

# 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 4,500 institutions.

## Global Directory of Programs in Optics and Photonics

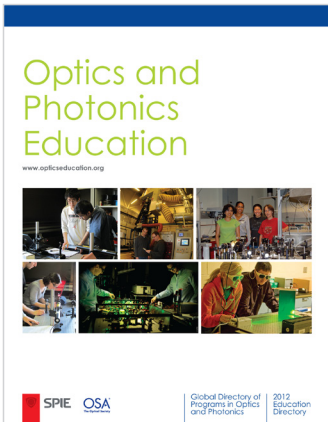
*Published jointly as a public service by*  
SPIE, the international society for optics and photonics  
OSA—The Optical Society of America

*Optics and Photonics Education 2013—Global Directory of Programs in Optics and Photonics* is a comprehensive guide to optics and photonics programs offered at institutions around the world. More than 4,500 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
- Educational related information for current and prospective students
- Career development information for industry professionals

[www.opticseducation.org](http://www.opticseducation.org)



# 2012 Insertion Order

# 2013 SPIE/OSA Optics and Photonics Education Directory

**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:

My company is an SPIE Corporate Member     My company is an OSA Corporate Member

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

Address \_\_\_\_\_

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

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Bill to **Advertising Company** (not Ad Agency)

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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
Cover 4		<input type="checkbox"/> \$1,995
Two-page spread	<input type="checkbox"/> \$1,210	<input type="checkbox"/> \$2,525
Three-page Advertorial Spotlight		<input type="checkbox"/> \$3,700
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

Please call to confirm availability.

**Insertion Order Due:**  
11 May 2012  
**Materials Due:**  
18 May 2012

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

IO# \_\_\_\_\_

Date received: \_\_\_\_\_

\$ \_\_\_\_\_

Materials received: \_\_\_\_\_

Proof received: \_\_\_\_\_

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 online directory, OpticsEducation.org

Two-line description: \_\_\_\_\_

URL: \_\_\_\_\_

9704



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

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

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

# SPIE/OSA Optics and Photonics Education Directory

## 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 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.
- 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.

### Policies continued

- 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 direction 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 <sup>3</sup> / <sub>8</sub> × 10 <sup>3</sup> / <sub>4</sub>	213 × 273
Full Page w/Bleed	8 <sup>3</sup> / <sub>4</sub> × 11 <sup>1</sup> / <sub>8</sub>	222 × 283
Full Page Live Area	7 × 10	178 × 254
1/2 Page Vertical	3 <sup>5</sup> / <sub>16</sub> × 10	84 × 254
1/2 Page Horizontal	7 × 4 <sup>7</sup> / <sub>8</sub>	178 × 124
1/4 Page	3 <sup>5</sup> / <sub>16</sub> × 4 <sup>7</sup> / <sub>8</sub>	84 × 124

