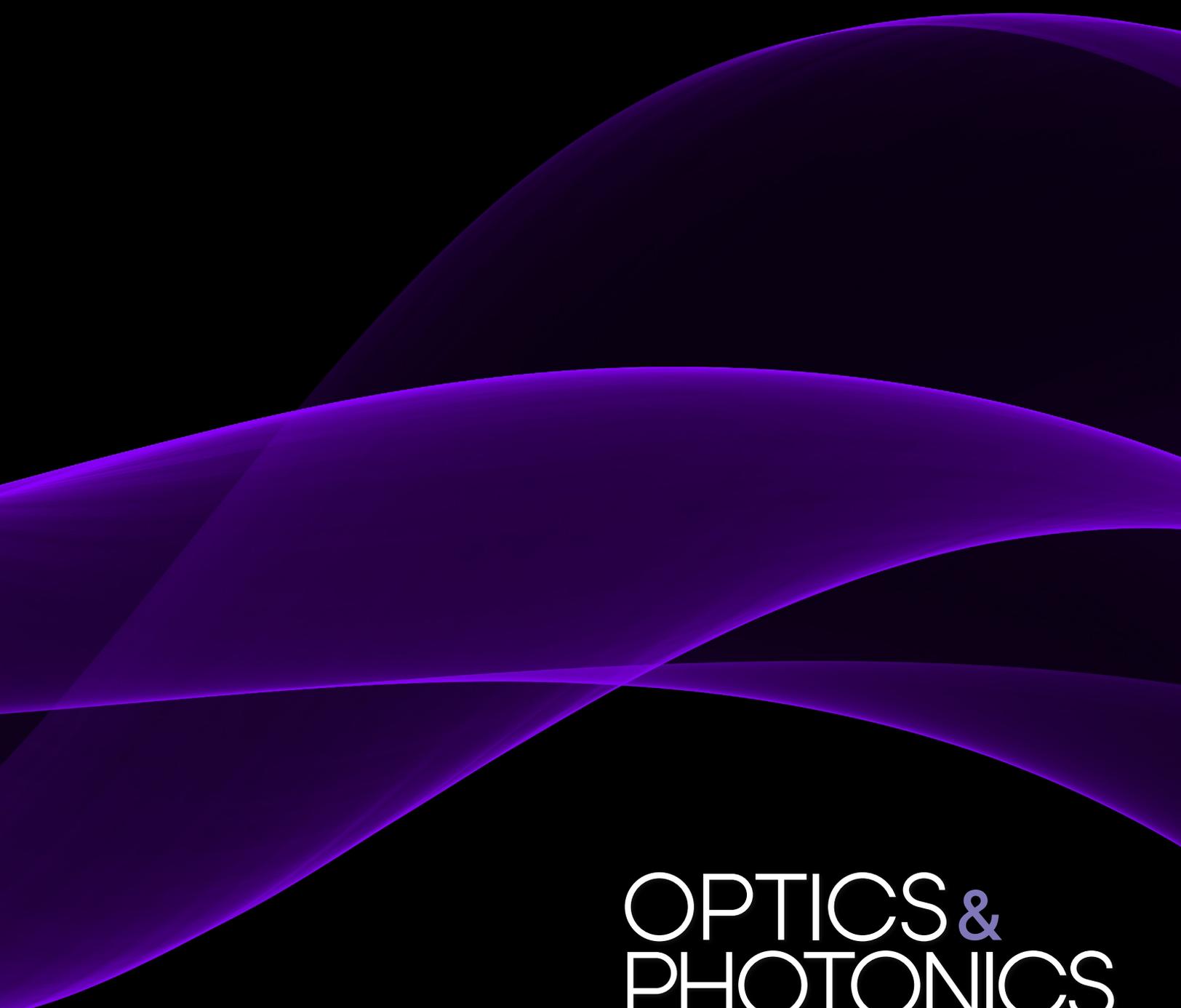


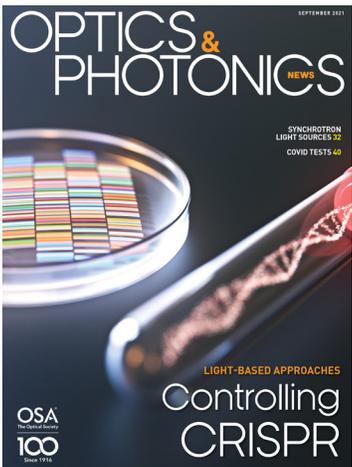
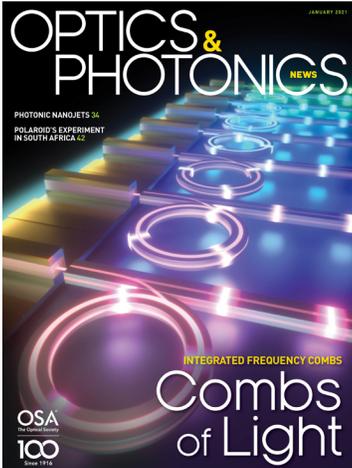
OPTICA | Formerly  
OSA

An abstract graphic consisting of several overlapping, flowing, wavy bands of a vibrant purple color. The bands originate from the left side and curve upwards and then downwards towards the right, creating a sense of movement and depth. The background is solid black, which makes the purple waves stand out prominently.

# OPTICS & PHOTONICS NEWS

2022 Media Kit

# TOP 10 REASONS TO ADVERTISE

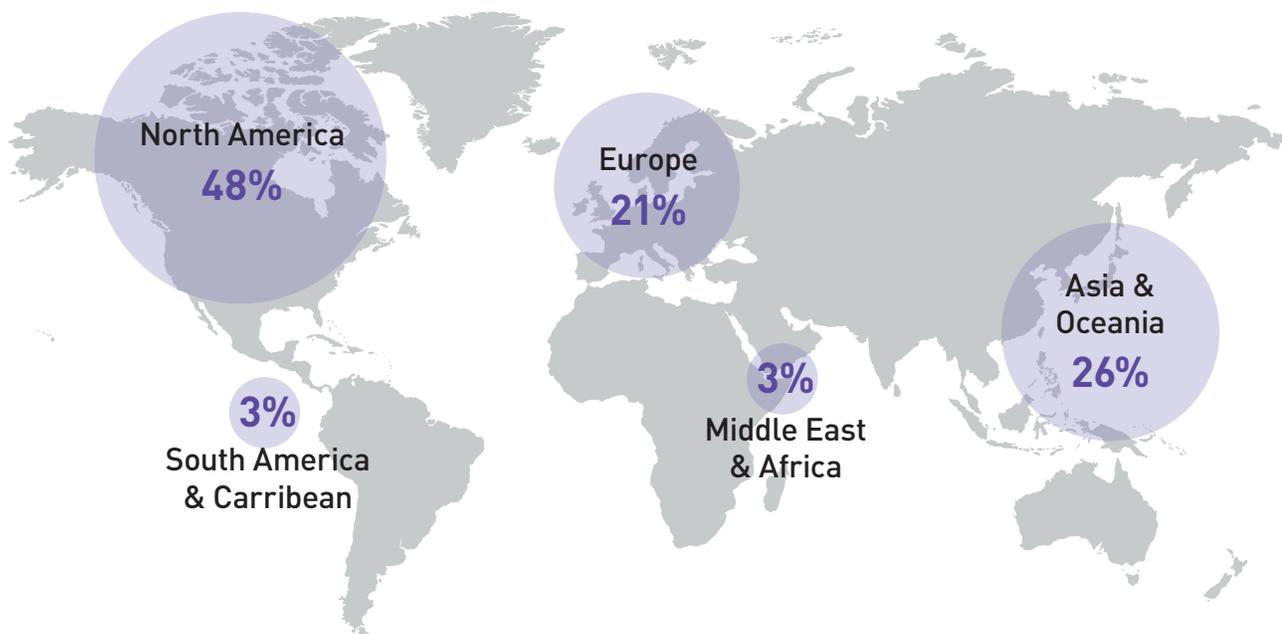


1. All Optica members receive each monthly issue of *Optics & Photonics News*, and most consider it their **#1 member benefit**.
2. *Optics & Photonics News* unites **science, research and industry news** in one convenient and easy-to-read format.
3. An employment ad in *Optics & Photonics News* can **attract the best and brightest professionals** in the field to your company.
4. *Optics & Photonics News* has an online readership of **249,000** unique visitors, with **504,000** unique page views per year.
5. *Optics & Photonics News* is an **award-winning publication**—recognized for general excellence, visual design and website redesign.
6. The magazine and website feature **quality editorial coverage written by respected professionals** on pressing industry issues.
7. *Optics & Photonics News* offers **customized packages**, including high-impact insert and outsert options.
8. *Optics & Photonics News* readers view the magazine as a **top source of reliable engineering information**.
9. *Optics & Photonics News* offers **integrated marketing solutions** across web, digital edition and email.
10. OPN's December "Year in Optics" issue showcases the **most innovative research published in optical and photonic science**, along with the winners of the annual "After Image" photo contest.

*Optics & Photonics News* (OPN) is the award-winning monthly magazine and website published by Optica (formerly OSA), the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

***Optics & Photonics News* offers:**

- ▶ Access to the largest membership organization in optics and photonics, with **22,000** members working in academia and industry—an audience that includes:
  - ▶ Researchers
  - ▶ Physicists
  - ▶ Engineers
  - ▶ Applied Research Scientists
  - ▶ Managers/Executives
  - ▶ Educators
  
- ▶ Online readership of **249,000** unique visitors, with **504,000** unique page views per year.
  
- ▶ High reader satisfaction: More than **90%** of Optica members highly value *Optics & Photonics News*.
  
- ▶ Readership in over **100 countries**.



Sources: Optica 2020-2021 member demographics and 2020-2021 Google Analytics



Getty Images

## ***Optics & Photonics News* contributors are industry-leading.**

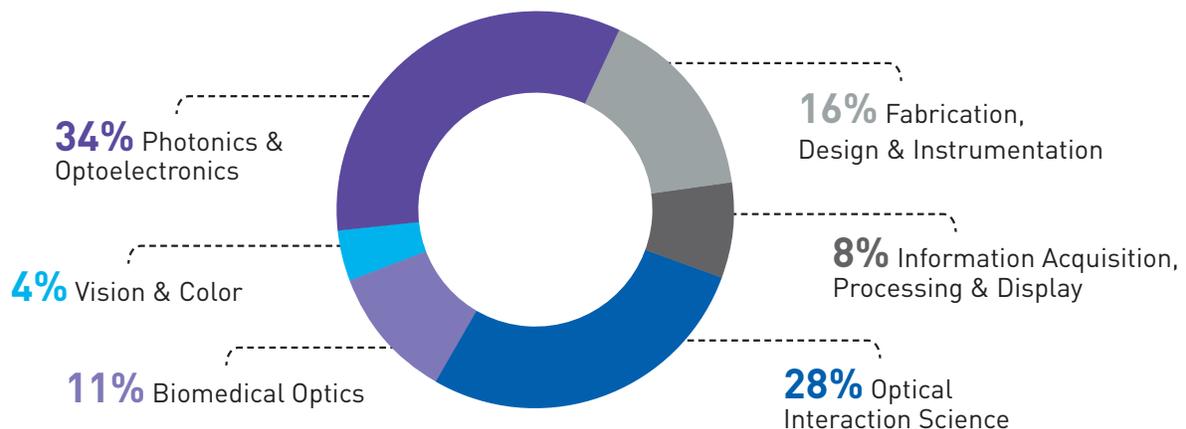
Authors of OPN features and columns include top scientists, engineers, journalists and thought leaders in all areas of optical science and business.

## ***Optics & Photonics News* readers are key buyers of optical technologies.**

Readers directly purchase or influence the purchase of:

- ▶ Optical components
- ▶ Detectors, sensors & cameras
- ▶ Test & measurement equipment
- ▶ Software/technical computing products
- ▶ Laser systems
- ▶ Positioning and support equipment
- ▶ Laser parts & accessories
- ▶ Fiber optic components & systems
- ▶ Lasers
- ▶ Imaging devices & systems
- ▶ Materials & substrates

Primary field of expertise of *Optics & Photonics News* readers:



*Optics & Photonics News* is the publication that **ties science, technology and industry together**, providing coverage of research breakthroughs, tech implementation, international business, careers and more across **the full spectrum of optics and photonics**.

**An award-winning publication**

- ▶ *Optics & Photonics News* has been recognized with an Apex Award for Publication Excellence for five straight years, including **awards for general excellence, visual design and website redesign**.
- ▶ The high-quality content, design and production values provide a strong, credible vehicle for reaching a highly targeted and motivated audience.

**Topics that matter**

*Optics & Photonics News* includes news and columns that **zero in on the topics that matter to optical professionals**.

- ▶ **Newsroom** covers hot stories from leading optics and photonics labs worldwide—everything from fiber to photovoltaics.
- ▶ **Optics Innovations** focuses on entrepreneurship and technology transfer.
- ▶ **Beyond Borders** highlights optical business and science in cross-border context.
- ▶ **Career Focus** provides tips and tales on building a scientific career in a competitive market.
- ▶ **Reflections in Diversity** offers practical, solutions-oriented content on building workplace diversity.
- ▶ **Light Touch** features unusual angles and stories on optical science.

The collage features several article snippets:
 

- Pulses:** A photo of a person working with optical equipment, with text about a laser system.
- Lessons Learned in Industry:** A photo of a person in a lab, with text discussing industry challenges and solutions.
- Newsroom:** A photo of a person in a lab, with text about a new technology.
- Recording Nerve Cells in Action:** A photo of a person in a lab, with text about a modified version of SCAPE microscopy.

# THE HOTTEST TOPICS

*Optics & Photonics News* feature articles, written by **leaders in the field** and by experienced science journalists, span the full spectrum of optical science, engineering and business—including **some of the discipline's hottest topics**.

## Cutting-edge features



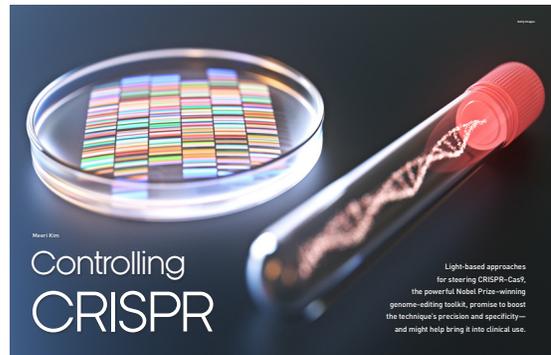
We keep readers on top of emerging trends driving both basic research and application development, be it fiber communications, autonomous vehicles or handheld sensors.



The best in laser science, from new gain media and resonators to developments in ultrafast and compact sources, forms a key thread of OPN's feature content.



OPN's reporters and authors monitor foundational optical technologies and tools, and explore how they're driving a wide range of studies and applications.



From imaging to optical diagnostics, OPN tracks the explosion of new technologies and approaches that are informing biomedical research and treatment.

## OPN Special Features

**Year in Optics:** OPN's December issue includes a highly regarded annual feature showcasing the strongest, most innovative research published in optical and photonic science.

**After Image Photo Contest:** The December issue also presents the winners of the magazine's annual photo contest, an always surprising trove of rich visuals with an optical theme.

# 2022 EDITORIAL CALENDAR

	EDITORIAL FEATURES	BONUS DISTRIBUTION	RESERVE BY
<b>January</b>	Photonic Applications	Photonics West	<b>15 Nov. 2021</b>
<b>February</b>	2022 Optica Fellows		<b>15 Dec. 2021</b>
<b>March</b>	Fiber and Communications International Year of Glass (I) (OFC Show Issue)	Optical Fiber Communication Conference (OFC)	<b>14 Jan. 2022</b>
<b>April</b>	From Lab to Clinic	Optica Biophotonics Congress: Biomedical Optics	<b>15 Feb. 2022</b>
<b>May</b>	Lasers Displays (CLEO Show Issue)	Conference on Lasers and Electro-Optics (CLEO)	<b>15 Mar. 2022</b>
<b>June</b>	Cutting-Edge Coatings and Films	Optica Optical Interference Coatings	<b>15 Apr. 2022</b>
<b>July/August</b>	Sensors Ultrafast Phenomena	Optica Imaging and Applied Optics Congress Optica Optical Sensors and Sensing Congress International Conference on Ultrafast Phenomena	<b>13 May 2022</b>
<b>September</b>	Deep Learning in Optics and Photonics International Year of Glass (II)		<b>15 July 2022</b>
<b>October</b>	Laser Applications Lasers in Industry	Optica Laser Congress	<b>15 Aug. 2022</b>
<b>November</b>	The Webb Telescope: One Year On Workplace Diversity		<b>15 Sep. 2022</b>
<b>December</b>	Year in Optics Photo Contest		<b>14 Oct. 2022</b>

All information is subject to change.

# SPECIAL OPPORTUNITIES & PACKAGES

## TARGETED SHOW PACKAGES

Promote your presence to thousands of attendees at some of the top conferences in optics and photonics—as well as to the 22,000 readers of *Optics & Photonics News*—through a targeted combination of advertisements in the show issue of OPN (in print and on the web) and in the conference's own show guide/program book and website. *Call for details and pricing.*

### OFC Conference and Exhibition

**Attendees:** 15,000  
**Show Issue:** March 2022

### CLEO Conference and Exhibition

**Attendees:** 5,000  
**Show Issue:** May 2022

### FiO Conference and Exhibition

**Attendees:** 2,000  
**Show Issue:** October 2022

### Optics & Photonics Congresses

Reach a very targeted group of attendees in congresses on imaging, advanced photonics, biomedical optics and more. (Complete list at [www.optica.org/meetings](http://www.optica.org/meetings))



## OPN Digital Edition

Each month, OPN sends a digital replica of the print magazine to all Optica members. Sponsorship opportunities are available. *Call for details and pricing.*

## Advertorial/advertising supplement

A high-impact, two-page spread composed of a full-page advertorial, with copy and images supplied by advertiser, plus a full-page ad. Deadline is two weeks prior to standard ad material due date. Issue placement subject to available space and editorial review.

## Inserts and outserts

Increase visibility of your campaign with high-impact insert and outsert options, which include cover tip-ons, belly bands, posters, etc. Customized options available. *Call for pricing.*

## Product profiles

Your press release appears as a special product profile (including photo) in *Optics & Photonics News* print. High-quality art is taken into account in the selection process, as are newsworthiness and relevance to the optics and photonics industry.

## Employment advertising

Attract well-qualified job seekers by advertising in the *Optics & Photonics News* employment section and on Optica's Work in Optics online job board. *Special pricing.*

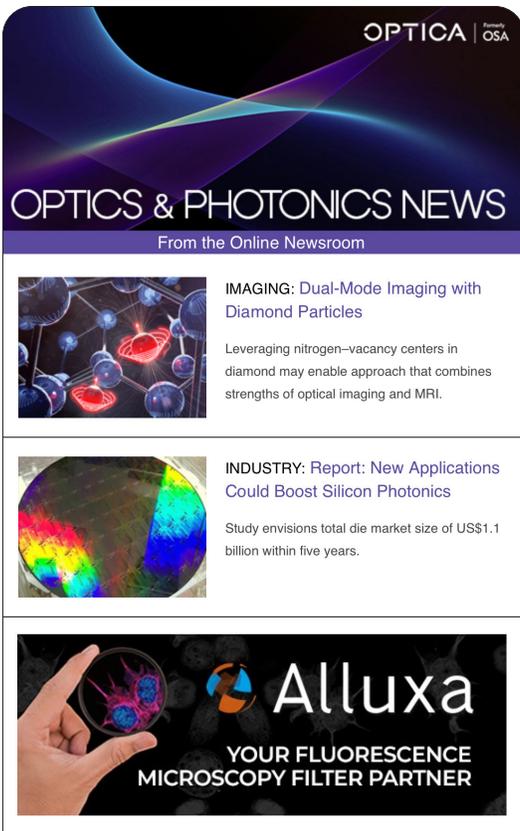
The *Optics & Photonics News* website offers the full text of the print publication, plus daily breaking news, book reviews, information on funding opportunities, and rich images and media. An email alert, delivered twice monthly to a subscriber list of more than 20,000, keeps readers up to date with what's new on the site and in the optics and photonics arena.

## OPN website banner advertising

OPN offers banner advertising to help you reach your target audience to present your products, services and recruitment needs to our readers.

**249K** unique visitors/year

**504K** unique page views/year



## OPN e-newsletter

On the 1<sup>st</sup> and 15<sup>th</sup> of each month, OPN sends a mobile-friendly e-newsletter to all Optica members, highlighting stories from the magazine and online breaking news. Advertising slots are available in both newsletters.

**+20K** recipients | **23%** open rate | **20%** CTR

# RATES & DEADLINES

## PRINT

### 2022 Print display rates

Covers	1x	3x	6x	9x	12x
Cover 2	\$5,150	\$4,750	\$4,350	\$4,000	\$3,500
Cover 3	5,000	4,600	4,250	3,750	3,150
Cover 4	5,250	4,900	4,500	4,000	3,550
	1x	3x	6x	9x	12x
Full page	\$5,000	\$4,750	\$4,250	\$4,000	\$3,500
2/3 page	3,750	3,500	3,000	2,750	2,500
1/2 vert.	3,750	3,500	3,000	2,750	2,500
1/2 island	3,500	3,250	2,750	2,500	2,250
1/2 page	3,000	2,750	2,500	2,250	2,000
1/3 page	2,750	2,500	2,250	2,000	1,750
1/4 page	2,400	2,000	1,750	1,500	1,250

#### Employment

Full page: \$2,000    1/2 page: \$1,000    1/4 page: \$500

**Advertorial:** 2-page spread (one page advertorial and one page display ad): \$7,500

**Product Profile:** 75-word press release + single high resolution image: \$500

**Digital Edition Sponsorship:** For details and pricing, contact [adsales@optica.org](mailto:adsales@optica.org)

### Creative deadline

<b>January</b>	4 December 2021
<b>February</b>	4 January 2022
<b>March</b>	3 February 2022
<b>April</b>	3 March 2022
<b>May</b>	5 April 2022
<b>June</b>	5 May 2022
<b>July/August</b>	4 June 2022
<b>September</b>	4 August 2022
<b>October</b>	3 September 2022
<b>November</b>	5 October 2022
<b>December</b>	5 November 2022

**Advertorial:** Due two weeks prior to standard ad material due date

**Product profile:** Due one week prior to standard ad material due date

**Digital Edition:** Due on standard ad material due date

### Special savings

- ▶ Optica Corporate Members receive **15% savings** on OPN advertising.
- ▶ CLEO and OFC Exhibit Guide Advertisers receive **15% off** OPN advertising in 2022.

## ONLINE

Banners	Location	Rates	Creative deadline
Leaderboard	across top of website	\$1,000/month	one week prior to publication
Medium rectangle	website content area	\$500/month	one week prior to publication
E-newsletter	Location	Rates	Creative deadline
1 <sup>st</sup> of month	body of newsletter	\$1,000/issue	one week before email send date
15 <sup>th</sup> of month	body of newsletter	\$1,000/issue	one week before email send date

All rates are net.

## Print specifications

### Format for ad materials

High-resolution, 300 dpi, PDF, all fonts embedded. Be sure that bleed is included and printer's marks are present.

### Image resolution

300 dpi for 4-color art, 600 dpi for grayscale/line art.

### Color

All files must be CMYK or grayscale. Spot colors should not be used.

### Contact information

For additional questions and to submit your materials, please e-mail your OPN advertising representative at [adsales@optica.org](mailto:adsales@optica.org).

## Ad sizes

**Publication trim size**  
8.125" x 10.875" (w x h)

**Full page**  
7.125" x 9.875" (w x h)

**Full-page bleed**  
8.375" x 11.125" (w x h)

**2/3 page vertical**  
4.5" x 9.25" (w x h)

**1/2 page vertical**  
3.5" x 9.875" (w x h)

**1/2 page vertical bleed**  
4.25" x 11.125" (w x h)

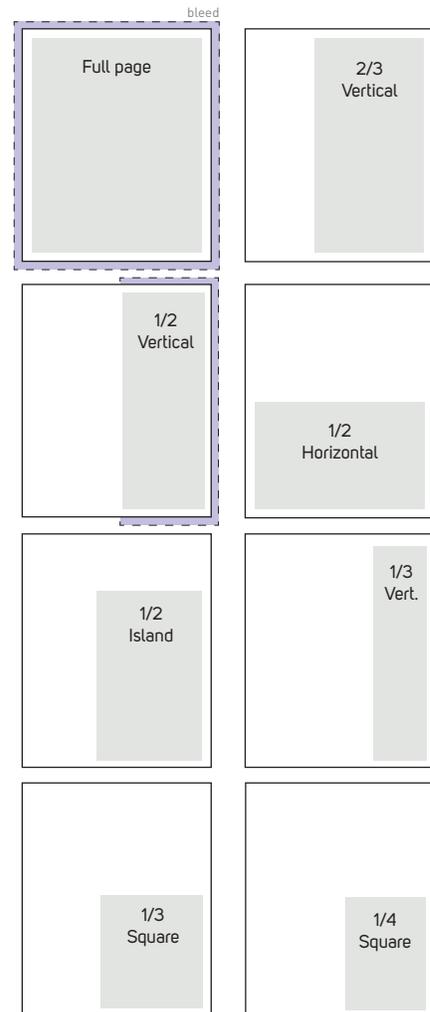
**1/2 page island**  
4.5" x 6.75" (w x h)

**1/2 page horizontal**  
6.75" x 4.5" (w x h)

**1/3 page vertical**  
2.125" x 9.25" (w x h)

**1/3 page square**  
4.5" x 4.5" (w x h)

**1/4 page square**  
3.25" x 4.5" (w x h)



## Online specifications

### Banners

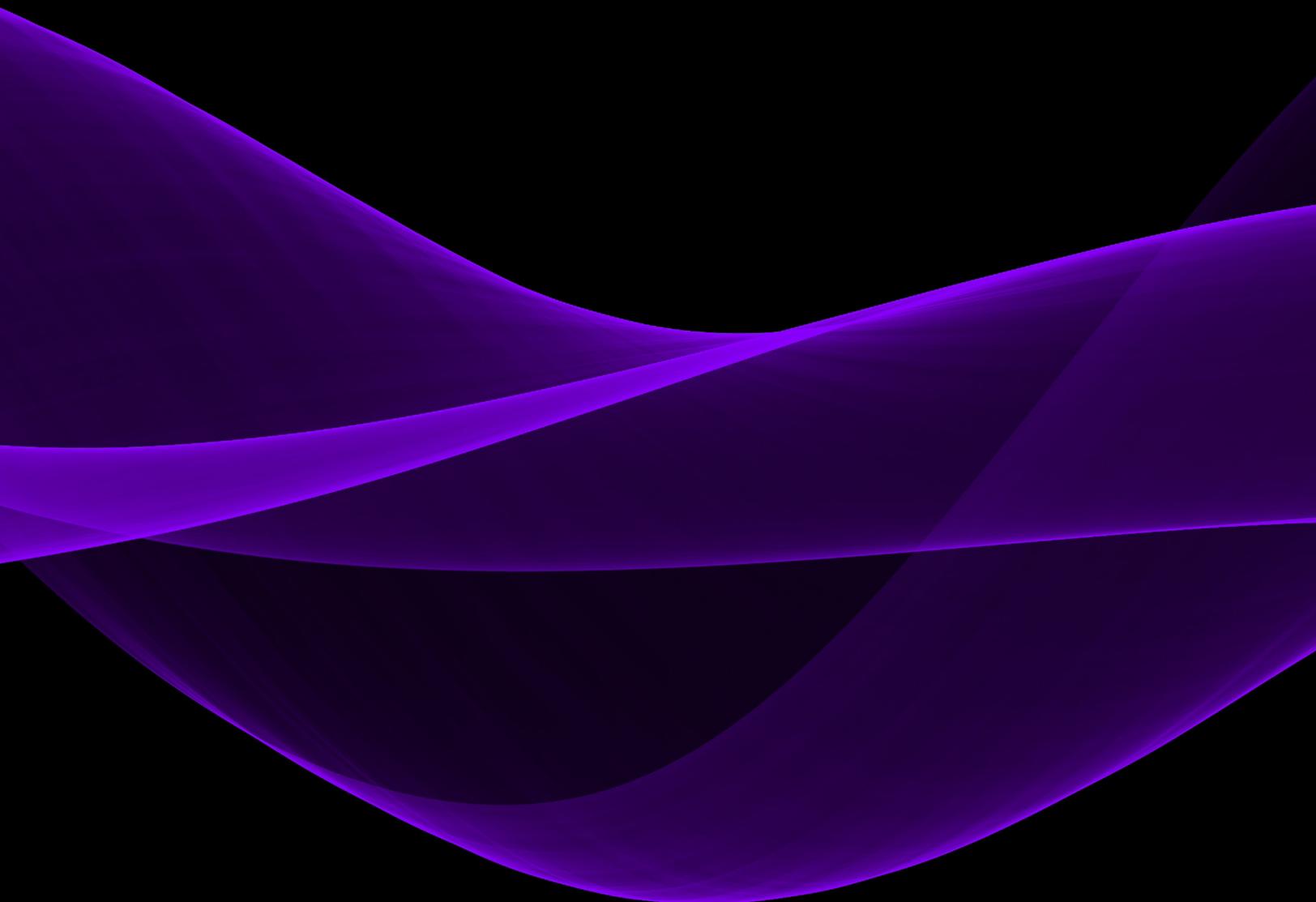
Ad sizes (desktop, tablet, mobile)

File format

Leaderboard	728 x 90 pixels, 480 x 60 pixels, 324 x 45 pixels (w x h)	gif, png and jpg files; static or animated
Medium rectangle	300 x 250 pixels, 220 x 183 pixels (w x h)	gif, png and jpg files; static or animated

### E-newsletter

1 <sup>st</sup> of month	520 x 200 pixels (w x h)	gif, png and jpg files; static only
15 <sup>th</sup> of month	520 x 200 pixels (w x h)	gif, png and jpg files; static only



Published by:

**OPTICA** | Formerly  
**OSA**

Optica, 2010 Mass. Ave. N.W.,  
Washington DC, USA 20036

[www.osa-opn.org](http://www.osa-opn.org) | +1.202.416.1988 | [adsales@optica.org](mailto:adsales@optica.org)