

2010

# Event Advertising

Reach thousands of potential customers who use SPIE event pieces to plan their agendas.



## Technical Program

Distributed onsite to all technical attendees, this piece reaches research and development professionals in different fields with news of your products and services. It provides a participant list, special event information, and an outline of the technical conferences.



## Exhibition Guide

Increase your impact on your primary target audience with an ad in the colorful Exhibition Guide. Distributed to all attendees, this handy guide features exhibitor descriptions and show floor locations.













## Exhibition/Course Preview

Stand out from the other exhibitor listings and let your customers know that you'll be participating at the upcoming event. This pre-show piece mails to 35,000 prospective exhibition visitors and course attendees approximately 8 weeks before the show.

[spie.org/exhibitions](http://spie.org/exhibitions)

# 2010

# Featured Events

Event	Location	Key Technologies	Est. Attendance	Technical Program	Exhibition Guide	Exh/Course Preview
<b>January</b>						
 	San Francisco, California, USA	<b>Photonics West</b> • Biomedical optics • lasers and applications in science and engineering, including fiber and semiconductor lasers and LEDs • integrated optoelectronic devices, including nanotechnologies in photonics and displays • MOEMS and MEMS, including fabrication, devices and applications  <b>BIOS</b> • Photonic therapeutics and diagnostics • clinical technologies and systems • tissue optics • biomedical spectroscopy, microscopy, and molecular imaging • nano/biophotonics, including QDs, probes, and plasmonics	18,000	•	•	•
<b>February</b>						
	Orlando, Florida, USA	Visualization, image-guided procedures, and display • physics of medical imaging • physiology, function, and structure from medical images • image processing • PACS and imaging informatics • image perception, observer performance, and technology assessment • ultrasonic imaging and signal processing	1,100	•		
	San Jose, California, USA	Emerging lithographic technologies • resist materials and processing technology • metrology, inspection, and process control • optical microlithography • data analysis and modeling for patterning control • design and integration	4,300	•	•	
<b>March</b>						
	San Diego, California, USA	Modeling, signal processing, and control • electroactive polymer actuators and devices • damping and isolation • active materials • MEMS, BioMEMS, and nanotechnology • civil, mechanical and aerospace systems • NDE for micro- and nano-material systems, homeland security, aerospace materials, composites, civil infrastructures, biological systems	950	•		
<b>April</b>						
	Orlando, Florida, USA	IR sensors and systems engineering • homeland security and law enforcement • tactical sensors and imagers • Chemical Biological Radiological Nuclear and Explosives (CBRNE) • military and avionic displays • space technologies and operations • intelligent and unmanned/unattended sensors and systems • sensor data exploitation and target recognition • information fusion, data mining, and information networks • signal, image, and neural net processing • communication and networking technologies and systems • modeling and simulation • enabling photonic technologies • imaging, sensors, and displays	6,000	•	•	•
	Brussels, Belgium	Micro/Nano Technologies • Metamaterials • Photonic Crystal Fibers + Devices • MEMS, MOEMS • Nanometrology • Optical Sensors • Silicon Photonics and Photonic Integrated Circuits • Organic Photonics • Semiconductor • Solid State Lasers • Fiber Lasers • Amplifiers • Solar • Biophotonics • Photonics in Automotive • Image Processing • Multimedia	2,000	•	•	
<b>June</b>						
	San Diego, California, USA	Telescopes and Systems • Ground-based and Airborne Telescopes • Ground-based and Airborne Instrumentation • Optical and IR Interferometry • Adaptive Optics Systems • Observatory Operations • Systems Engineering Technology Advancements • Modern Technologies • Advanced Software and Control • Detectors	2,000	•		
<b>August</b>						
	San Diego, California, USA	Optics and optomechanics • metrology • detectors and imaging devices • optical instrumentation • nanotechnology • organic materials • plasmonics • solid state lighting • nonimaging systems • photovoltaics • organic LEDs • alternate energy sources	5,000	•	•	•
<b>October</b>						
	Monterey, California, USA	Pattern generation and transfer • data preparation • advancing RETs • 157-nm mask • OPC • litho applications • resist process • inspection and cleaning • EUV • metrology	1,150	•		

For a complete menu of Exhibiting Opportunities, visit [spie.org/exhibitions](http://spie.org/exhibitions).

# 2010 Insertion Order

# Event Advertising

## 1 Please provide complete billing information:

**Advertising Company** \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  Send invoice to Advertising Company (not Ad Agency)  
 Company is an SPIE Corporate Member  No  Yes Corporate ID# \_\_\_\_\_

**Ad Agency** \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov./Country \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ P.O. (if required for billing) \_\_\_\_\_

## 2 Select Advertisement

Option	Technical Program	Exhibition Guide	Insertion Order Due	Materials Due
Photonics West/BiOS	**	**	9 November 2009	16 November 2009
Medical Imaging*	<input type="checkbox"/>		16 November 2009	23 November 2009
Advanced Lithography	<input type="checkbox"/>	<input type="checkbox"/>	30 November 2009	7 December 2009
Smart Structures/NDE*	<input type="checkbox"/>		14 December 2009	21 December 2009
Defense, Security, and Sensing	<input type="checkbox"/>	<input type="checkbox"/>	15 January 2010	22 January 2010
Photonics Europe	<input type="checkbox"/>	<input type="checkbox"/>	25 January 2010	1 February 2010
Astronomical Instrumentation*	<input type="checkbox"/>		12 April 2010	19 April 2010
Optics + Photonics (SPIE 55th Annual Meeting)	<input type="checkbox"/>	<input type="checkbox"/>	10 May 2010	17 May 2010
Photomask	<input type="checkbox"/>		21 June 2010	28 June 2010
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>		

\*25% discount

Option	Exhibition Course Preview	Insertion Order Date	Materials Due
Photonics West/BiOS	**	21 September 2009	28 September 2009
Defense, Security, and Sensing	<input type="checkbox"/>	7 December 2009	14 December 2009
Optics + Photonics (SPIE 55th Annual Meeting)	<input type="checkbox"/>	22 March 2010	29 March 2010

\*\* For Photonics West/BiOS pieces, please use the specific Insertion Order included in this kit.

### Contact:

SPIE Sales  
 Attn: Al Ragan or  
 Teresa Roles-Meier

Mailing Address:  
 PO Box 10  
 Bellingham, WA 98227-0010  
 USA

Shipping Address:  
 1000 20th St.  
 Bellingham, WA 98225 USA

Tel: +1 360 676 3290  
 Fax: +1 360 647 1445  
 Email: spiesales@spie.org  
 spie.org/advertising

## 3 Specify Advertisement Size:

Ad Size (8 3/8 x 10 3/4 trim)	Black & White	4-Color
Full Page w/Bleed (8 3/4 x 11 1/8)	<input type="checkbox"/> \$935	<input type="checkbox"/> \$1,860
Full Page Live Area (7 x 10)	<input type="checkbox"/> \$935	<input type="checkbox"/> \$1,860
2/3 Page (4 9/16 x 10)	<input type="checkbox"/> \$715	<input type="checkbox"/> \$1,630
1/2 Page Vertical (3 5/16 x 10)	<input type="checkbox"/> \$630	<input type="checkbox"/> \$1,545
1/2 Page Horizontal (7 x 4 7/8)	<input type="checkbox"/> \$630	<input type="checkbox"/> \$1,545
1/3 Page (2 3/16 x 10)	<input type="checkbox"/> \$465	<input type="checkbox"/> \$1,390
1/4 Page (3 5/16 x 4 7/8)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$1,295

Special Position (8 3/4 x 11 1/8 bleed, 7 x 10 live area)	4-Color
Cover 2 - Inside front	<input type="checkbox"/> \$2,370
Cover 3 - Inside back	<input type="checkbox"/> \$2,235
Cover 4 - Back cover	<input type="checkbox"/> \$2,485
Page 3	<input type="checkbox"/> \$2,235
Page 5	<input type="checkbox"/> \$2,235
Page 7	<input type="checkbox"/> \$2,235

\*Other righthand forward pages available upon request.

If you have advertised with SPIE in the past 12 months and would like to use the same ad materials, please specify the piece you would like to pick up the materials from:

Refer to the reverse side for policies, mechanical requirements and ad submission information.

No refunds on ads cancelled after insertion order closing date.

## 4 Agreement: By signing, you agree to abide by the policies listed on the back of this form.

Ordered by \_\_\_\_\_ Title \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

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## SPIE Advertising Policies and Guidelines

### Ad Material Submission Guidelines

#### Electronic File Requirements

Due to the direct-to-plate technology used by all of our printers, we no longer accept hard copy or film ads. The SPIE Graphics Department is **Mac Platform-Based**; therefore, we only accept the following Mac version application files: PageMaker 6.5-7.0, Illustrator CS, InDesign CS, Quark 6.0 or earlier. TIFF, JPEG and EPS files are also acceptable. Make sure to **include** ALL links and fonts, both screen and printer.

**PC users:** WE CANNOT USE PC FONTS. We do not accept ads created in Microsoft Word, PowerPoint, or Publisher. Create a PDF from these applications. PC EPS files are only acceptable with fonts as paths. Files can be sent on Zip disk, CD-R or via FTP by Ad Material Due Date. FTP'd files (other than PDFs) should be Stuffed(.sit) or Zipped(.zip) to avoid file corruption. All disks become property of SPIE and cannot be returned.

Ads may be uploaded via FTP: Host: ftp.spie.org

Username: ads Password: graphics

PDF files smaller than 5 MB may be emailed to graphics@spie.org. Please mention the publication name in the email.

Contact us for other production issues at: graphics@spie.org

#### Images

**Color Ads:** Convert all images to CMYK, SWOP Coated, 290% Total ink. Do not use SPOT colors, unless under special arrangement. Delete all unused colors from native files. DO NOT USE RGB COLORS. Image resolution should be 300 dpi. A low resolution PDF (for FTP'd ads), color laser or "matchprint style" proof must accompany all ads. SPIE DOES NOT guarantee critical color balance in any of our publications. Our production standards require only pleasing color results. If you have questions about this policy, please email us: graphics@spie.org

**B&W Ads:** Submit images as 300 dpi, 8 bit Grayscale TIFFs or EPS. No JPEGs or GIFs.

Please contact us with any questions you have about ad submissions: graphics@spie.org

### Policies

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the Ad Material Submission Guidelines.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- Ads placed in SPIE Event Pieces by non-exhibitors are subject to a 10% surcharge.
- A hard copy proof must accompany all ads.
- No refunds on ads cancelled after Insertion Order Due dates.
- Ads in which materials are received after the Materials Due dates are subject to a 10% surcharge.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to reject any advertisement.

### Billing and Discounts

- Billing and tear sheets will be mailed after the piece has been published.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members are eligible for a 15% discount on published rates.

#### Important:

**Ads must be set up to the correct trim size, bleed, and live matter specifications (see below).**

### Mechanical Requirements

Ad Size	Inches	Millimeters
Trim Size	8 <sup>3</sup> / <sub>8</sub> × 10 <sup>3</sup> / <sub>4</sub>	213 × 273
Full Page w/Bleed	8 <sup>3</sup> / <sub>4</sub> × 11 <sup>1</sup> / <sub>8</sub>	222 × 283
Full Page Live Area	7 × 10	178 × 254
2/3 Page	4 <sup>9</sup> / <sub>16</sub> × 10	116 × 254
1/2 Page Vertical	3 <sup>5</sup> / <sub>16</sub> × 10	84 × 254
1/2 Page Horizontal	7 × 4 <sup>7</sup> / <sub>8</sub>	178 × 124
1/3 Page	2 <sup>3</sup> / <sub>16</sub> × 10	56 × 254
1/4 Page	3 <sup>5</sup> / <sub>16</sub> × 4 <sup>7</sup> / <sub>8</sub>	84 × 124

*Please contact SPIE for A4 mechanical requirements.*

#### Contact:

SPIE Sales  
Attn: Al Ragan or  
Teresa Roles-Meier

Mailing Address:  
PO Box 10  
Bellingham, WA 98227-0010  
USA

Shipping Address:  
1000 20th St.  
Bellingham, WA 98225 USA

Tel: +1 360 676 3290  
Fax: +1 360 647 1445  
Email: spiesales@spie.org  
spie.org/advertising