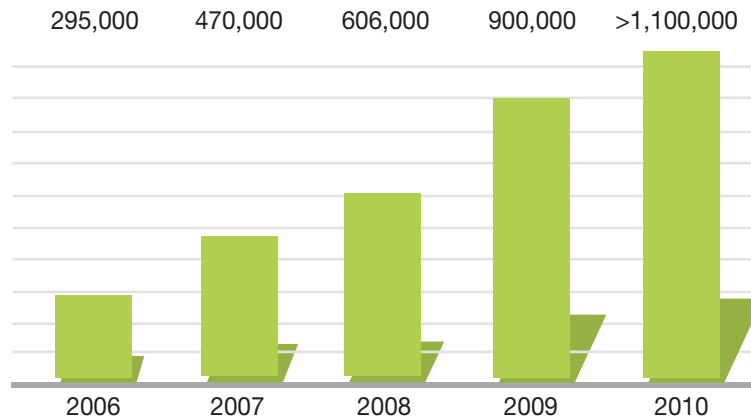


2012

SPIE Newsroom

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

SPIE Newsroom views



Top 5 Newsroom technical communities:

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

spie.org/newsroom

SPIE Newsroom

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

SPIE Newsroom offers valuable online visibility for your company in 13 key topical areas related to photonics. 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 topics to highlight recent technical developments, headlines, upcoming events, and new publications. *SPIE Newsroom* E-Alerts reach over 45,000 in-boxes monthly.

SPIE Newsroom Technical Communities / E-Alerts

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

spie.org/newsroom

2012 Insertion Order

SPIE Newsroom

1 Please provide complete billing information:

My 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) _____

Contact:

SPIE Sales
Lara Miles

Tel: +1 360 685 5537

Fax: +1 360 647 1445

laram@spie.org

spie.org/advertising

2 Specify Advertisement Type and Technical Community

Newsroom ad on website

Ad size (pixels) **Regular** **Select***
728 x 90 Leaderboard (File size: 20k) . . . \$500 . . . \$750
180 x 150 Rectangle (20k) \$375 \$575

Please choose *Technical Community* below.

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

Please choose *months to run your ad*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Newsroom ad via email - E-Alert

Ad size (pixels) **Regular** **Select***
728 x 90 Leaderboard (File size: 20k) . . . \$385 . . . \$575
180 x 150 Rectangle (20k) \$300 \$425

Please choose *Technical Community* below.

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

Please choose *months to run your ad*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

*Select rate - high-view pages and emails. Please submit one insertion order per technical community.

Digital Library website

Ad size (pixels) **Rate**
120 x 240 (File size: 20k) \$1,150

Please choose *months to run your web banner ad*

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

Journal / Proceedings E-Alert Banner ad via email

Ad size (pixels) **Regular** **Select***
468 x 60 (File size: 20k) \$385 \$575

Please choose *months to run your E-alert ad*

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

Please specify *Journal / Proceedings E-Alert*

- Optical Engineering* Optics & Electro-Optics
- Journal of Biomedical Optics*. Biomedical Optics & Medical Imaging
- Journal of Electronic Imaging Electronic Imaging and Processing
- Journal of Micro/Nanolithography, MEMS, and MOEMS Micro and Nano Tech
- Journal of Applied Remote Sensing Defense and Industrial Sensing
- Journal of Nanophotonics Micro and Nano Technology
- Journal of Photonics for Energy

*Select rate - high-view emails. Please submit one insertion order per journal.

[For SPIE internal use only. Do not write in box.]

IO# _____

Date received: _____

\$ _____

Materials received: _____

Proof received: _____

* Select rates correspond to high-traffic Newsroom technical community pages

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*.



Ad Material Submission Guidelines

Electronic File Requirements

File type: .gif or .jpg (web ready)

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.
- No guaranteed ad placement position.
- 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 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.
- Ad materials received after the Materials Due dates 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

- Invoice will be emailed once the piece has been published.
Payment must be paid to SPIE within 30 days of invoice date.
- Multiple ad placements receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 5% discount on published rates.