

SPIE Professional



Reach the active SPIE Membership through the Society 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 this bimonthly magazine to our 18,000+ members, providing you with a unique opportunity to reach this highly qualified audience via advertising.

Members of SPIE are fully engaged in industry. A total of 44% work at for-profit companies, while 75% identify themselves as working in research and development or engineering, according to recent surveys.

Available in print exclusively to members and distributed at major SPIE Events, *SPIE Professional* offers articles about optics and photonics research and technology, the people who are at the forefront, and the issues facing professionals in the photonics industry.

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.

spie.org/spieproad

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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) _____

2 SPECIFY ISSUE* Jan/Feb Mar/Apr May/June Jul/Aug Sep/Oct Nov/Dec

	Four Color - 1x	Four Color - 2x	Four Color - 4x	Four Color - 5x	Four Color - 6x
full-page ad trim size (8" x 10 7/8") bleed size (8 1/2"x 11 3/8")	<input type="checkbox"/> \$2,480	<input type="checkbox"/> \$2,360	<input type="checkbox"/> \$2,240	<input type="checkbox"/> \$2,130	<input type="checkbox"/> \$2,020
2-page spread bleed (16 1/2" x 11 3/8")	<input type="checkbox"/> \$4,470	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$4,020	<input type="checkbox"/> \$3,820	<input type="checkbox"/> \$3,630
2/3-page vertical (4 5/8" x 10")	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$1,850	<input type="checkbox"/> \$1,760	<input type="checkbox"/> \$1,670	<input type="checkbox"/> \$1,590
1/2-page vertical (3 1/2" x 10")	<input type="checkbox"/> \$1,820	<input type="checkbox"/> \$1,730	<input type="checkbox"/> \$1,640	<input type="checkbox"/> \$1,560	<input type="checkbox"/> \$1,480
1/2-page horizontal (7" x 4 7/8")	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,510	<input type="checkbox"/> \$1,430	<input type="checkbox"/> \$1,360	<input type="checkbox"/> \$1,290
1/3-page vertical (2 1/4" x 10")	<input type="checkbox"/> \$1,210	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$1,040	<input type="checkbox"/> \$990
1/6-page vertical (2 1/4" x 4 7/8")	<input type="checkbox"/> \$910	<input type="checkbox"/> \$870	<input type="checkbox"/> \$820	<input type="checkbox"/> \$780	<input type="checkbox"/> \$740
Premium positions (full-page bleed size - 8 1/2"x 11 3/8")					
Cover 2 - Inside Front	<input type="checkbox"/> \$2,740	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,460	<input type="checkbox"/> \$2,340	<input type="checkbox"/> \$2,220
Cover 3 - Inside Back	<input type="checkbox"/> \$2,740	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,460	<input type="checkbox"/> \$2,340	<input type="checkbox"/> \$2,220
Cover 4 - Back Cover	<input type="checkbox"/> \$2,980	<input type="checkbox"/> \$2,830	<input type="checkbox"/> \$2,680	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,420
Page 3	<input type="checkbox"/> \$2,740	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$2,460	<input type="checkbox"/> \$2,340	<input type="checkbox"/> \$2,220
Other premium positions upon request (5% increase over full-page, four-color ad rate).					
<input type="checkbox"/> I have advertised with SPIE in the past 12 months. Please pick up my ad materials from _____					

3 AGREEMENT *By signing, you agree to abide by the policies listed. (Hand-written signature required.)*

Ordered by _____ Title _____
Authorizing Signature _____

4 PAYMENT INFORMATION *(Billed after publication prints) Please check one of the following options:*

- Check/Money Order enclosed (payable to SPIE) for entire amount. = \$ _____
- Credit Card. SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards.
- Wire transfer for entire amount = \$ _____
Bank wire transfer information will be sent to you upon receipt of this contract.
- Please send invoice.

[For office use only]

Date received _____

Amt received _____

CC Check Wire

Check# _____

OID# _____

IDN# _____

25604

SPECIFICATIONS

Ad Size	Inches	Millimeters
Full Page		
Trim Size	8 × 10 ⁷ / ₈	212.725 × 273
Bleed	8 ¹ / ₂ × 11 ³ / ₈	222 × 283
Full Page non-bleed	7 × 10	178 × 254
2 Page spread bleed	16 ¹ / ₂ × 11 ³ / ₈	419 × 289
2/3 Page Vertical	4 ⁵ / ₈ × 10	117 × 254
1/2 Page Vertical	3 ¹ / ₂ × 10	89 × 254
1/2 Page Horizontal	7 × 4 ⁷ / ₈	178 × 124
1/3 Page Vertical	2 ¹ / ₄ × 10	57 × 254
1/6 Page Vertical	2 ¹ / ₄ × 4 ⁷ / ₈	57 × 124

TRIM Size - Magazine will be cut to this size.

BLEED Size - Background images need to be slightly larger than trim so it looks like it goes off the edge.

**IMPORTANT:
PLEASE REMOVE ALL PRINTER MARKS
INCLUDING REGISTRATION AND
CROP MARKS FROM YOUR AD FILE****ELECTRONIC FILE REQUIREMENTS**

- AD SHOULD BE FURNISHED AS A HIGH-RESOLUTION PDF (at least 300 dpi). Fonts must be embedded, outlined, or included. All colors should be CMYK builds. Note: eps, jpg, and tif files will be accepted but PDF IS PREFERRED.
- Keep essential matter of an ad (text or image) inside the live area or 1/4" inside TRIM, except for full page ads.
- PLEASE REMOVE ALL PRINTER MARKS INCLUDING REGISTRATION AND CROP MARKS FROM YOUR AD FILE.

AD MATERIAL SUBMISSION GUIDELINES

- Ads can be emailed (files <5 MB may be emailed to advertising@spie.org).
- Please contact advertising@spie.org with questions about ad submissions.

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 Mechanical and Electronic File Requirements.
- 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 other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement; this includes solicitation by organizations for membership and event attendees, authors or exhibitors, or products unrelated to the event.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy that, 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.
- 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 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. After 30 days, a 5% late fee will be added to all unpaid balances.
- Multiple ad placements per issue receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 5% discount on published rates.
- All prices are in US dollars.

***SPIE Professional* publishes engaging feature articles about innovative applications and advances in photonics.**

Each issue focuses on a theme that is topically aligned with the SPIE conferences where it will be distributed.

ISSUE DATE	EDITORIAL FOCUS	RESERVE SPACE BY	CREATIVE DUE	BONUS DISTRIBUTION
January/ February	Laser	10/25/2019	11/11/2019	SPIE Photonics West SPIE Medical Imaging SPIE Advanced Lithography
March/April	Infrared Light	12/20/2019	1/13/2020	SPIE Photonics Europe SPIE Defense + Commercial Sensing SPIE Smart Structures + Nondestructive Evaluation
May/June	Astronomy	2/24/2020	3/24/2020	SPIE Astronomical Telescopes + Instrumentation
July/August	Nanophotonics	4/22/2020	5/25/2020	SPIE Optics + Photonics
September/ October	Food	6/24/2020	7/22/2020	SPIE Security + Defence SPIE Remote Sensing SPIE/COS Photonics Asia
November/ December	Hindsight is 2020	8/31/2020	9/22/2020	

In addition to interesting thematic feature articles, *SPIE Professional* publishes these columns:

Sources: Recent and notable research highlights

Bandwidth: Helping you grow in your career or begin a new one

Field of View: Insight into the photonics industry

Luminaries: The institutions and people who lit the way for photonics

Society Updates: SPIE events, awards, and news for Members

Reflections: A reader-submitted photo feature