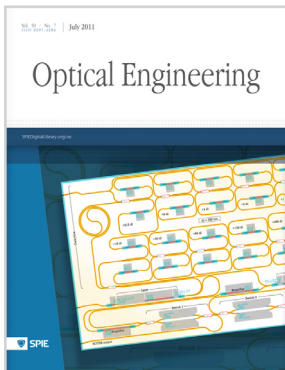


# 2012 Rate Card

## Journals

Reach technically specific audiences with a cost-effective advertisement in one of the world-class, scholarly journals from SPIE.



### **Optical Engineering**

The SPIE flagship journal was founded in 1962. *Optical Engineering* mails to scientists and engineers in academic, industrial, and government research laboratories worldwide. It is a broad-spectrum journal that covers every aspect of the optics, photonics, and imaging science and engineering disciplines.

Published Monthly



### **Journal of Electronic Imaging**

The *Journal of Electronic Imaging*, co-published with the Society of Imaging Science and Technology, is read by scientists and engineers for timely information about rapidly evolving imaging technologies including image acquisition, image data storage, display of image data, image visualization, image processing, image data communication, hard copy output, and multimedia systems. If you're seeking to broaden the market for your products and services in the dynamic fields of imaging technology, advertising in the *Journal of Electronic Imaging* is just the publication for you.

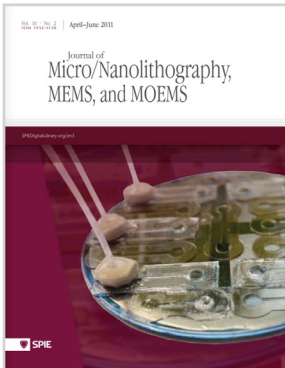
Published Quarterly



### **Journal of Biomedical Optics**

The *Journal of Biomedical Optics* mails primarily to medical practitioners in academic, industrial and government research laboratories worldwide. Included in Index Medicus/MEDLINE, the *Journal of Biomedical Optics* can be found in libraries around the globe. Advertising in this journal is a great way to reach professionals in the cutting-edge fields of biomedical optics use in research, diagnostics, and treatments.

Published Monthly



### **Journal of Micro/Nanolithography, MEMS, and MOEMS (JM<sup>3</sup>)**

JM<sup>3</sup> publishes peer-reviewed papers on the development of lithographic, fabrication, packaging, and integration technologies necessary to address the future needs of the electronics, micro-opto-electro-mechanical (MEMS and MOEMS), and photonics industries. The scope is broad to facilitate synergy and interest between the communities served by the journal.

Published Quarterly

## e-First Publication Schedule

SPIE Journals are now published online first (e-First) in an article-at-a-time mode. As part of the change to e-First publishing, the timeline for print publication has also changed. Print issues now appear the month following publication online. The cover date reflects the month(s) or quarter during which the articles in that issue appeared online, rather than the date of print publication. For example, the January issue of the *Journal of Biomedical Optics* will be printed and mailed in February and will contain articles published online from 1 through 31 January.

*Please note:* Advertising will appear in print piece only.

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

# 2012 Insertion Order

# Journal Advertising

## Contact:

SPIE Sales  
Lara Miles

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

## 1 Please provide complete billing information:

Company is an SPIE Corporate Member  No  Yes Corporate ID# \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

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

Email \_\_\_\_\_  Bill to **Advertising Company** (not Ad Agency)

**Ad Agency** \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

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

## 2 Specify Journal, Issue, Frequency and Advertisement Size:

### **Optical Engineering (OE)**

Jan.  Feb.  Mar.  Apr.  May.  June  
 July  Aug.  Sept.  Oct.  Nov.  Dec.

Ad Size	1x	3x	6x	12x
Full Page	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$985	<input type="checkbox"/> \$945	<input type="checkbox"/> \$865
1/2 Page	<input type="checkbox"/> \$670	<input type="checkbox"/> \$650	<input type="checkbox"/> \$630	<input type="checkbox"/> \$590
1/4 Page	<input type="checkbox"/> \$430	<input type="checkbox"/> \$415	<input type="checkbox"/> \$395	<input type="checkbox"/> \$355

### Special Position

Cover 2	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,065
Cover 3	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$1,025
Cover 4	<input type="checkbox"/> \$1,280	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,120

**4-Color** Add \$815 to Black & White rates shown above.

• **OE and JBO insertion order closing date:**  
1st of issue month

• **OE and JBO materials due:**  
15th of issue month

• **JEI and JM<sup>3</sup> Insertion order closing date:**  
1st of last month of issue period

• **JEI and JM<sup>3</sup> Insertion order closing date:**  
1st of last month of issue period

• **Editorial Calendar: TBD.** Please visit [spie.org/journals](http://spie.org/journals) for details.

### **Journal of Biomedical Optics (JBO)**

Jan.  Feb.  Mar.  Apr.  May.  June  
 July  Aug.  Sept.  Oct.  Nov.  Dec.

Ad Size	1x	3x	6x	12x
Full Page	<input type="checkbox"/> \$1,025	<input type="checkbox"/> \$985	<input type="checkbox"/> \$945	<input type="checkbox"/> \$865
1/2 Page	<input type="checkbox"/> \$670	<input type="checkbox"/> \$650	<input type="checkbox"/> \$630	<input type="checkbox"/> \$590
1/4 Page	<input type="checkbox"/> \$430	<input type="checkbox"/> \$415	<input type="checkbox"/> \$395	<input type="checkbox"/> \$355

### Special Position

Cover 2	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,145	<input type="checkbox"/> \$1,065
Cover 3	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$1,025
Cover 4	<input type="checkbox"/> \$1,280	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,120

**4-Color** Add \$815 to Black & White rates shown above.

### **Journal of Electronic Imaging (JEI)**

### **Journal of Micro/Nanolithography, MEMS, and MOEMS (JM3)**

Jan./Mar.  Apr./June  July/Sept.  Oct./Dec.

Ad Size	1x	2x	4x
Full Page	<input type="checkbox"/> \$745	<input type="checkbox"/> \$710	<input type="checkbox"/> \$670
1/2 Page	<input type="checkbox"/> \$475	<input type="checkbox"/> \$435	<input type="checkbox"/> \$395
1/4 Page	<input type="checkbox"/> \$340	<input type="checkbox"/> \$310	<input type="checkbox"/> \$280

### Special Position

Cover 3	<input type="checkbox"/> \$790	<input type="checkbox"/> \$745	<input type="checkbox"/> \$710
Cover 4	<input type="checkbox"/> \$945	<input type="checkbox"/> \$910	<input type="checkbox"/> \$865

**4-Color** Add \$815 to Black & White rates shown above.

I have advertised with SPIE in the past 12 months, and would like to pick up the materials from the following piece:

Refer to the back for policies, mechanical requirements and ad submission information.  
Ad rate may be adjusted if contract frequency is not fulfilled.

9704

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

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

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



# Journal Advertising

## Ad Material Submission Guidelines

### Electronic File Requirements

- Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, PDF (fonts must be embedded), .eps, or tif formats. All colors in files should be created as CMYK builds.
- Keep essential matter of an ad (text or image) 1/4" from the TRIM.
- PLEASE REMOVE all printer marks including registration and crop marks from your ad file.

### Submitting your ad file:

Ads can be emailed: PDF files smaller than 5 MB may be emailed to advertising@spie.org, placed on SPIE FTP site, or mailed on a CD.

### Use the SPIE FTP Site:

The SPIE FTP site (ftp://ftp.spie.org) is available for use by the general public and SPIE staff for transferring large files (>100KB) using a means other than the Exchange server. Access to the FTP site can be done using any browser that supports FTP or you can use an FTP client application.

Log in to the SPIE FTP site with Username: SPIEFTP  
Contact advertising@spie.org for password.

This will give WRITE access to the "INCOMING" folder and READ access to all other folders.

Please contact us with any questions you have about ad submissions: advertising@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.
- A hard copy proof must accompany all ads.
- No refunds on ads cancelled after Insertion Order Due dates.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publishers 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.
- Ads received after the Materials Due dates are subject to a 10% surcharge.
- Ads placed in SPIE Event Pieces by non-exhibitors are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission. Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

## Liability

The publisher reserves the right to hold the advertiser and advertising agency 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.

## Billing and Discounts

- Billing and tear sheets will be mailed after the piece has been published. Payment must be made to SPIE within 30 days of invoice date.
- Multiple ad placements per Journal 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 $\frac{1}{2}$ × 11	216 × 279
Full Page w/Bleed	9 × 11 $\frac{1}{2}$	229 × 292
Full Page Live Area	8 × 10 $\frac{1}{2}$	203 × 266
1/2 Page	7 × 4 $\frac{7}{8}$	178 × 124
1/4 Page	3 $\frac{3}{8}$ × 4 $\frac{7}{8}$	86 × 124

Number of Columns: 2

Screen: 133