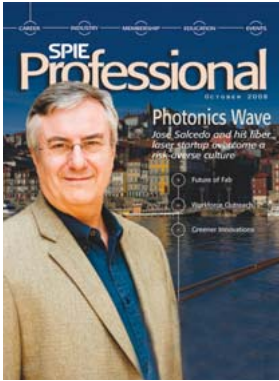


2009

SPIE Professional

Rate Card

Reach the active SPIE Membership through the Society's member magazine—*SPIE Professional*



Build visibility in the optics and photonics community by advertising in *SPIE Professional* magazine, the easiest and most reliable way to reach all the members of SPIE. We deliver a quarterly magazine called *SPIE Professional* to our 17,000+ members, providing you with a unique opportunity to reach this highly qualified audience via advertising.

Members of SPIE are active readers of the magazine, with 77% of readers reporting in a 2008 survey that they purchased an item, visited a website or contacted an advertiser after reading an advertisement.

Available exclusively to members, *SPIE Professional* covers industry perspectives, technology overviews, market reports, entrepreneur profiles, and other topics to help optics and photonics professionals succeed in their careers.

Advertising in *SPIE Professional* will expose your message to key decision makers in the optics and photonics industry, including optics and photonics engineers, technicians, educators, entrepreneurs, and CEOs.

Upcoming events and topics to be featured in *SPIE Professional* (subject to change):

- **January 2009:** Medical Imaging, Photonics in Europe, Defense and Security
(Photonics West issue)
- **April 2009:** Commercialization of Photonics, Remote Sensing, Hyperspectral Imaging
- **July 2009:** Lasers, SPIE Awards, Optical Engineering Applications, "Green" Technologies
- **October 2009:** Displays, Photonics Helping Humanity, Photonics West

Contact

Gayle Lemieux

Tel: +1 360 685 5537

Fax: +1 360 647 1445

E-mail: gaylel@spie.org

spie.org/advertising

spie.org/spieproad

See inside for rate card

2009

SPIE Professional

Rate Card

Advertising Rates

Four-color ad rates	1x	2x	4x
trim size (8" x 10 7/8")			
full-page bleed (8 3/8" x 11 1/4")	\$2,410	\$2,290	\$2,170
full-page non-bleed (7" x 10")	\$2,410	\$2,290	\$2,170
2-page spread bleed (16 5/8" x 11 1/4")	\$4,340	\$4,125	\$3,905
2/3-page vertical (4 5/8" x 10")	\$1,895	\$1,800	\$1,705
1/2-page island (4 5/8" x 7 1/4")	\$1,770	\$1,680	\$1,590
1/2-page horizontal (7" x 4 7/8")	\$1,550	\$1,470	\$1,390
1/3-page square (4 5/8" x 4 7/8")	\$1,175	\$1,120	\$1,060
1/3-page vertical (2 1/4" x 10")	\$1,175	\$1,120	\$1,060
1/6-page vertical (2 1/4" x 4 7/8")	\$885	\$840	\$795

Premium Positions

Cover 4 - full-page bleed (8 3/8" x 11 1/4")	\$2,895	\$2,750	\$2,605
Cover 2, Cover 3, Page 1 - full-page bleed (8 3/8" x 11 1/4")	\$2,655	\$2,520	\$2,390

Black and white ad rates	1x	2x	4x
trim size (8" x 10 7/8")			
full-page bleed (8 3/8" x 11 1/4")	\$1,925	\$1,835	\$1,740
full-page non-bleed (7" x 10")	\$1,925	\$1,835	\$1,740
2-page spread bleed (16 5/8" x 11 1/4")	\$3,480	\$3,310	\$3,135
2/3-page vertical (4 5/8" x 10")	\$1,520	\$1,445	\$1,365
1/2-page island (4 5/8" x 7 1/4")	\$1,420	\$1,350	\$1,275
1/2-page horizontal (7" x 4 7/8")	\$1,240	\$1,180	\$1,120
1/3-page square (4 5/8" x 4 7/8")	\$940	\$900	\$850
1/3-page vertical (2 1/4" x 10")	\$940	\$900	\$850
1/6-page vertical (2 1/4" x 4 7/8")	\$710	\$680	\$640

SPIE corporate members are eligible for a 5% discount on published rates.

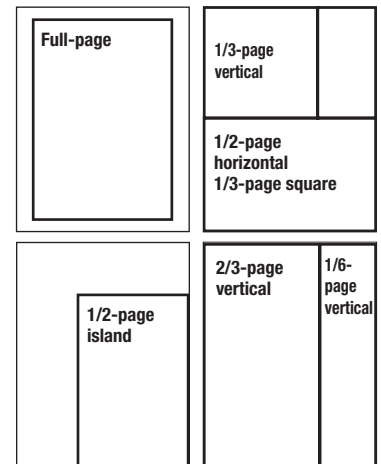
Classified Rates

headlines, boldface: \$33 per line (45 characters, max)
body copy: \$23 per line (@71 characters per line)
minimum insertion: \$200

Deadlines

2009 Issue	Insertion Order Date	Materials Due Date
January	17 October 2008	17 November 2008
April	16 January 2009	20 February 2009
July	17 April 2009	15 May 2009
October	17 July 2009	21 August 2009

To place your order or learn more, contact Gayle Lemieux,
 +1 360 685 5537, Fax: +1 360 647 1445, or by e-mail at
gaylel@spie.org



2009

SPIE Professional

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 Issue

January April July October

3 Specify Advertisement Size and Frequency

Four-color ad rates	1x	2x	4x
trim size (8" x 10 7/8")			
full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$2,410	<input type="checkbox"/> \$2,290	<input type="checkbox"/> \$2,170
full-page non-bleed (7" x 10")	<input type="checkbox"/> \$2,410	<input type="checkbox"/> \$2,290	<input type="checkbox"/> \$2,170
2-page spread bleed (16 5/8" x 11 1/4")	<input type="checkbox"/> \$4,340	<input type="checkbox"/> \$4,125	<input type="checkbox"/> \$3,905
2/3-page vertical (4 5/8" x 10")	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,705
1/2-page island (4 5/8" x 7 1/4")	<input type="checkbox"/> \$1,770	<input type="checkbox"/> \$1,680	<input type="checkbox"/> \$1,590
1/2-page horizontal (7" x 4 7/8")	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,470	<input type="checkbox"/> \$1,390
1/3-page square (4 5/8" x 4 7/8")	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,060
1/3-page vertical (2 1/4" x 10")	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,120	<input type="checkbox"/> \$1,060
1/6-page vertical (2 1/4" x 4 7/8")	<input type="checkbox"/> \$885	<input type="checkbox"/> \$840	<input type="checkbox"/> \$795

SPIE corporate members are eligible for a 5% discount on published rates.

Classified Rates

headlines, boldface:
\$33 per line (45 characters, max)

body copy: \$23 per line
(@ 71 characters per line)

minimum insertion: \$200

Premium Positions

Cover 2 - full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$2,655	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,390
Cover 3 - full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$2,655	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,390
Cover 4 - full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$2,895	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$2,605
Page 1 - full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$2,655	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,390

Other Premium Positions upon request (5% increase over full-page, four-color ad rate.)

Black and white ad rates

	1x	2x	4x
trim size (8" x 10 7/8")			
full-page bleed (8 3/8" x 11 1/4")	<input type="checkbox"/> \$1,925	<input type="checkbox"/> \$1,835	<input type="checkbox"/> \$1,740
full-page non-bleed (7" x 10")	<input type="checkbox"/> \$1,925	<input type="checkbox"/> \$1,835	<input type="checkbox"/> \$1,740
2-page spread bleed (16 5/8" x 11 1/4")	<input type="checkbox"/> \$3,480	<input type="checkbox"/> \$3,310	<input type="checkbox"/> \$3,135
2/3-page vertical (4 5/8" x 10")	<input type="checkbox"/> \$1,520	<input type="checkbox"/> \$1,445	<input type="checkbox"/> \$1,365
1/2-page island (4 5/8" x 7 1/4")	<input type="checkbox"/> \$1,420	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,275
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1/3-page square (4 5/8" x 4 7/8")	<input type="checkbox"/> \$940	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
1/3-page vertical (2 1/4" x 10")	<input type="checkbox"/> \$940	<input type="checkbox"/> \$900	<input type="checkbox"/> \$850
1/6-page vertical (2 1/4" x 4 7/8")	<input type="checkbox"/> \$710	<input type="checkbox"/> \$680	<input type="checkbox"/> \$640

All prices are in US dollars.

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 SPIE advertising policies 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 second page of this form.

Ordered by _____ Title _____

Authorizing Signature _____

Send Advertising Materials to:

**SPIE Professional
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
E-mail: gaylel@spie.org

6641



2009

SPIE Professional

Insertion Order

SPIE Advertising Policies and Guidelines

Publisher's Policies

Bill will be sent with tear sheet upon publication. Payment must be made to SPIE within 30 days.

In view of the fact that many advertising agencies' contracts and orders specify conditions that are not in accordance with the regular rates and terms upon which SPIE does business, we do not execute duplicates of such agency contracts and orders are accepted only with the understanding that (a) they will be executed in accordance with our regular rates and terms, which are fully described in this rate card, and (b) the terms and conditions set forth in this rate card shall prevail over any inconsistent terms set forth in any agency or advertiser contract form or order form.

Commission(s) (15%) given for agencies will be forfeited if payment is not received within 60 days from the invoice date. Account delinquency may affect advertiser's and agency's ability to book space in future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. The advertiser and the agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees.

When advertising is placed by an advertising agency on behalf of the advertiser, the advertiser and advertising agency shall be jointly and severally liable to SPIE for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to SPIE. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

Commissions and Discounts: A 15% commission will be allowed to recognized ad agencies. Bills will be issued the first day of publication, payment is due within 30 days.

Cancellations: Cancellations are not accepted after space closing date. Advertising must be inserted within one publication year of first insertion to earn frequency rates. Loss of credit due to account delinquency may affect frequency rates. An advertiser who does not complete a committed schedule will be subject to a shortrate. Publisher is not responsible for interruption or termination of existing contracts or failure to print advertising (see contract form).

Rates: Advertising rates are subject to change. Publisher will notify contract advertisers 90 days prior to rate change. All contracts accepted are subject to these conditions.

Copy Regulations: All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement. The publisher reserves the right to reject any advertising or to request changes in copy not consistent with policy, including direct or indirect reference to race, creed, color, age, sex or disability as conditions of employment. Simulation of the publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.

Deadlines

Issue	Insertion Order Date	Materials Due
January	17 October 2008	17 November 2008
April	16 January 2009	20 February 2009
July	17 April 2009	15 May 2009
October	17 July 2009	21 August 2009

Mechanical Specifications

Ad Submission Requirements
Printing: Heat-set, Web offset
Binding: Saddle Stitched

Bleed Size: 8.375" x 11.25"
Trim Size: 8" x 10.875"
Live Area: 7" x 10"

All ads should be submitted as standard Press Ready PDFs, with fonts included. All images should be 300 dpi, CMYK, set up for 150 line screen output. Total Ink: 290%, SWOP coated. PDFs should include bleeds and all printer's marks. Security on the PDF File should be turned off. NO PMS spot or RGB colors. Please fax a hard copy proof to verify proper text and content placement. Fax it to the attention of: SPIE Professional Production Manager, +1 360 647 1445.

Accepted Media: 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 in the email the publication name (SPIE Professional) and issue.

We also accept ads on CD or DVD. Include a hard copy proof to verify proper text and content placement. Discs will not be returned.

Send Advertising Materials to:

SPIE Professional
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
E-mail: gayle@spie.org

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