A high-power femtosecond IR laser focused into a pressurized Argon gas jet. [S. Weerdenburg, 2nd place OPN 2022 Photo Contest]
OPTICS & PHOTONICS NEWS

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 optics and photonics member organization, with 24,000+ members working in academia and industry worldwide

**HIGH READER SATISFACTION**

>90% of Optica members highly value *Optics & Photonics News*

**ONLINE READERSHIP**

225,000 unique visitors per year at optica-opn.org

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**GLOBAL READERSHIP**

100+ countries

Europe 20%

North America 37%

Asia & Oceania 36%

South America & Caribbean 4%

Middle East & Africa 3%

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Sources: Optica 2022–2023 member demographics and 2022–2023 Google Analytics
TOP 5 REASONS TO ADVERTISE

1. All Optica members receive each monthly issue of *Optics & Photonics News* (OPN), and most consider it their #1 member benefit and a top source of reliable engineering information.

2. OPN unites science, research and industry news in one convenient and easy-to-read format—offered in print, web, digital edition and email.

3. OPN magazine and website feature quality editorial coverage written by respected professionals on pressing industry issues.

4. OPN has an online readership of 225,000 unique visitors, with 436,000 unique page views per year.

5. OPN is an award-winning publication—recognized for general excellence, visual design and website redesign.
INFLUENCE/VALUE

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
- Lasers & laser systems
- Positioning & support equipment
- Laser parts & accessories
- Software/technical computing products
- Imaging devices & systems
- Materials & substrates
- Fiber optic components & systems

Optics & Photonics News provides access to an audience that includes:

- Researchers
- Applied Research Scientists
- Physicists
- Managers/Executives
- Engineers
- Educators

Primary field of expertise of Optics & Photonics News readers:

- 34% Photonics & Optoelectronics
- 29% Optical Interaction Science
- 15% Fabrication, Design & Instrumentation
- 8% Information Acquisition, Processing & Display
- 4% Vision & Color
- 10% Biomedical Optics

Source: Optica 2022–2023 member demographics

An award-winning publication

Optics & Photonics News has repeatedly been recognized for publication excellence by multiple industry organizations, 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.
THE HOTTEST TOPICS

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.

Cutting-edge features
OPN 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.

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

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

Topics that matter
OPN 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.

Career Focus provides tips and tales on building a scientific career in a competitive market.

Market Report highlights emerging trends and key issues in the global optics and photonics business.

Reflections in Diversity offers practical, solutions-oriented content on building workplace diversity.

Light Touch features unusual angles and stories on optical science.

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.
### 2024 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial Features</th>
<th>Bonus Distribution</th>
<th>Special Opportunities</th>
<th>Reserve By</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Photonic Innovations and Applications</td>
<td>Photonics West</td>
<td>Product Profiles [Due 29 Nov]</td>
<td>15 Nov 2023</td>
<td>5 Dec 2023</td>
</tr>
<tr>
<td>February</td>
<td>2024 Optica Fellows</td>
<td></td>
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<td>15 Dec 2023</td>
<td>4 Jan 2024</td>
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<td>March</td>
<td>Fiber and Communications</td>
<td>OFC Conference and Exhibition</td>
<td>Product Profiles [Due 25 Jan]</td>
<td>15 Jan 2024</td>
<td>1 Feb 2024</td>
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<td>April</td>
<td>Optical Bioimaging and Diagnostics</td>
<td>Optica Biophotonics Congress: Biomedical Optics</td>
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<td>15 Feb 2024</td>
<td>1 Mar 2024</td>
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<tr>
<td>May</td>
<td>Lasers</td>
<td>CLEO Conference and Exhibition</td>
<td>Product Profiles [Due 29 Mar]</td>
<td>15 Mar 2024</td>
<td>5 Apr 2024</td>
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<tr>
<td></td>
<td>Displays</td>
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<td></td>
<td>Integrated Photonics</td>
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<td></td>
<td>[CLEO Show Issue]</td>
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<tr>
<td>June</td>
<td>Quantum Technology 2024 Optica Awards and Medals</td>
<td>Optica Quantum 2.0 Conference and Exposition</td>
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<td>15 Apr 2024</td>
<td>2 May 2024</td>
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<td>July/August</td>
<td>Sensing for Environment and Security Optics &amp; Art</td>
<td>Optica Imaging Congress</td>
<td>Product Profiles [Due 29 May]</td>
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<td>5 Jun 2024</td>
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<td></td>
<td></td>
<td>Optica Sensing Congress</td>
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<tr>
<td>September</td>
<td>Industry Perspectives</td>
<td></td>
<td></td>
<td>15 Jul 2024</td>
<td>1 Aug 2024</td>
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<td></td>
<td>[FiO Show Issue]</td>
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<tr>
<td></td>
<td>Lasers in Industry</td>
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<tr>
<td>November</td>
<td>TBA</td>
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<td>13 Sep 2024</td>
<td>4 Oct 2024</td>
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<td>December</td>
<td>Year in Optics</td>
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<td>Product Profiles [Due 29 Oct]</td>
<td>15 Oct 2024</td>
<td>5 Nov 2024</td>
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<td></td>
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*All information is subject to change.*
SPECIAL OPPORTUNITIES & PACKAGES

Beyond print advertisements is a variety of formats! Advertisers in OPN can take advantage of several special avenues for communicating their message to OPN magazine’s motivated and qualified audience.

OPN Digital Edition

Each month, in addition to the full text in print and on its website, the OPN team creates a “page-turn” digital replica of the print magazine that’s available 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. USD 7,500

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 product profile appears as a special feature (including photo) in certain Optics & Photonics News print issues. Must be relevant to the optics and photonics industry. USD 500

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.

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 24,000 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.

OFC Conference and Exhibition
ATTENDEES: 13,000+
SHOW ISSUE: March 2024

CLEO Conference and Exhibition
ATTENDEES: 3,000+
SHOW ISSUE: May 2024

FiO Conference and Exhibition
ATTENDEES: 3,000
SHOW ISSUE: September 2024

Optics & Photonics Congresses
Reach a very targeted group of attendees in congresses on imaging, advanced photonics, biomedical optics and more. Complete list at optica.org/events.

Call for details and pricing.
ONLINE ADVERTISING

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
Reach your target audience with an OPN website leaderboard or medium rectangle ad.

- **Leaderboard Ad**: USD 1,000/month
  - **WEBSITE**: 728 × 90 px  |  **MOBILE**: 324 × 45 px
- **Medium Rectangle Ad**: USD 500/month
  - **WEBSITE + MOBILE**: 300 × 250 px

**FILE FORMAT**: gif, png or jpg file; static or animated

**DUE DATE**: one week prior to publication or start of the month

- **Frequency discounts available for online ads**

20K+ recipients
28% open rate
13% CTR

225K unique visitors/year
436K unique page views/year

OPN e-newsletter
On the 1st and 15th of each month, OPN sends a mobile-friendly e-newsletter to all Optica members, highlighting stories from the magazine and online breaking news.

- **E-news Ad**: USD 1,000/placement
  - **PLACEMENT**: 1st or 2nd position
  - **SIZE**: 520 × 200 px
  - **FILE FORMAT**: gif, png or jpg file; static only
  - **DUE DATE**: one week prior to publication
PRINT RATES & TECHNICAL SPECS

Contact the OPN Advertising Team today to build a customizable advertising package that will deliver results, drive traffic and achieve your company’s goals.

2024 Print Display Rates – Rates Listed in USD

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<thead>
<tr>
<th>Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
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<th>3x</th>
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<td>3,000</td>
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<tr>
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<td>3,000</td>
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<td>2,250</td>
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<tr>
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<td>2,000</td>
<td>1,750</td>
<td>1,500</td>
<td>1,250</td>
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Employment

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<td>Full page</td>
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<td>1/2 page</td>
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<td>1/4 page</td>
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Special Savings
Optica Corporate Members receive 15% savings on OPN ads.

All rates are net.

Ad sizes

Publication trim size
8.125” x 10.875” (w x h)

Full-page (with ¼” 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 (with ¼” 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)

Cover ads: Receive maximum visibility with Cover 2 (inside front), Cover 3 (inside back) or Cover 4 (outside back).

Interior ads: Choose from a wide selection to suit your needs and budget.

Contact information
For additional questions and to submit your materials, please email your OPN advertising representative at adsales@optica.org.

Print specifications

Format for ad materials
High-resolution, 300 dpi, PDF, all fonts embedded. Be sure bleed is included and printer’s marks are present.

Image resolution and color
All art should be 300 dpi and CMYK (4-color). Spot colors should not be used.

Contact information
For additional questions and to submit your materials, please email your OPN advertising representative at adsales@optica.org.