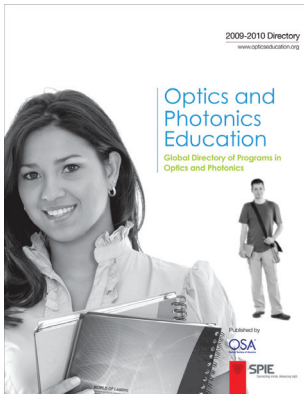


2010 Rate Card

SPIE/OSA Optics and Photonics Education Directory



Reach your target market of the future—this comprehensive guide is distributed to students and professors at over 6,000 institutions.

Global Directory of Programs in Optics and Photonics

Published jointly as a public service by
SPIE—The International Society for Optics and Photonics
OSA—The Optical Society of America

Optics and Photonics Education 2010—Global Directory of Programs in Optics is a comprehensive guide to optics and photonics programs offered at institutions around the world. More than 6,000 copies are distributed free each year to educators, students, libraries, institutions, and at major optics industry events.

This invaluable resource provides:

- A listing of associate, undergraduate, and graduate level optics and photonics programs offered
- Other educational related information for current and prospective students
- Career development information for industry professionals

Contact:

Gayle Lemieux

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SPIE

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Fax: +1 360 647 1445

spie.org/advertising

spie.org/directory



2010 Rate Card

SPIE/OSA Optics and Photonics Education Directory

Insertion Order due: 7 May 2010
Ad materials due: 14 May 2010

Advertising Rates

Ad Size	Black & White	4-Color
Full page	\$710	\$1,495
1/2 page vertical	\$475	\$1,260
1/2 page horizontal	\$475	\$1,260
1/4 page	\$300	\$1,080

Special Position	Black & White	4-Color
Cover 2		\$1,785
Cover 3		\$1,730
Cover 4		\$1,995
Two-page spread	\$1,210	\$2,525
Three-page Advertorial Spotlight		\$3,700
Advertorial Reprints		300 for \$525
		500 for \$875
		1000 for \$1,700
		PDF for \$800

Please call to confirm availability.

Mechanical Requirements

Ad Size	Inches		Millimeters	
Trim Size	8 ³ / ₈	10 ³ / ₄	213	273
Full Page with Bleed	8 ³ / ₄	11 ¹ / ₈	222	283
Full Page Live Area	7	10	178	254
1/2 Page Vertical	3 ⁵ / ₁₆	10	84	254
1/2 Page Horizontal	7	4 ⁷ / ₈	178	124
1/4 Page	3 ⁵ / ₁₆	4 ⁷ / ₈	84	124

Please refer to our Ad Submission Guidelines on the reverse side of the Insertion Order form for directions on sending ads to SPIE.

Advertisers and Supporters will receive a listing and public thank you in the printed Directory. In addition, Advertisers and Supporters can provide a two-line description and link on the Supporters page of the new, searchable online directory, OpticsEducation.org.

Discount

SPIE/OSA Corporate Members are entitled to a 15% discount.

Policies

No refunds on ads cancelled after insertion order closing date.
Tear sheets will be provided with billing after publication.



spie.org/directory



2010 Insertion Order

SPIE/OSA Optics and Photonics Education Directory

1 Please provide complete billing information:

Advertising Company _____
 Address _____
 City _____ State/Prov. _____ Zip _____
 Contact _____ Title _____
 Telephone _____ Fax _____
 Email _____ Company is an SPIE Corporate Member
 Send invoice to Advertising Company (not Ad Agency) Company is an OSA Corporate Member

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

2 Specify Ad Size

Ad Size	Black & White	4-Color
Full page	<input type="checkbox"/> \$710	<input type="checkbox"/> \$1,495
1/2 page vertical	<input type="checkbox"/> \$475	<input type="checkbox"/> \$1,260
1/2 page horizontal	<input type="checkbox"/> \$475	<input type="checkbox"/> \$1,260
1/4 page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,080

Special Position	Black & White	4-Color
Cover 2		<input type="checkbox"/> \$1,785
Cover 3		<input type="checkbox"/> \$1,730
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Two-page spread	<input type="checkbox"/> \$1,210	<input type="checkbox"/> \$2,525
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Advertorial Reprints		<input type="checkbox"/> 300 for \$525
		<input type="checkbox"/> 500 for \$875
		<input type="checkbox"/> 1000 for \$1,700
		<input type="checkbox"/> PDF for \$800

Insertion Order Due:
7 May 2010
Materials Due:
14 May 2010

Please call to confirm availability.

No refunds on ads cancelled after insertion order closing date.

SPIE/OSA Corporate Members are eligible for a 15% discount on published rates.

You can also Pledge your Support by checking the box below:
 YES! We would like to be a Supporter of the Directory for a Contribution of \$350.

Advertisers and Supporters will receive a listing and public thank you in the printed Directory. In addition, Advertisers and Supporters can provide a two-line description and link on the Supporters page of the new, searchable online directory, OpticsEducation.org.

Two line description: _____

URL: _____

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

Ordered by _____ Title _____

Authorizing Signature _____

Contact:

Gayle Lemieux

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

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

Tel: +1 360 685 5537
 Fax: +1 360 647 1445
 Email: gaylel@spie.org
 spie.org/advertising

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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

Contact advertising@spie.org for password

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

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

Mechanical Requirements

Ad Size	Inches		Millimeters	
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1/4 Page	3 ⁵ / ₁₆	4 ⁷ / ₈	84	124

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 piece receive a 10% discount for each additional ad.
- SPIE Corporate Members are eligible for a 15% discount on published rates.

Contact:

Gayle Lemieux

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PO Box 10
Bellingham, WA 98227-0010 USA

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1000 20th St.
Bellingham, WA 98225 USA

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