

2010

SPIE Buyers Guide

Promote Your Company Year-Round

Companies turn to SPIE for well-attended exhibits to promote their products and services. Now SPIE offers a post-show, year-round way to reach your potential customers.

SPIE Buyers Guide

The SPIE Buyers Guide is a valuable resource for Society Members and other industry professionals who use the Web to locate products and services. Users have the option of performing keyword-driven searches that mirror traditional search engines, or a category-specific search. Both methods produce the most relevant results on the Web.

As a recognized leader in the optics and photonics industry, professionals turn to SPIE as trusted sources of information.

Why complete a listing in the SPIE Buyers Guide?

With traditional search results, your company's listing becomes one in a million. But searching through the SPIE Buyers Guide presents relevant search results to pre-qualified, committed buyers. Completing a listing will cost your company less than a pay-per-click campaign and deliver better results.

Benefits

- Lead generation
- Increased traffic to your website
- Brand-building exposure
- Increased sales opportunities
- Highly targeted audience

What makes us different?

No free listings.

A common practice among Buyers Guides is to offer free listings and then sell you upgrades or display advertising; with a free listing you'll often find yourself surrounded by competitors' ads and, in some cases, with no Web or email link! Free listings help to build a database boasting thousands of companies, but the records are often poorly maintained and hold little or no valuable information—they undermine a guide's usefulness and discourage return visitors.

No roadblocks.

Buyers Guides are often cumbersome, requiring multiple clicks to access information. Frequently the goal is to distract traffic away from the relevant results in an effort to supply more views to display advertisers. Our goal is to get customers to you as quickly as possible.

Traffic and Reach

Members of SPIE spend billions of dollars a year on products and services.

Contact: Buyers Guide Sales

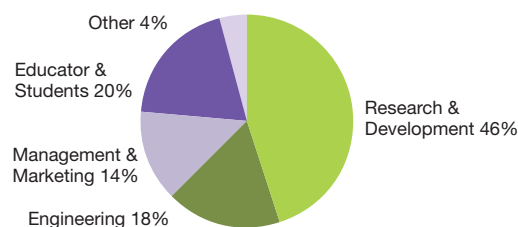
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Tel: +1 360 715 3705

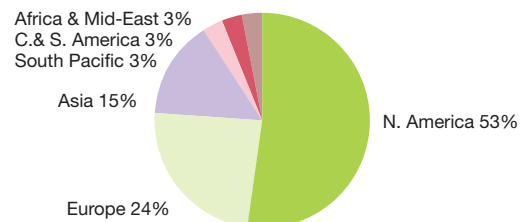
Fax: +1 360 824 6014

Email: sales@spieworks.com

What They Do*



Where They Live*



* Society's own data.



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Pricing and Placement Opportunities

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The following rates reflect an annual pricing structure.
Your company's listing appears in the SPIE Buyers Guide for one year.

\$795 Featured Listing

Includes your full-color company logo, a company description, links to your website, contact information, and placement in as many categories as you'd like.

Logo Guidelines

Logos will be published at 100 x 50 pixels, and 100 x 200 pixels. For best quality, logos should be submitted in the following format:

- EPS file or tif with a transparent background
- 300 dpi
- CMYK

\$295 Standard Listing

Company description, links to your website, contact information, and placement in as many categories as you'd like.

SPIEBuyersguide.com

Contact:
Buyers Guide Sales

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