

**SPIE.** 2023

# MEDIA KIT

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CONNECTING MINDS. ADVANCING LIGHT.

[www.spie.org/advertising](http://www.spie.org/advertising)



# SPIE. 2023

# MEDIA KIT

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Advertise to your target audience.

Partner with SPIE resources — technical communities and conferences, [optics.org](http://optics.org), *Photonics Focus*, [SPIE.org](http://SPIE.org), and the SPIE Digital Library — where we present news articles, hot topics, breaking developments, and the latest work in optics and photonics research, reaching viewers daily.

*Contact SPIE Sales:*

Melissa Valum  
Tel: +1 360 685 5596 • [melissav@spie.org](mailto:melissav@spie.org)

Kim Abair  
Tel: +1 360 685 5499 • [kima@spie.org](mailto:kima@spie.org)

PO Box 10, Bellingham, WA 98227-0010 USA  
Tel: +1 360 676 3290 • Fax: +1 360 647 1445  
[spiesales@spie.org](mailto:spiesales@spie.org) • [www.spie.org/advertising](http://www.spie.org/advertising)

*SPIE Europe Office:*

Laurence Devereaux  
Tel: +442922789031 • [laurence@spieeurope.org](mailto:laurence@spieeurope.org)

2 Alexandra Gate, Ffordd Pengam, Cardiff, CF24 2SA  
Tel: +44 29 2089 4747 • Fax: +44 29 2089 4750  
[info@spieeurope.org](mailto:info@spieeurope.org)

*For optics.org and SPIE Photonics West Show Daily advertising, contact:*

Rob Fisher - Head of Sales & Marketing, [optics.org](http://optics.org)  
Tel: +44 117 905 5330 • [rob.fisher@optics.org](mailto:rob.fisher@optics.org)

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Advertising with SPIE puts  
you in front of thousands  
of potential new customers  
every year via print  
and online channels

*Advertising Opportunities:*

Event programs (*print*)

Women in Optics Planner (*print*)

SPIE Conferences mobile app (*online*)

SPIE News (*online*)

SPIE Digital Library (*online*)

# SPIE event printed pieces



## Technical programs

Distributed onsite to all technical attendees, this piece reaches research and development professionals in different fields with news of your products and services. Most people will keep the program in hand during the event, providing you with an opportunity to gain visibility.

## Exhibition guides

Distributed at the event, this handy guide features exhibitor information and show floor locations. Increase your impact on your primary target audience with an ad in the colorful Exhibition guide.



## Exhibition previews

Contact SPIE Sales for inclusion in an exhibition preview for this event. We selectively produce a mailer or PDF promoting the exhibition, and there may be opportunities for you to be seen by a very targeted audience of buyers.

[www.spie.org/events](http://www.spie.org/events)

# Reach thousands of potential customers who use SPIE event pieces to plan their agendas

2023 FEATURED EVENTS

LOCATION

CONFERENCE TOPICS

EST. ATTENDANCE  
TECHNICAL PROGRAM  
EXHIBITION GUIDE  
EXHIBITION

JANUARY			
<b>SPIE. AR VR MR</b>	San Francisco, California, USA	3D computer vision/perception • display techniques/technologies/architectures • reconstruction • combiner optics/related architectures • human-machine interactions • human perception/immersive displays • light-field rendering • MEMS mirrors • display engines/imaging systems • optical sensors for 6DOF head tracking/SLAM-relocalization nanophotonics	3,000 ✓ ✓
<b>SPIE. PHOTONICS WEST</b>	San Francisco, California, USA	<b>Photonics West OPTO and LASE</b> • Laser sources • Nonlinear optics and beam guiding • Micro/nano applications • Macro applications • Optoelectronic materials and devices • Photonic integration • Nanotechnologies in photonics • MOEMS-MEMS in photonics • Advanced quantum and optoelectronic applications • Semiconductor lasers and LEDs • Displays and holography • Optical communications: Devices to systems • 3D printing • Net Zero, AI/ML	20,000 ✓ ✓ ✓
<b>SPIE. PHOTONICS WEST BIOS</b>		<b>BIOS</b> • Photonic therapeutics and diagnostics • Neurophotonics, neurosurgery, and optogenetics • Clinical technologies and systems • Tissue optics, laser-tissue interaction, and tissue engineering • Biomedical spectroscopy, microscopy, and imaging • Nano/biophotonics • BRAIN • Translational research • 3D printing • Net Zero, AI/ML	5,000 ✓
<b>SPIE. QUANTUM WEST</b>		<b>Quantum West</b> • Quantum information systems • Quantum communications • Quantum computing and simulation • Quantum sensing, imaging, and timing systems • Enabling materials, devices, and techniques	500
FEBRUARY			
<b>SPIE. ADVANCED LITHOGRAPHY+ PATTERNING</b>	San Jose, California, USA	Immersion • DFM/DPI • Nanofabrication and imprint • Resists • Etch • Lithography • Metrology • Inspection • DUV and EUV sources and optics • Process control • Patterning	2,000 ✓ ✓ ✓
<b>SPIE. MEDICAL IMAGING</b>	San Diego, California, USA	Physics of medical imaging • Image processing • Computer-aided diagnosis • Image-guided procedures, robotic interventions, and modeling • Molecular, structural, and functional imaging • Image perception, and technology assessment • PACS-based imaging informatics • Ultrasonic imaging, tomography, and therapy • Digital pathology	1,200 ✓
MARCH			
<b>SPIE. SMART STRUCTURES+ NONDESTRUCTIVE EVALUATION</b>	Long Beach, California, USA	Electroactive polymers • Smart structures and materials • Actuators and damping • Biomimetics • Energy harvesting • Embedded sensors • Sensor networks • Real-time NDE • Structural health monitoring • Fiber sensors	700 ✓
APRIL			
<b>SPIE. DEFENSE+ COMMERCIAL SENSING</b>	Orlando, Florida, USA	Next generation sensor systems and applications • Advanced sensing and imaging • Imaging and analytics • Materials and devices	3,500 ✓ ✓ ✓
<b>SPIE. OPTICS+ OPTOELECTRONICS</b>	Prague, Czech Republic	Recent advances in petawatt photonics • High-power and high-repetition rate systems • Diode-pumped laser systems • FELs and X-ray lasers • Optical sensing • Holography • X-ray optics • Metamaterials • Nonlinear and quantum optics	700 ✓ ✓ ✓
JUNE			
<b>EUROPEAN CONFERENCES ON BIOMEDICAL OPTICS SPIE. IOSA</b>	Munich, FR Germany	Microscopic imaging • Diffuse optical spectroscopy • Cell and tissue characterization • OCT techniques • Opto-acoustic methods • Translational biophotonics	500 ✓
<b>SPIE. DIGITAL OPTICAL TECHNOLOGIES</b>	Munich, FR Germany	<b>Digital Optical Technologies</b> • Latest advances in digital optic and photonic systems, including design and fabrication using digital means, as well as components application	500 ✓
<b>SPIE. OPTICAL METROLOGY</b>		<b>Metrology</b> • Emerging photonics fields within measurement systems, modeling, imaging, sensing, and inspection	
AUGUST			
<b>SPIE. OPTICS+ PHOTONICS</b>	San Diego, California, USA	Advanced metrology • Remote sensing • Optical system design • Illumination engineering • Photovoltaics • Thin film coatings • Illumination systems • Solar concentrators • Plasmonics • Nanoengineered materials • Metamaterials • Nanocoatings • Nanomanufacturing • Organic photonics and electronics • Detectors and imaging • Photonic devices • OLEDs and LEDs • Lasers	3,500 ✓ ✓ ✓
SEPTEMBER			
<b>SPIE. PHOTOMASK TECHNOLOGY + EUV LITHOGRAPHY</b>	Monterey, California	<b>Photomask</b> • Design automation and data prep • Inverse lithography • Mask writing • Defects • Metrology • Inspection and repair • Maskless processes <b>EUV Lithography</b> • Sources and optics • Metrology and inspection • Mask and imaging • Pellicles • Resists • Process control and stochastics • Patterning and process enhancement • Extendibility • High-NA EUV	500 ✓ ✓
<b>SPIE. PHOTONICS INDUSTRY SUMMIT</b>	Washington, DC	Industry leaders connect with policy makers to facilitate collaboration on addressing industry challenges	175
<b>SPIE. SENSORS+ IMAGING</b>	Amsterdam, Netherlands	<b>Remote Sensing</b> • Atmospheric sensing • Platforms and systems • Environmental monitoring and applications • Earth surface sensing • Image and signal processing <b>Security + Defence</b> • Electro-optical sensing • Infrared systems • Optical materials and technologies • Sensors and networks • Millimetre wave and terahertz sensors • Biomaterials	900 ✓ ✓ ✓
<b>SPIE. SPACE, SATELLITES+ SUSTAINABILITY (S3)</b>	Amsterdam, Netherlands	Launch systems • Data processing and analysis • Communications • Ground systems • Space access • Navigation • Cubesats • Applications • The year in review • The next year's missions	200 ✓
OCTOBER			
<b>SPIE. LASER DAMAGE</b>	Rochester, New York, USA	Optical materials and measurements • Surfaces, mirrors and contamination • Thin films • Fundamental mechanisms • Laser-induced damage issues • Applications of laser damage • Properties modeling • Testing • Component fabrication	155 ✓
<b>SPIE. OPTIFAB</b>	Rochester, New York, USA	Optical fabrication equipment • Optical components, materials, and systems • Optomechanical components and devices • Laser system components • Optical thin film coating • Optical metrology and testing equipment • Clean room equipment • Adhesives, glass, and consumables • Software for design, simulation and testing • Metrology systems	2100 ✓ ✓ ✓
<b>SPIE. PHOTONEX</b>	Glasgow, United Kingdom	Quantum technologies • Photonics • Biophotonics • Lasers • Optical technologies • Materials analysis • Nanotechnology and thin film coatings • Vacuum equipment and in-vacuum technologies	1000 ✓ ✓ ✓
NOVEMBER			
<b>SPIE. FUTURE SENSING TECHNOLOGIES</b>	Tokyo, Japan	Quantum sensing • Cameras and imaging systems • AR/VR • Optical communications • Space-based missions • RADAR systems • Multi-band and hyperspectral imaging • LIDAR technology and applications • Polarization sensing and imaging • EO/IR/SWIR sensing and imaging • UAV applications • Autonomous vehicle sensing • Sensor-based sorting & quality control	125 ✓

Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

**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 SELECT ADVERTISEMENT**

**Technical program** or  **Exhibition guide**

Insertion order due 9 December 2022

Materials due 16 December 2022

Ad size	Black and white	4-color
Full page	<input type="checkbox"/> \$1,199	<input type="checkbox"/> \$2,620
2/3 Page	<input type="checkbox"/> \$923	<input type="checkbox"/> \$2,292
1/2 Page vertical	<input type="checkbox"/> \$796	<input type="checkbox"/> \$2,154
1/2 Page horizontal	<input type="checkbox"/> \$796	<input type="checkbox"/> \$2,154
1/3 Page	<input type="checkbox"/> \$605	<input type="checkbox"/> \$1,931
1/4 Page	<input type="checkbox"/> \$478	<input type="checkbox"/> \$1,814
Special position	4-color	
Cover 2 - inside front	<input type="checkbox"/> \$3,989	
Cover 3 - inside back	<input type="checkbox"/> \$3,841	
Cover 4 - back cover	<input type="checkbox"/> \$4,424	
Page 3	<input type="checkbox"/> \$3,597	
Page 5	<input type="checkbox"/> \$3,597	
Page 7	<input type="checkbox"/> \$3,597	

Other righthand forward pages available upon request.

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

**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) ..... = \$ \_\_\_\_\_

Credit card  
*SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards* ..... = \$ \_\_\_\_\_

Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*

Please send invoice upon receipt of this contract.

**MECHANICAL REQUIREMENTS**

TRIM size - Program 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.

LIVE area - Keep all text and important elements inside live area so they do not get cut off when program is bound and trimmed after printing.

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

Technical program or exhibition guide		
Ad size	Inches	Millimeters
Full page		
Trim size	8 3/8 × 10 3/4	213 × 273
Bleed	8 3/4 × 11 1/8	222 × 283
Live area	7 × 10	178 × 254
2/3 Page	4 9/16 × 10	116 × 254
1/2 Page vertical	3 5/16 × 10	84 × 254
1/2 Page horizontal	7 × 4 7/8	178 × 124
1/3 Page vertical	2 3/16 × 10	56 × 254
1/4 Page	3 5/16 × 4 7/8	84 × 124
<b>Special position</b>		
Cover 2 - inside front*		<i>*see full-page ad specs above</i>
Cover 3 - inside back*		
Cover 4 - back cover*		
Page 3*		
Page 5*		
Page 7*		
Other righthand forward pages available upon request.		

**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.
- 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 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. After 30 days, a 5% late fee will be added to all unpaid balances.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 15% discount on published rates.

# SPIE EVENT ADVERTISING

2023 insertion order

Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

## 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 SELECT ADVERTISEMENT *For Photonics West/BiOS, please use corresponding insertion order.*

	Technical program	Exhibition guide	Tech program/ exhibition guide	Insertion order due
SPIE Advanced Lithography + Patterning	<input type="checkbox"/>	<input type="checkbox"/>		8 Jan 2023
SPIE AR   VR   MR			<input type="checkbox"/>	13 Dec 2022
SPIE Defense + Commercial Sensing	<input type="checkbox"/>	<input type="checkbox"/>		28 Feb 2023
Optica/SPIE European Conferences on Biomedical Optics	<input type="checkbox"/> A4 size			8 May 2023
SPIE Digital Optical Technologies SPIE Optical Metrology	<input type="checkbox"/> A4 size			8 May 2023
SPIE Future Sensing Technologies	<input type="checkbox"/>			20 Sept 2023
SPIE Laser Damage	<input type="checkbox"/>			27 Aug 2023
SPIE Medical Imaging*	<input type="checkbox"/>			2 Jan 2023
SPIE Optifab	<input type="checkbox"/>	<input type="checkbox"/>		27 Aug 2023
SPIE Optics + Optoelectronics			<input type="checkbox"/> A4 size combo	5 Mar 2023
SPIE Optics + Photonics	<input type="checkbox"/>	<input type="checkbox"/>		2 Jul 2023
SPIE Photomask Technology + EUV Lithography	<input type="checkbox"/>			Date TBD
SPIE Photonex			<input type="checkbox"/> A4 size combo	3 Oct 2023
SPIE Sensors + Imaging* (Remote Sensing/Security + Defence) SPIE Space, Satellites + Sustainability			<input type="checkbox"/> A4 size combo	16 July 2023
SPIE Smart Structures + Nondestructive Evaluation*	<input type="checkbox"/>			22 Jan 2023
*40% discount— Medical Imaging, Sensors + Imaging, Smart Structures + Nondestructive Evaluation				
<b>Materials are due 7 days after insertion order due date</b>				

## 3 SPECIFY ADVERTISEMENT SIZE

Technical program or  Exhibition guide or  Combined technical program/exhibition guide (European events)

Ad size	Black and white	4-color	Special position 4-color
Full page	<input type="checkbox"/> \$1,174	<input type="checkbox"/> \$2,359	Cover 2 (inside front) <input type="checkbox"/> \$3,646
2/3 Page	<input type="checkbox"/> \$927	<input type="checkbox"/> \$2,060	Cover 3 (inside back) <input type="checkbox"/> \$3,461
1/2 Page vertical	<input type="checkbox"/> \$793	<input type="checkbox"/> \$1,957	Cover 4 (back cover) <input type="checkbox"/> \$3,790
1/2 Page horizontal	<input type="checkbox"/> \$793	<input type="checkbox"/> \$1,957	Page 3 <input type="checkbox"/> \$3,317
1/3 Page	<input type="checkbox"/> \$577	<input type="checkbox"/> \$1,741	Page 5 <input type="checkbox"/> \$3,317
1/4 Page	<input type="checkbox"/> \$474	<input type="checkbox"/> \$1,648	Page 7 <input type="checkbox"/> \$3,317

*Other righthand forward pages available upon request.*

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

## 4 AGREEMENT *By signing, you agree to abide by the policies listed. Hand-written signature required.*

Ordered by \_\_\_\_\_ Title \_\_\_\_\_  
Authorizing signature \_\_\_\_\_

## 5 PAYMENT INFORMATION *Billed after publication prints. Please check one of the following options:*

- Check/money order enclosed (payable to SPIE) ..... = \$ \_\_\_\_\_
- Credit card  
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards ..... = \$ \_\_\_\_\_
- Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*
- Please send invoice upon receipt of this contract.

31803

**SPIE.**



# SPIE EVENT ADVERTISING

2023 insertion order

## MECHANICAL REQUIREMENTS

**TRIM SIZE** Program will be cut to this size.

**BLEED SIZE** Background imagery need to be larger than trim so it appears to go off the edge.

**LIVE AREA** Keep all text and important elements inside live area so they do not get cut off when program is bound and trimmed after printing.

**REMOVE PRINTER MARKS INCLUDING  
REGISTRATION AND CROP MARKS  
FROM YOUR AD FILE**

### Technical program

#### Exhibition guide

Full page/special position

TRIM:  $8 \frac{3}{8} \times 10 \frac{3}{4}$  in. = 213 × 273 mm

BLEED:  $8 \frac{3}{4} \times 11 \frac{1}{8}$  in. = 222 × 283 mm

LIVE: 7 × 10 in. = 178 × 254 mm

Ad size	Inches	Millimeters
2/3 Page	$4 \frac{9}{16} \times 10$	115 × 254
1/2 Page vertical	$3 \frac{5}{16} \times 10$	84 × 254
1/2 Page horizontal	$7 \times 4 \frac{7}{8}$	178 × 124
1/3 Page vertical	$2 \frac{3}{16} \times 10$	56 × 254
1/4 Page	$3 \frac{5}{16} \times 4 \frac{7}{8}$	84 × 124

### A4 SIZE FOR ALL EUROPEAN EVENTS

Full page/special position

TRIM: 8.27 × 11.69 in. = 210 × 297 mm

BLEED: 8.77 × 12.19 in. = 223 × 310 mm

LIVE: 7.27 × 10.69 in. = 185 × 272 mm

Ad size	Inches	Millimeters
2/3 Page	4.75 × 10.69	121 × 272
1/2 Page vertical	3.5 × 10.69	89 × 272
1/2 Page horizontal	7.27 × 5	185 × 127
1/3 Page vertical	2.25 × 10.69	57 × 272
1/4 Page	3.5 × 5	89 × 127

## 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.
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- Please contact advertising@spie.org with questions about ad submissions.

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- No guaranteed ad placement other than accepted special cover positions.
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- 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 event receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 15% discount on published rates.

# 2024 SPIE Women in Optics Planner



**This popular calendar/planner is distributed free of charge to more than 6,000 recipients who attend SPIE events and dozens of other conferences and tradeshows across 50 countries.**

## The monthly planner:

- Recognizes women's outstanding achievements in the fields of science, optics, and engineering, providing role models for young people.
- Profiles women who are involved with and working in the fields of science and engineering.
- Engages and inspires students to pursue careers in optics & photonics and other STEM (Science, Technology, Engineering and Mathematics) fields.
- Planners are available starting in August 2023 and cover the 2024 calendar year.

## Enhance your current efforts to create visibility in the optics and photonics community through sponsorship opportunities in the 2024 Women in Optics Planner:

- \$880 – sponsor logo on page 1 of planner and on web page + 25 copies of planner
- \$1,650 – full page advertisement in planner, sponsor logo on page 1 of planner and on web page + 50 copies of planner
- \$2,200 – inside back cover full page advertisement, sponsor logo on page 1 of planner and on web page + 75 copies
- \$1,925 – inside front cover full page advertisement, sponsor logo on page 1 of planner and on web page + 100 copies
- \$2,475 – outside back cover full page advertisement, sponsor logo on page 1 of planner and on web page + 200 copies

# SPIE WOMEN IN OPTICS PLANNER

2023 insertion order

Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

## 1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

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 AD SIZE

Insertion order due: 20 April 2023  
 Materials due: 17 May 2023

Ad size	4-color
Page 1 sponsor logo	<input type="checkbox"/> \$880
Full page	<input type="checkbox"/> \$1,650
Special position	4-color
Cover 2 - inside front	<input type="checkbox"/> \$1,925
Cover 3 - inside back	<input type="checkbox"/> \$2,200
Cover 4 - back cover	<input type="checkbox"/> \$2,475

- SEE NEXT PAGE FOR:
- MECHANICAL REQUIREMENTS
  - ELECTRONIC FILE REQUIREMENTS
  - AD SUBMISSION GUIDELINES
  - POLICIES

## 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) ..... = \$ \_\_\_\_\_  
 Credit card  
*SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards* ..... = \$ \_\_\_\_\_  
 Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*  
 Please send invoice upon receipt of this contract.

31803

SPIE.

# SPIE WOMEN IN OPTICS PLANNER

2023 insertion order

## MECHANICAL REQUIREMENTS

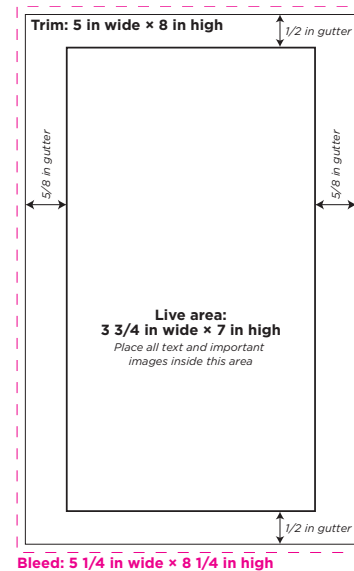
Full page ads only:	Inches	Millimeters
Trim size	5 × 8	127 × 203
Full page with bleed	5 1/4 × 8 1/4	133 × 209.5
Full page live area	3 3/4 × 7	95.25 × 177.5

TRIM size - Planner 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.

LIVE area - Keep all text and important elements inside live area so they do not get cut off when planner is trimmed and bound after printing.

**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) 3/8" / 5/8" from the TRIM.
- PLEASE REMOVE ALL PRINTER MARKS INCLUDING REGISTRATION AND CROP MARKS FROM YOUR AD FILE.
- Sponsor logo listing file requirements: CMYK vector artwork saved as .AI or .EPS format with all fonts converted to outlines. Links or embedded files must be at least 300 dpi resolution.

## AD MATERIAL SUBMISSION GUIDELINES

- Ads can be emailed (files <5 MB may be emailed to [advertising@spie.org](mailto:advertising@spie.org)).
- Please contact [advertising@spie.org](mailto: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 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. After 30 days, a 5% late fee will be added to all unpaid balances.

# SPIE Conferences mobile app

**SPIE Conference and Exhibitions are known for their networking and information gathering opportunities.**

Your ad space on the SPIE Conferences mobile app will reach viewers all over the world.

SPIE Conferences mobile app is available for SPIE conferences and exhibitions. Choose your target market from SPIE events.



## **SPIE Conferences mobile app**

- The app displays your ad, every time it is opened by an attendee
- Ad links to your listing on the exhibitor page
- Ad runs eight weeks prior through two weeks after the conference
- Apps are our fastest growing channel!
- Available on Android™ and iPhone® platforms

# SPIE EVENT MOBILE APP

2023 insertion order

Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

Prices listed are in US dollars,  
per month rate.  
Sign up for six or more ads  
and get a 20% discount.

## 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 ADVERTISEMENT TYPE

Splash ad: 640 × 1024 pixels. Available for Android and iPhone platforms. Web ready .gif, .jpg or .png

<input type="checkbox"/> SPIE Advanced Lithography + Patterning	\$2,330
<input type="checkbox"/> SPIE AR   VR   MR	TBD
<input type="checkbox"/> SPIE Defense + Commercial Sensing	TBD
<input type="checkbox"/> SPIE Optics + Photonics	TBD
<input type="checkbox"/> SPIE Optifab	\$2,650
<input type="checkbox"/> SPIE Optics + Optoelectronics	TBD
<input type="checkbox"/> SPIE Photomask Technology + EUV Lithography	TBD
<input type="checkbox"/> SPIE Photonex	TBD
<input type="checkbox"/> SPIE Photonics West	\$5,250

Must be exhibiting at selected event to be a mobile app sponsor. *Please inquire with sales if pricing is TBD.*

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

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

Authorizing signature \_\_\_\_\_

## 4 PAYMENT INFORMATION *Please check one of the following options:*

Check/money order enclosed (payable to SPIE) ..... = \$ \_\_\_\_\_

Credit card  
*SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards* ..... = \$ \_\_\_\_\_

Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*

Please send invoice upon receipt of this contract.

31803

SPIE.

SPIE Sales · spiesales@spie.org · Tel: +1 360 676 3290 · Fax: +1 360 647 1445

## **ELECTRONIC FILE REQUIREMENTS**

- Units are in pixels. File type: .gif, .jpg or .png (web ready). Ads must be set up to the correct dimensions shown on previous page. Average file size 20K.
- Ads may be emailed to [advertising@spie.org](mailto:advertising@spie.org)
- Please contact us with any questions you have about ad submissions: [advertising@spie.org](mailto: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.
- No refunds on ads cancelled after insertion order due dates.
- No guaranteed ad placement position.
- 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 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.
- Ad materials 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 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**

Invoice will be included with the customer's confirmation email. Payment must be paid to SPIE by the 15th of the month prior to the month your ad is scheduled; for example, if your ad is scheduled for July, your payment is due 15 June.

# SPIE News

Secure your ad placement alongside industry specific editorial and access vital exposure to products and brands.

Capitalize on exposure to industry professionals with exclusive ad placement alongside the very latest featured news from SPIE.

Take advantage of nearly one million video and pageviews a year in 13 key topical areas. Dynamic and timely articles keep readership dedicated and steadily growing in numbers.

[www.spie.org/news](http://www.spie.org/news)

The screenshot displays the SPIE website's 'Featured News from SPIE' page. The page layout includes a navigation bar at the top with the SPIE logo, 'optics.org' logo, and links for 'Sign In', 'View Cart (0)', and 'Help'. Below the navigation bar is a search bar and a 'News Menu' dropdown. The main content area is titled 'Featured News from SPIE' and features a large featured article titled 'The grace to tackle climate change' with a sub-headline 'A pair of orbiting spacecraft use laser technology developed for detecting gravitational waves to measure melting ice in Greenland'. To the right of this article is a large image of a satellite in space. Below the featured article is a 'Highlighted Stories' section with three items: 'Live monitoring of brain metabolism with fluorescence', 'Healthcare startup panel gives business launch tips', and 'George R. Carruthers'. To the right of these stories are two red rectangular boxes, each containing the text 'Rectangle: 300 x 250 pixels'. Below the highlighted stories is a 'Recent News and Stories' section with a grid of nine smaller news items, each with a thumbnail image, a title, and a category. At the bottom of the page is a 'Load More' button.



Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

Prices listed are in US dollars,  
per month rate.

Sign up for six or more ads  
and get a 20% discount.

**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 MONTHS TO RUN YOUR AD**

	<b>Rectangle ad</b> 300 x 250 pixels; File size: 20k	<i>Please choose months to run your ad:</i>
<b>Newsroom ad on website</b>	<input type="checkbox"/> \$1,600	<input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December

**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) ..... = \$ \_\_\_\_\_

Credit card  
*SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards* ..... = \$ \_\_\_\_\_

Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*

Please send invoice upon receipt of this contract.

### **ELECTRONIC FILE REQUIREMENTS**

- Materials due 10 business days prior to ad posting.
- Units are in pixels. File type: gif or jpg (web ready). Ads must be set up to the correct dimensions shown on previous page. Average file size 20K.
- Ads may be emailed to advertising@spie.org
- 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.
- No refunds on ads cancelled after insertion order due dates.
- No guaranteed ad placement position.
- 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 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.
- Ad materials 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**

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### **BILLING AND DISCOUNTS**

- Invoice will be included with the customer's confirmation email. Payment must be paid to SPIE by the 15th of the month prior to the month your ad is scheduled. Eg: if your ad is scheduled for July, your payment is due 15 June.
- SPIE Corporate Members receive a 5% discount on published rates.

# SPIE Digital Library

The SPIE Digital Library is the world's largest collection of optics and photonics applied research with over 560,000 publications and over 10 million page views each year.

## Web

Ad displays on all 560,000+ publication pages and journal article pages, and eBook chapter pages.

The screenshot shows a web browser window displaying a conference proceeding page on the SPIE Digital Library. The browser's address bar shows the URL: <https://www.spiedigitallibrary.org/conference-proceedings-of-spie/12098/0000/Design-methodology-and-ev>. A red banner at the top of the page reads "Leaderboard ad: 970x90". The website header includes the SPIE logo, navigation links for "PAPERS", "PRESENTATIONS", "JOURNALS", and "EBOOKS", and a search bar. The main content area features the title "Design methodology and evaluation of a high performance MWIR interferometer" by Daniel Millstone, dated 25 April 2022. Below the title is an abstract and a diagram titled "Design methodology and evaluation of a high performance MWIR inte... Improving and Expanding Functionality". The diagram illustrates two optical setups: one using a Twyman-Green Interferometer and another using a Fizeau Interferometer. Both setups include a laser, a reference surface, a diverger, a transmission sphere, and a camera. A red banner on the right side of the page reads "Medium Rectangle ad: 300x250".

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

**SPIE.**

SPIE Sales · [spiesales@spie.org](mailto:spiesales@spie.org) · Tel: +1 360 676 3290 · Fax: +1 360 647 1445

Contact SPIE Sales:

Melissa Valum  
Tel: +1 360 685 5596  
melissav@spie.org

Kim Abair  
Tel: +1 360 685 5499  
kima@spie.org

Fax: +1 360 647 1445  
www.spie.org/advertising

Prices listed are in US dollars, per month rate.

**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 ADVERTISEMENT TYPE**

<b>Leaderboard</b> 970 x 90 pixels	<input type="checkbox"/> \$1,500			
	<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	
	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June	
<i>Please choose months to run your ad:</i>	<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	
	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December	
<b>Medium rectangle</b> 300 x 250 pixels	<input type="checkbox"/> \$995			
	<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	
	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June	
<i>Please choose months to run your ad:</i>	<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	
	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December	

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

Ordered by \_\_\_\_\_ Title \_\_\_\_\_  
 Authorizing signature \_\_\_\_\_

**4 PAYMENT INFORMATION** *Please check one of the following options:*

- Check/money order enclosed (payable to SPIE) ..... = \$ \_\_\_\_\_
- Credit card  
*SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards* ..... = \$ \_\_\_\_\_
- Wire transfer ..... = \$ \_\_\_\_\_  
*Bank wire transfer information will be sent to you.*
- Please send invoice upon receipt of this contract.

## **ELECTRONIC FILE REQUIREMENTS**

- Materials due within 10 business days
- Units are in pixels. File type: gif or jpg (web ready). Ads must be set up to the correct dimensions shown on previous page. Average file size 20K. Set animated gif files to loop no more than 5 times.
- Ads may be emailed to [advertising@spie.org](mailto:advertising@spie.org)
- Please contact us with any questions you have about ad submissions: [advertising@spie.org](mailto: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.
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- No guaranteed ad placement position.
- 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 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.
- Ad materials 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**

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## **BILLING AND DISCOUNTS**

- Invoice will be emailed on the 1st of the month prior to ad being placed. If your ad is placed on June 1, your invoice will be sent on May 1. Payment must be paid to SPIE by the 15th of the month prior to the month your ad is scheduled; for example, if your ad is scheduled for July, your payment is due 15 June.
- SPIE Corporate Members receive a 5% discount on published rates.