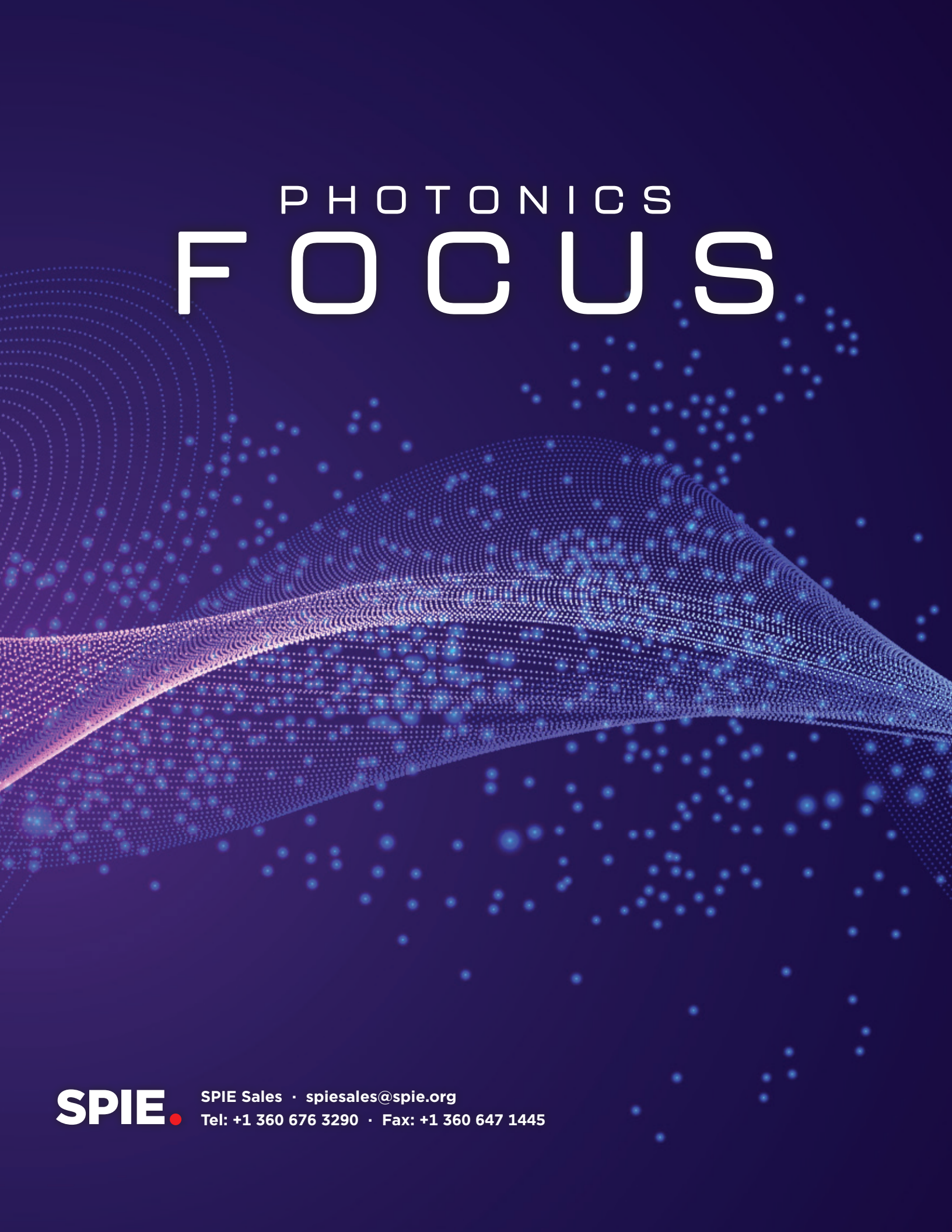
PHOTONICS FOCUS



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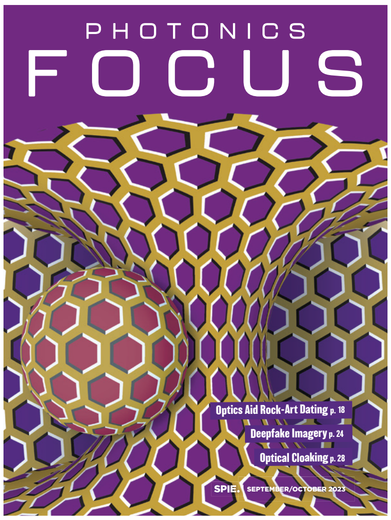
PHOTONICS FOCUS

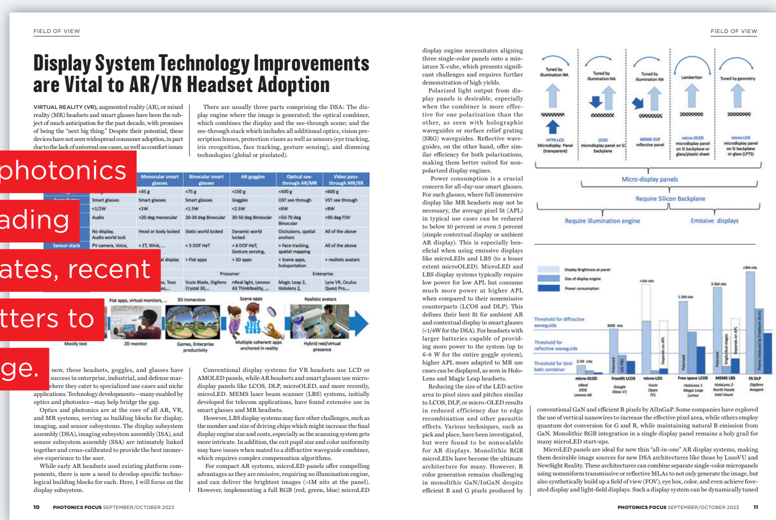
Heighten brand visibility and find qualified buyers.



Photonics Focus, a bimonthly print and online magazine, presents a fresh and exciting view of optics and photonics technology and industry. Published by SPIE for its 20,000+ Members, the award-winning magazine — with its striking graphics and thought provoking editorial — stakes a presence at major SPIE events, distributed to attendees at Photonics West, Optics + Photonics, and Defense + Commercial Sensing. *Photonics Focus* advertisers build visibility in the optics and photonics community, reaching industry decision makers who become customers.

Each issue of *Photonics Focus* provides articles and information aimed at helping optics and photonics professionals develop careers, maneuver the job market, and stay informed. Lavishly illustrated feature articles by some of the country's best science writers showcase scientific discovery and innovative, real-world applications from translational optics and photonics research. The magazine also keeps readers up to date on SPIE Member services, meetings, and community support.

SPIE is first for industry, with thousands of Corporate Members from 90+ countries who hold purchasing power. *Photonics Focus* advertisers reach the most influential people and organizations in the optics and photonics industry.


FIELD OF VIEW

Display System Technology Improvements are Vital to AR/VR Headset Adoption

A section called ***Field of View*** spotlights the photonics industry with viewpoints and analysis from leading experts in business and policy. Executive updates, recent M&As, and our ear to the ground on what matters to photonics professionals round out our coverage.

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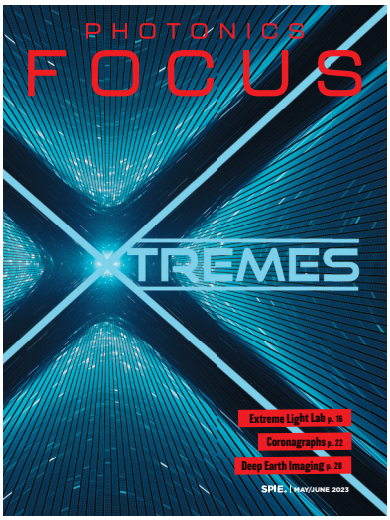
PHOTONICS FOCUS

2024 Editorial Calendar



Photonics Focus publishes engaging feature articles about innovative applications and advances in photonics.

Each issue focuses on a theme that has broad appeal across many technical areas. These themes are often aligned with the conferences where the issue will be distributed.

ISSUE DATE	EDITORIAL FOCUS	RESERVE SPACE BY	CREATIVE DUE	BONUS DISTRIBUTION
January/ February	**Autonomy:** a *Focus* on artificial intelligence, machine learning, and photonics-enabled autonomous systems.	11/1/2023	11/17/2023	SPIE Photonics West SPIE Medical Imaging SPIE Advanced Lithography + Patterning SPIE AR | VR | MR
March/ April	**Security:** a *Focus* on the photonics that keep our food, jobs, information, supply chains, and nations safe.	1/3/2024	1/19/2024	SPIE Defense + Commercial Sensing SPIE Smart Structures + Nondestructive Evaluation
May/ June	**Space Exploration:** a *Focus* on the tools and technologies that bring the knowledge of the cosmos back to Earth.	3/6/2024	3/22/2024	SPIE Astronomical Telescopes + Instrumentation
July/ August	**Sustainability:** a *Focus* on the potential of photonics to advance the UN's Sustainable Development Goals.	5/1/2024	5/17/2024	SPIE Optics + Photonics
September/ October	**Biomimetics:** a *Focus* on photonic designs and systems that mimic nature's perfection.	7/3/2024	7/19/2024	SPIE Security + Defence SPIE Remote Sensing SPIE/COS Photonics Asia
November/ December	**Lasers:** a *Focus* on the basic physics and cutting-edge applications of laser technology.	9/4/2024	9/20/2024	SPIE Photonics West

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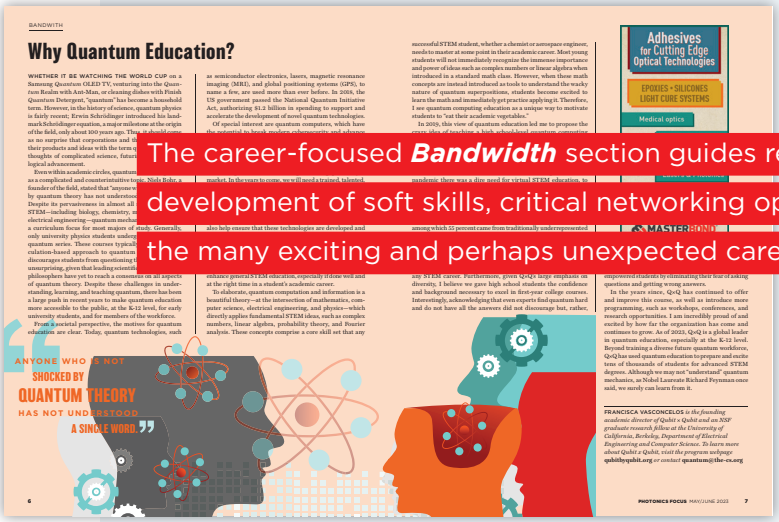
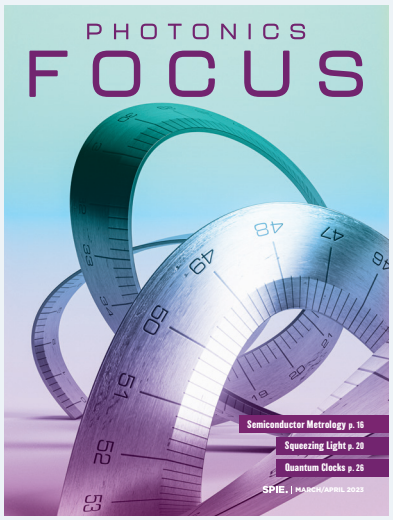


The career-focused ***Bandwidth*** section guides readers on the development of soft skills, critical networking opportunities, and the many exciting and perhaps unexpected career paths in optics.



In addition to interesting thematic feature articles, *Photonics Focus* publishes useful articles in the following editorial departments:

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

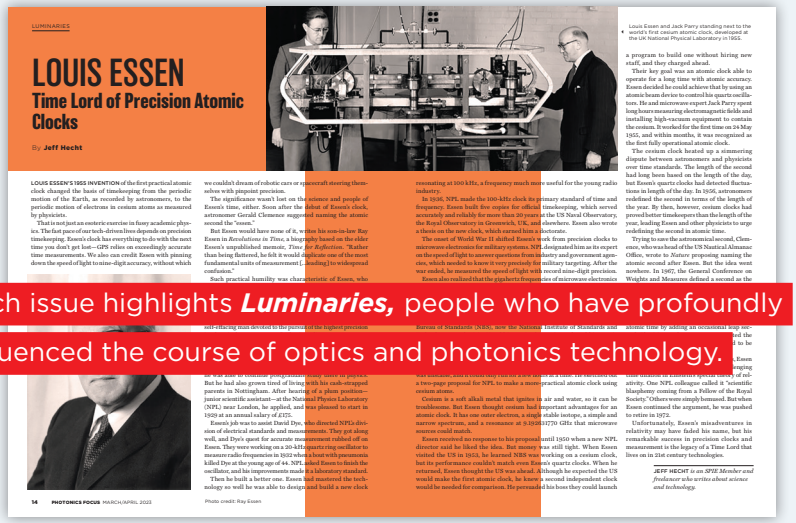
The institutions and people who lit the way for photonics

Member Lens

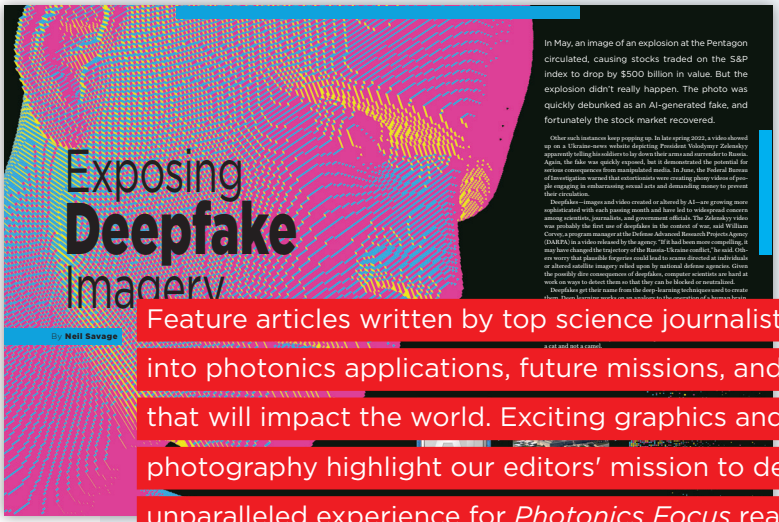
SPIE events, awards, and news for Members

See the Light

Images of photonics in society from readers' hometowns and travels.



Each issue highlights ***Luminaries,*** people who have profoundly influenced the course of optics and photonics technology.



Feature articles written by top science journalists delve into photonics applications, future missions, and technologies that will impact the world. Exciting graphics and beautiful photography highlight our editors' mission to deliver an unparalleled experience for *Photonics Focus* readers.

PHOTONICS FOCUS

2024 Insertion Order

❶ PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member ☐ No ☐ Yes Corporate ID# P.O. (if required for billing)

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

Address

City State/Prov. Zip

Contact Title

Telephone Fax Email

Ad Agency

Address

City State/Prov. Zip

Contact Title

Telephone Fax Email

❷ SPECIFY ISSUE ☐ Jan/Feb ☐ Mar/Apr ☐ May/Jun ☐ Jul/Aug ☐ Sep/Oct ☐ Nov/Dec

Ad size	Four Color - 1x	Four Color - 2x	Four Color - 4x	Four Color - 5x	Four Color - 6x
Full page trim size (8″ x 10 7/8″) bleed size (8 1/2″x 11 3/8″)	☐ $2,800	☐ $2,670	☐ $2,540	☐ $2,410	☐ $2,290
2-page spread bleed (16 1/2″ x 11 3/8″)	☐ $5,070	☐ $4,820	☐ $4,560	☐ $4,330	☐ $4,120
2/3-page vertical (4 5/8″ x 10″)	☐ $2,210	☐ $2,090	☐ $2,000	☐ $1,890	☐ $1,800
1/2-page vertical (3 1/2″ x 10″)	☐ $2,070	☐ $1,970	☐ $1,860	☐ $1,770	☐ $1,670
1/2-page horizontal (7″ x 4 7/8″)	☐ $1,810	☐ $1,720	☐ $1,620	☐ $1,540	☐ $1,460
1/3-page vertical (2 1/4″ x 10″)	☐ $1,370	☐ $1,240	☐ $1,230	☐ $1,180	☐ $1,120
1/6-page vertical (2 1/4″ x 4 7/8″)	☐ $1,040	☐ $980	☐ $930	☐ $890	☐ $840
Premium positions (full-page back cover bleed size - 6 1/2″x 11 3/8″)					
Cover 4 - back cover	☐ $3,380	☐ $3,210	☐ $3,030	☐ $2,890	☐ $2,740
Premium positions (full-page bleed size - 8 1/2″x 11 3/8″)					
Cover 2 - inside front	☐ $3,110	☐ $2,950	☐ $2,790	☐ $2,660	☐ $2,520
Cover 3 - inside back	☐ $3,110	☐ $2,950	☐ $2,790	☐ $2,660	☐ $2,520
Page 2	☐ $3,110	☐ $2,950	☐ $2,790	☐ $2,660	☐ $2,520
Other premium positions upon request (5% increase over full-page, four-color ad rate).					
☐ I have advertised with SPIE in the past 12 months. Please pick up my ad materials from:					

❸ AGREEMENT *By signing, you agree to abide by the policies listed. (Handwritten signature required.)*

Ordered by Title

Authorizing Signature

❹ 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.

Contact SPIE Sales

Kim Abair | Tel: +1 360 685 5499 | Fax: +1 360 647 1445 | kima@spie.org | spie.org/advertising

Melissa Valum | Tel: +1 360 685 5596 | Fax: +1 360 647 1445 | melissav@spie.org | spie.org/advertising

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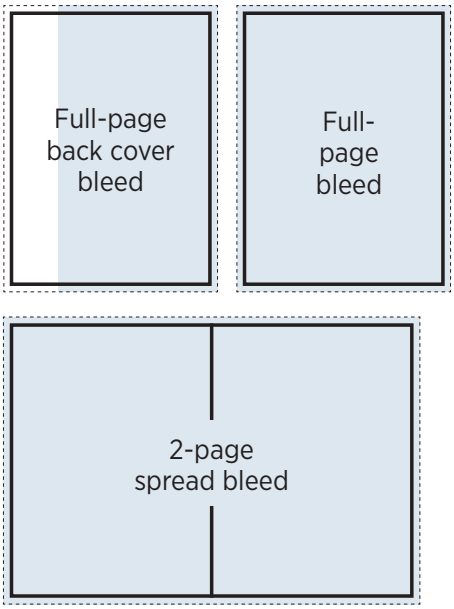
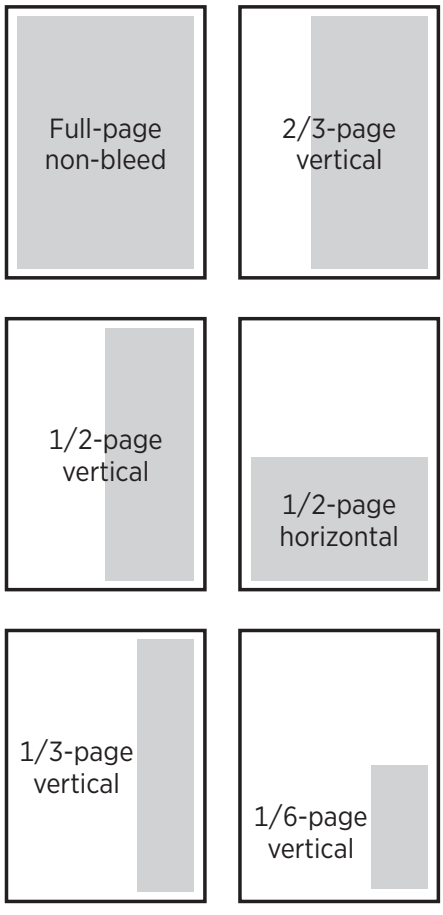
Specifications

AD SIZE	INCHES	MILLIMETERS
Magazine trim size	8 × 10 7/8	212.725 × 273
Full-page back cover bleed	6 1/2 × 11 3/8	165 × 283
Full-page 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. KEEP ESSENTIAL TEXT OR IMAGES AT LEAST 1/4" INSIDE TRIM SIZE.

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.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