

2010 Rate Card

SPIE Newsroom

Reach your target audience online as an advertiser in the SPIE Newsroom.

The screenshot displays the SPIE Newsroom website layout. At the top, there is a navigation bar with links for SPIE, SPIEWorks.com, and MySPIE.org. Below this is a search bar and a sidebar with technical communities such as Astronomy, Biomedical Optics & Medical Imaging, Defense & Security, and Lasers & Sources. The main content area features several sections: 'SPEE Newsroom' with a welcome message, 'TECHNICAL ARTICLES' with a featured article on self-cleaning photonic coatings, 'VIDEOS & WEBCASTS', 'NEWS HEADLINES', 'SPIE HEADLINES', and 'PRODUCT UPDATES'. A right-hand sidebar includes 'SET NEWSROOM UPDATES', 'PEOPLE ALSO LOOKED AT...', and 'Book' recommendations. The bottom of the page shows a 'New! Google' logo and a 'This Site Invaluable' badge.

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. Unlike general optics and photonics websites or publications, SPIE Newsroom targets specific communities.

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

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Web pages focused on specific technologies.

E-mail alert sent monthly to subscribers.



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spie.org/advertising

Advertising Rates

SPIE Newsroom Homepage	
Ad units (pixels)	10,000 Page Views
125 × 125 (File size: 10k)	\$1,000
120 × 240 (15k)	\$1,500
468 × 60 (20k)	\$2,000

Technical Community Pages	
Ad units (pixels)	10,000 Page Views
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

2010 Insertion Order

SPIE Newsroom

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 × 125 (File size: 10k) \$1,000

120 × 240 (15k) \$1,500

468 × 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 × 125 (File size: 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.

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
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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 _____

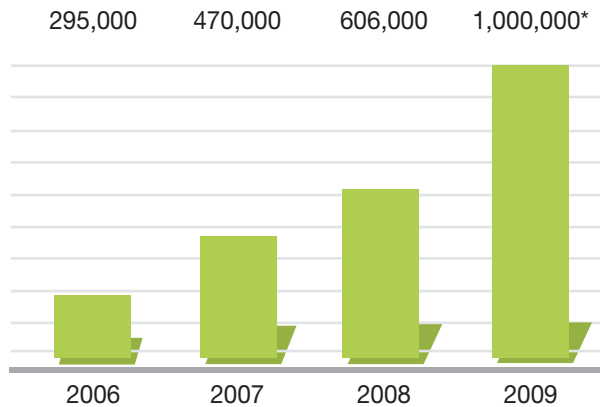


2010

SPIE Newsroom

There are one million Newsroom page views annually—
and we're growing fast!

SPIE Newsroom views



*Projected as of September 2009

Top 5 Newsroom technical communities:

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

Reach your target market, advertise
in the SPIE Newsroom.



SPIE Newsroom has received EXCEL Awards for Editorial
Content from the Society of National Association Publications.