Ensure's Accelerated Growth & Expansion: Diversifying the Manufacturing Chain with NEW factories in Vietnam and Thailand

As a leading provider of Precision Connectivity Solutions, Ensure is starting to new heights in the global market with its strategic move to expand and diversify its manufacturing chain. With newly expanding manufacturing capacity by adding new facilities in Vietnam (2023), followed by Thailand (2024).

This solid expansion strategy is driven by Ensure's established track record as a reliable and versatile solutions provider, poised to drive the digital revolution forward and facilitate connectivity solutions worldwide.

Overcoming the manufacturing chain brings significant benefits, supporting production capabilities, optimizing operations, increasing efficiency and reducing lead times. This advantage approach leads to:

- Premium PLC Splitters, OM3 and OM4 integration solutions, and Fiber Sensing Technology
- Ensure's product range includes reputation PLC Splitters, advanced OM3 and OM4 products, and optical amplifiers like EDFA, SOA, & MFA products, plus a new range of OTDR, Dispersion and Fiber Optic Sensing products with ultra-reliable bandwidths for OTDR, DWDM & DAS systems based

Increasing capacity and expanding the facilities of robust worldwide International Business Director for Ensure, Carlos Barragan, excitedly comments, "We're equipped to meet the growing demand for reliable, high-tech connectivity solutions, whilst diversifying manufacturing resources via to drive connectivity forward with continued top-notch performance and reliability in every solution."

Water-Cooled Laser Scan Heads

SCALAB GmbH, a German based manufacturer manufacturing in 3D laser scanning machines, has awarded to SPAL GmbH in series of compact, high-performance laser heads. These compact laser heads are designed to be integrated into the most common 3D laser scanning systems. According to SCALAB GmbH, the SPAL GmbH laser heads are "laser heads" that are designed to be integrated into the most common 3D laser scanning systems. The laser heads are designed to be integrated into the most common 3D laser scanning systems. The laser heads are designed to be integrated into the most common 3D laser scanning systems.

Ultra-Low Viscosity, Biocompatible Epoxy Offers Optical Clarity

SPAL GmbH is a one-stop, optically clear epoxy designed for use in medical device assembly.

Key Features

- Low viscosity and low shrinkage
- High glass transition temperature
- Stable 50-100°C
- Transparent

Master Board | masterboard.com/highly-transparent

High-Power fs UV Laser

Light Conversion, a leading provider of ultrafast lasers, has introduced the CLM200-CO-5000 fs laser. The company says the device is "the most compact 500 fs UV femtosecond laser currently available in the market" with a 500 fs pulse duration. Based on the "ultrafast" technology, the CLM200-CO-5000 fs laser platform "can deliver 500 fs pulses as a sequence of 100 ns, according to the company. Light Conversion also notes that the high-power enables splitting of the beam into multiple parallel, enabling applications in reconstructive processes and medical diagnostics."

High-Dynamic-Range Spectrometer

Hamamatsu Photonics has introduced the C12700-01 16 channel multi-channel spectrometer with a wide dynamic range. The company says the instrument can take simultaneous multi-wavelength spectral measurements across a wavelength range of 400 nm to 1,600 nm, with a "very high" dynamic range of 3 orders of magnitude. The spectrometer is particularly effective, according to the company, when strong and weak signals are present simultaneously. The spectrometer has been newly designed and developed, and the high dynamic range has been confirmed.

Hamamatsu Photonics | hamamatsu.com

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 on the web) and in the conference's own show guide/program book and website.

OFC Conference and Exhibition

ATTENDEES: **13,000+**
SHOW ISSUE: **March 2024**

CLEO Conference and Exhibition

ATTENDEES: **3,000+**
SHOW ISSUE: **May 2024**

FiO Conference and Exhibition

ATTENDEES: **3,000**
SHOW ISSUE: **September 2024**

Optics & Photonics Congresses

Reach a very targeted group of attendees in congresses on imaging, advanced photonics, biomedical optics and more. Complete list at optica.org/events.

Call for details and pricing.

ONLINE 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.



Frequency discounts available for online ads

20K+ recipients

28% open rate

13% CTR

225K unique visitors/year

436K unique page views/year

OPN Website Banner Advertising

Reach your target audience with an OPN website leaderboard or medium rectangle ad.

Leaderboard Ad: USD 1,000/month
WEBSITE: 728 × 90 px | **MOBILE:** 324 × 45 px

Medium Rectangle Ad: USD 500/month
WEBSITE + MOBILE: 300 × 250 px

FILE FORMAT: gif, png or jpg file; static or animated

DUE DATE: one week prior to publication or start of the month



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.

E-news Ad: USD 1,000/placement
PLACEMENT: 1st or 2nd position
SIZE: 520 × 200 px

FILE FORMAT: gif, png or jpg file; static only
DUE DATE: one week prior to publication

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**.

2024 Print Display Rates – Rates Listed in USD

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 vert.	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 horiz.	3,000	2,750	2,500	2,250	2,000
1/3 vert.	2,750	2,500	2,250	2,000	1,750
1/3 sqr.	2,750	2,500	2,250	2,000	1,750
1/4 sqr.	2,400	2,000	1,750	1,500	1,250

Employment

Full page: 2,000 1/2 page: 1,000 1/4 page: 500

Special Savings

Optica Corporate Members receive **15% savings** on OPN ads.

All rates are net.

**Bundle
to Save**

Ad sizes

Publication trim size

8.125" x 10.875" (w x h)

Full-page (with 1/4" 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 (with 1/4" 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

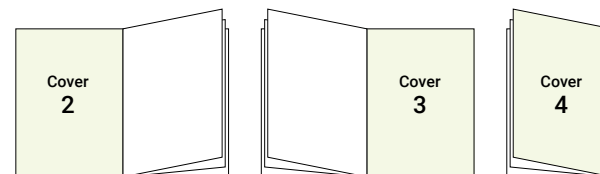
2.125" x 9.25" (w x h)

1/3 page square

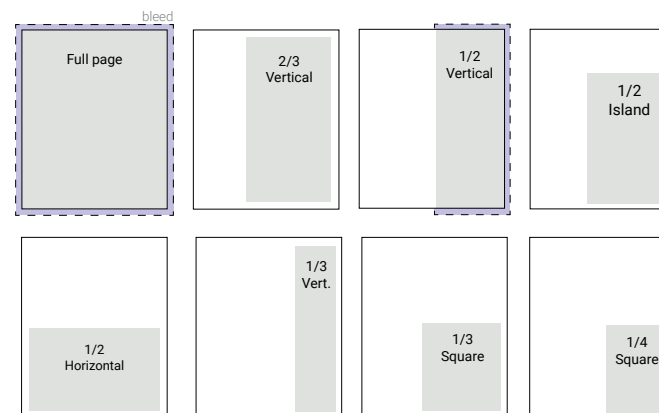
4.5" x 4.5" (w x h)

1/4 page square

3.25" x 4.5" (w x h)



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.

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.

Contact information

For additional questions and to submit your materials, please email your OPN advertising representative at adsales@optica.org.