

# 2009

# SPIE Newsroom

Reach your target audience online as an advertiser on SPIE Newsroom.



## SPIE Newsroom

SPIE Newsroom offers valuable online visibility for your company in contextually relevant topical areas. Organized into 13 Technical Communities, the Newsroom enables you to choose the audience that best meets your marketing objectives.

Your online advertising options include:

- SPIE Newsroom homepage
- Technical Community landing pages
- E-Alerts

The opt-in E-Alerts are organized around the 13 Technical Communities to highlight recent technical developments, headlines, upcoming events, and new publications. These monthly newsletters reach thousands of SPIE customers.

### SPIE Newsroom Technical Communities / E-Alerts

- Astronomy
- Biomedical Optics & Medical Imaging
- Defense & Security
- Electronic Imaging & Signal Processing
- Illumination & Displays
- Industrial Sensing & Measurement
- Lasers & Sources
- Micro/Nano Lithography & Fabrication
- Nanotechnology
- Optical Design & Engineering
- Optoelectronics & Optical Communications
- Remote Sensing
- Solar & Alternative Energy

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

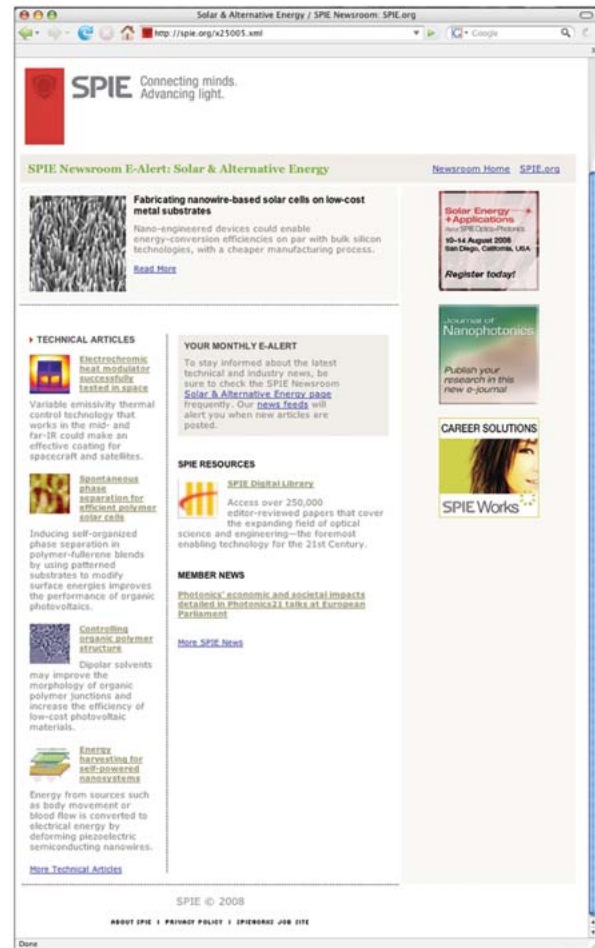
# 2009 SPIE Newsroom

Reach your target audience as an advertiser on SPIE Newsroom.

Technical Community landing page



Monthly Technical Community E-Alert



## Contact

Gayle Lemieux

Tel: +1 360 685 5537

Fax: +1 360 647 1445

E-mail: [gayle@SPIE.org](mailto:gayle@SPIE.org)

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

## Advertising Rates

### SPIE Newsroom Homepage

<b>Ad units (pixels)</b>	<b>10,000 Page Views</b>
125 × 125 (File size: 10k) . . . . .	\$1,000
120 × 240 (15k) . . . . .	\$1,500
468 × 60 (20k) . . . . .	\$2,000

### Technical Community Pages

<b>Ad units (pixels)</b>	<b>10,000 Page Views</b>
125 × 125 (File size: 10k) . . . . .	\$1,000
120 × 240 (15k) . . . . .	\$1,500
468 × 60 (20k) . . . . .	\$2,000

### E-Alert

125 × 125 (10k) . . . . .	\$375 up to 3000 Subscribers
125 × 125 (10k) . . . . .	\$500 up to 6500 Subscribers

File type: .gif or .jpg

All prices are in US dollars.

**spie.org/newsroom**

2009

# SPIE Newsroom

## Insertion Order

### 1 Please provide complete billing information:

**Advertising Company** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov. \_\_\_\_\_ 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. \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ P.O. (if required for billing) \_\_\_\_\_

### 2 Specify Advertisement Type and Technical Community

#### Banner ad on website

**Ad units (pixels)** **10,000 Page Views**

**125 x 125** (File size: 10k) .....  \$1,000

**120 x 240** (15k) .....  \$1,500

**468 x 60** (20k) .....  \$2,000

**SPIE Newsroom Homepage**

**Technical Communities Page**

*(Please choose Technical Community below.)*

- Astronomy
- Biomedical Optics & Medical Imaging
- Defense & Security
- Electronic Imaging & Signal Processing
- Illumination & Displays
- Industrial Sensing & Measurement
- Lasers & Sources
- Micro/Nano Lithography & Fabrication
- Nanotechnology
- Optical Design & Engineering
- Optoelectronics & Optical Communications
- Remote Sensing
- Solar & Alternative Energy

#### Banner ad via email - E-Alert

Specify desired E-Alert month \_\_\_\_\_

**125 x 125** (File size: 10k) ...  \$375 up to 3000 Subscribers

**125 x 125** (10k) .....  \$500 up to 6500 Subscribers

File type: .gif or .jpg

All prices are in US dollars.

*(Please choose Technical Community below.)*

- Astronomy
- Biomedical Optics & Medical Imaging
- Defense & Security
- Electronic Imaging & Signal Processing
- Illumination & Displays
- Industrial Sensing & Measurement
- Lasers & Sources
- Micro/Nano Lithography & Fabrication
- Nanotechnology
- Optical Design & Engineering
- Optoelectronics & Optical Communications
- Remote Sensing
- Solar & Alternative Energy

### Send Advertising Materials to:

**Gayle Lemieux**

Tel: +1 360 685 5537

Fax: +1 360 647 1445

E-mail: gaylel@SPIE.org

6717

### 3 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.
- 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.
- SPIE reserves the right to reject any advertisement.

#### Additional Specifications

All ad sizes are standard Interactive Marketing Units (IMU) as recommended by the Interactive Advertising Bureau. Standard images may be served via 3rd party upon approval. Requires three (3) business day turnaround. Rich Media on approval. Combined frequency discounts are available between SPIE Newsroom and SPIE Professional.

### 4 Agreement: *By signing, you agree to abide by the policies listed.*

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

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

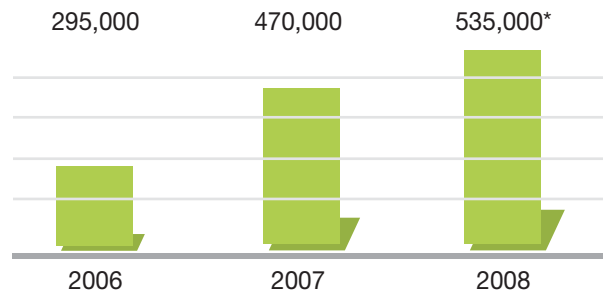


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## SPIE Newsroom

There are over 500,000 Newsroom page views annually—and we're growing fast!

### SPIE Newsroom views



*\*Projected as of September 2008*

### Top 5 Newsroom technical communities:

1. Solar and Alternative Energy
2. Biomedical Optics and Medical Imaging
3. Illumination & Displays
4. Defense & Security
5. Nanotechnology

Reach your target market, advertise in the SPIE Newsroom.



SPIE Newsroom was honored with 2007 and 2008 EXCEL Awards for Editorial Content by the Society of National Association Publications.