

**SPIE.**

**MEDIA**

**KIT 2024**

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CONNECTING MINDS. ADVANCING LIGHT.

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



# SPIE. MEDIA KIT 2024

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**Dylan Byrne**, Media Sales Executive  
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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.

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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 notebook (*print*)

SPIE News (*online*)

SPIE Digital Library (*online*)

# SPIE event printed pieces



## Event overviews

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 this piece 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.



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

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

EST. ATTENDANCE  
EVENT OVERVIEW  
EXHIBITION GUIDE  
EXHIBITION

| 2024 FEATURED EVENTS                                     | LOCATION                       | CONFERENCE TOPICS   |        |   |   |
|--|--------------------------------|---|--------|---|---|
| <b>JANUARY</b>   |                                |   |        |   |   |
| <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 • Sustainability, AI/ML • Quantum  | 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 • Quantum Biology  |        |   | ✓ |
| <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 • Quantum Biology  |        |   |   |
| <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>FEBRUARY</b>  |                                |   |        |   |   |
| <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  | 1,000  | ✓ |   |
| <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>MARCH</b>   |                                |   |        |   |   |
| <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    | ✓ |   |
| <b>APRIL</b>   |                                |   |        |   |   |
| <b>SPIE. OPTICAL SYSTEMS DESIGN</b>                      | Strasbourg, France             | Optical Design • Thin Films • Fabrication • Testing • Metrology • Illumination • Computational Optics • Instrument Technologies   | 400    | ✓ | ✓ |
| <b>SPIE. PHOTONICS EUROPE</b>                            | Strasbourg, France             | Biophotonics • Micro/Nano technologies • Metamaterials • Photonic crystal fibers and devices • MEMS/MOEMS • Nanometrology • Optical sensors • Silicon photonics and photonic integrated circuits • Organic photonics • Solid-state lasers • Fiber lasers • Amplifiers • Photovoltaics • Photonics in automobiles • Image processing   | 1,900  | ✓ | ✓ |
| <b>SPIE. FUTURE SENSING TECHNOLOGIES</b>                 | Yokohama, 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    | ✓ |   |
| <b>SPIE. DEFENSE+ COMMERCIAL SENSING</b>                 | National Harbor, Maryland, USA | Next generation sensor systems and applications • Advanced sensing and imaging • Imaging and analytics • Materials and devices • Big data • AI/ML • Autonomous systems • AR/VR/ XR • Cyber security • Advanced photon counting • IR Technology  | 3,500  | ✓ | ✓ |
| <b>JUNE</b>  |                                |   |        |   |   |
| <b>SPIE. ASTRONOMICAL TELESCOPES + INSTRUMENTATION</b>   | Yokohama, Japan                | Optical, infrared, and millimeter wave and interferometry • Ultraviolet to gamma ray • Space and ground-based and airborne telescopes and instrumentation • Adaptive optics systems • Observatory operations • Modeling, systems engineering, and project management • Advances in optical and mechanical technologies • Millimeter, submillimeter, and far-infrared detectors and instrumentation • Software and cyberinfrastructure • High-energy, optical, and infrared detectors • Radio telescopes and telescopic arrays | 2,500  | ✓ | ✓ |
| <b>AUGUST</b>  |                                |   |        |   |   |
| <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  | 3,000  | ✓ | ✓ |
| <b>SEPTEMBER</b>   |                                |   |        |   |   |
| <b>SPIE. SENSORS+ IMAGING</b>                            | Edinburgh, United Kingdom      | <b>Remote Sensing</b> • Atmospheric sensing • Platforms and systems • Environmental monitoring and applications • Earth surface sensing • Image and signal processing<br><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. PHOTOMASK TECHNOLOGY + EUV LITHOGRAPHY</b>      | Monterey, California, USA      | <b>Photomask</b> • Design automation and data prep • Inverse lithography • Mask writing • Defects • Metrology • Inspection and repair • Maskless processes<br><b>EUV Lithography</b> • Sources and optics • Metrology and inspection • Mask and imaging • Pellicles • Resists • Process control and stochasticity • Patterning and process enhancement • Extendibility • High-NA EUV  | 500    | ✓ | ✓ |
| <b>OCTOBER</b>   |                                |   |        |   |   |
| <b>SPIE. PHOTONEX</b>                                    | Manchester, United Kingdom     | Quantum technologies • Photonics • Biophotonics • Lasers • Optical technologies • Materials analysis • Nanotechnology and thin film coatings • Vacuum equipment and in-vacuum technologies  | 1000   | ✓ | ✓ |
| <b>TBD</b>   |                                |   |        |   |   |
| <b>SPIE. LASER DAMAGE</b>                                | TBD                            | 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. cjs PHOTONICS ASIA</b>                          | China                          | High-power lasers • Semiconductor lasers • Optoelectronic devices and integration • Optical design and testing • Holography • Diffractive optics • Biomedical optics • Advanced sensor systems • Nanophotonics and micro/nano-optics • Plasmonics • Quantum and nonlinear optics  | 800    | ✓ |   |

**SPIE  
PHOTONICS  
WEST/BIOS  
ADVERTISING**

2024 insertion order

Contact SPIE Sales:

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

**Kim Abair**  
Sales Manager  
Tel: +1 360 685 5499  
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**Lacey Barnett**  
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Head of Sales & Marketing  
Tel: +44 117 905 5330  
rob.fisher@optics.org

**Dylan Byrne**  
Media Sales Executive  
Tel: +44 117 905 5351  
dylan.byrne@optics.org

**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**

Event overview or  Exhibition guide

Insertion order due 27 November 2023  
Materials due 4 December 2023

| Ad size                | Black and white                  | 4-color                          |
|------------------------|----------------------------------|----------------------------------|
| Full page              | <input type="checkbox"/> \$1,295 | <input type="checkbox"/> \$2,830 |
| 2/3 Page               | <input type="checkbox"/> \$997   | <input type="checkbox"/> \$2,475 |
| 1/2 Page vertical      | <input type="checkbox"/> \$860   | <input type="checkbox"/> \$2,326 |
| 1/2 Page horizontal    | <input type="checkbox"/> \$860   | <input type="checkbox"/> \$2,326 |
| 1/3 Page               | <input type="checkbox"/> \$653   | <input type="checkbox"/> \$2,085 |
| 1/4 Page               | <input type="checkbox"/> \$516   | <input type="checkbox"/> \$1,959 |
| Special position       | 4-color                          |                                  |
| Cover 2 - inside front | <input type="checkbox"/> \$4,308 |                                  |
| Cover 3 - inside back  | <input type="checkbox"/> \$4,148 |                                  |
| Cover 4 - back cover   | <input type="checkbox"/> \$4,778 |                                  |
| Page 3                 | <input type="checkbox"/> \$3,885 |                                  |
| Page 5                 | <input type="checkbox"/> \$3,885 |                                  |
| Page 7                 | <input type="checkbox"/> \$3,885 |                                  |

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.

33543



**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

2024 insertion order

Contact SPIE Sales:

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

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SPIE Europe Office:

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Sales Consultant  
Tel: +44 29 2278 9031  
laurence@spieeurope.org  
Fax: +44 29 2089 4750

## 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.*

|   | Event overview           | Exhibition guide         | Event overview/<br>exhibition guide | Insertion order due |
|---|--------------------------|--------------------------|-------------------------------------|---------------------|
| SPIE Advanced Lithography + Patterning                      | <input type="checkbox"/> | <input type="checkbox"/> |                                     | 8 Jan 2024          |
| SPIE AR   VR   MR   |                          |                          | <input type="checkbox"/>            | 27 Nov 2023         |
| SPIE Astronomical Telescopes + Instrumentation              |                          |                          | <input type="checkbox"/>            | 27 Apr 2024         |
| SPIE Defense + Commercial Sensing                           | <input type="checkbox"/> | <input type="checkbox"/> |                                     | 3 Mar 2024          |
| SPIE Future Sensing Technologies                            | <input type="checkbox"/> |                          |                                     | TBD                 |
| SPIE Laser Damage   | <input type="checkbox"/> |                          |                                     | TBD                 |
| SPIE Medical Imaging*                                       | <input type="checkbox"/> |                          |                                     | 5 Jan 2024          |
| SPIE Optical Systems Design                                 |                          |                          | <input type="checkbox"/>            | 16 Feb 2024         |
| SPIE Optics + Photonics                                     | <input type="checkbox"/> | <input type="checkbox"/> |                                     | 30 June 2024        |
| SPIE Photomask Technology + EUV Lithography                 | <input type="checkbox"/> |                          |                                     | 9 Aug 2024          |
| SPIE Photonex   |                          |                          | <input type="checkbox"/> A4 size    | 11 Sept 2024        |
| SPIE Photonics Europe                                       |                          |                          | <input type="checkbox"/>            | 16 Feb 2024         |
| SPIE Sensors + Imaging* (Remote Sensing/Security + Defence) |                          |                          | <input type="checkbox"/> A4 size    | 28 July 2024        |
| SPIE Smart Structures + Nondestructive Evaluation*          | <input type="checkbox"/> |                          |                                     | 5 Feb 2024          |
| SPIE/COS Photonics Asia                                     | <input type="checkbox"/> |                          |                                     | TBD                 |
| SPIE Translational Biophotonics                             | <input type="checkbox"/> |                          |                                     | TBD                 |

\*40% discount— Medical Imaging, Sensors + Imaging, Smart Structures + Nondestructive Evaluation

**Materials are due 7 days after insertion order due date**

## 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"/> \$1,268 | <input type="checkbox"/> \$2,548 | Cover 2 (inside front) <input type="checkbox"/> \$3,938 |
| 2/3 Page            | <input type="checkbox"/> \$1,001 | <input type="checkbox"/> \$2,225 | Cover 3 (inside back) <input type="checkbox"/> \$3,738  |
| 1/2 Page vertical   | <input type="checkbox"/> \$856   | <input type="checkbox"/> \$2,114 | Cover 4 (back cover) <input type="checkbox"/> \$4,093   |
| 1/2 Page horizontal | <input type="checkbox"/> \$856   | <input type="checkbox"/> \$2,114 | Page 3 <input type="checkbox"/> \$3,582                 |
| 1/3 Page            | <input type="checkbox"/> \$623   | <input type="checkbox"/> \$1,880 | Page 5 <input type="checkbox"/> \$3,582                 |
| 1/4 Page            | <input type="checkbox"/> \$512   | <input type="checkbox"/> \$1,780 | Page 7 <input type="checkbox"/> \$3,582                 |

*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.

33543

SPIE.

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



# SPIE EVENT ADVERTISING

2024 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            | $4.75 \times 10.69$ | 121 × 272   |
| 1/2 Page vertical   | $3.5 \times 10.69$  | 89 × 272    |
| 1/2 Page horizontal | $7.27 \times 5$     | 185 × 127   |
| 1/3 Page vertical   | $2.25 \times 10.69$ | 57 × 272    |
| 1/4 Page            | $3.5 \times 5$      | 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.
- 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 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.

# 2025 SPIE Women in Optics



This popular notebook is distributed free of charge to 8,000 recipients who attend SPIE events and dozens of other conferences and tradeshow across 50 countries.

## The notebook:

- 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.
- Is available starting in August 2024 and distributed throughout 2025 with evergreen notebook pages\* (\*new in 2024).

## Enhance your current efforts to create visibility in the optics and photonics community through sponsorship opportunities in the 2025 Women in Optics Planner:

- \$995 - sponsor logo on page 1 of planner and on web page + 25 copies of planner
- \$1,875 - full page advertisement in planner, sponsor logo on page 1 of planner and on web page + 50 copies of planner
- \$2,195 - inside front cover full page advertisement, sponsor logo on page 1 of planner and on web page + 100 copies
- \$2,495 - inside back cover full page advertisement, sponsor logo on page 1 of planner and on web page + 75 copies
- \$2,825 - outside back cover full page advertisement, sponsor logo on page 1 of planner and on web page + 200 copies

# SPIE WOMEN IN OPTICS

2024 insertion order

Contact SPIE Sales:

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

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

**Lacey Barnett**  
Sales Manager  
Tel: +1 360 685 5551  
laceyb@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 2024  
Materials due: 17 May 2024

| Ad size                | 4-color                          |
|------------------------|----------------------------------|
| Page 1 sponsor logo    | <input type="checkbox"/> \$995   |
| Full page              | <input type="checkbox"/> \$1,875 |
| Special position       | 4-color                          |
| Cover 2 - inside front | <input type="checkbox"/> \$2,195 |
| Cover 3 - inside back  | <input type="checkbox"/> \$2,495 |
| Cover 4 - back cover   | <input type="checkbox"/> \$2,825 |

- 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.

33543

**SPIE.**

### MECHANICAL REQUIREMENTS

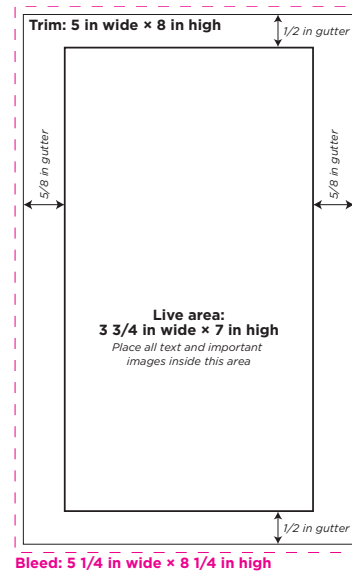
| Full page ads only:  | Inches        | Millimeters   |
|----------------------|---------------|---------------|
| Trim size            | 5 × 8         | 127 × 203     |
| Full page with bleed | 5 1/4 × 8 1/4 | 133 × 209.5   |
| Full page live area  | 3 3/4 × 7     | 95.25 × 177.5 |

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.
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- 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

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# 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.

Get your company logo or message in front of over 500,000 unique viewers and drive qualified traffic to your web properties with an ad on SPIE.org/news.

www.spie.org/news

The screenshot displays the SPIE.org/news website interface. At the top, there is a navigation bar with the SPIE logo and various menu items like 'ABOUT', 'CONFERENCES + EXHIBITIONS', 'PUBLICATIONS', 'MEMBERSHIP', 'INDUSTRY RESOURCES', 'EDUCATION', and 'NEWS'. A search bar is located on the right. Below the navigation, a 'Featured News from SPIE' section highlights an article titled 'Improving the accuracy of near-infrared fluorescence in cardiovascular imaging'. The article includes a diagram of a catheter with labels for 'ICG', 'IVUS', 'NIRF', 'Blood attenuation', and 'GW'. Below this, there are three 'Highlighted Stories' with small images and titles: 'New initiatives and trends at DARPA', 'Machine learning combines with multispectral infrared imaging to guide cancer surgery', and 'In Memoriam: Jim Schwiegerling'. To the right of these stories are two red rectangular boxes, each containing the text 'Rectangle: 300 x 250 pixels'. The bottom section, 'Recent News and Stories', features a grid of nine news items with images and titles, such as '2023 International Day of Light', 'Innovation by government and industry continues as major theme of SPIE Defense and + Commercial Sensing conference', and 'New high-speed, two-photon microscope for precise biological imaging'.



Contact SPIE Sales:

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

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

**Lacey Barnett**  
Sales Manager  
Tel: +1 360 685 5551  
laceyb@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 SPECIFY MONTHS TO RUN YOUR AD**

|                               | <b>Rectangle ad</b><br>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"/> \$1,728                        | <input type="checkbox"/> January<br><input type="checkbox"/> February<br><input type="checkbox"/> March<br><input type="checkbox"/> April<br><input type="checkbox"/> May<br><input type="checkbox"/> June<br><input type="checkbox"/> July<br><input type="checkbox"/> August<br><input type="checkbox"/> September<br><input type="checkbox"/> October<br><input type="checkbox"/> November<br><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.

Prices listed are in US dollars, per month rate.

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

**33543**



### 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](mailto:advertising@spie.org)
- Please contact us with any questions you have about ad submissions: [advertising@spie.org](mailto:advertising@spie.org)

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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 displaying a paper on the SPIE Digital Library. At the top, a red banner reads "Leaderboard ad: 970x90". The page header includes the SPIE logo, navigation tabs for "PAPERS", "PRESENTATIONS", "JOURNALS", and "EBOOKS", and a search bar. The main content area features the paper title "Development of the wide-swath and high-resolution optical imager (WISH) onboard Advanced Land Observing Satellite-3 (ALOS-3)" by Asami Hayato, Hidenori Watarai, Kei Shimomura, Tomoya Niwa, Yasutaka Fujii, and Toru Matsuda. The abstract describes the ALOS-3 mission and the WISH imager. A "Conference Presentation" section includes a video player showing a process flow diagram and a photo of a polishing machine. Two "Medium Rectangle ad: 300x250" banners are positioned on the right side of the page.

www.spiedigitallibrary.org

SPIE.

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

Contact SPIE Sales:

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

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laceyb@spie.org

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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 SPECIFY ADVERTISEMENT TYPE**

**Leaderboard** 970 x 90 pixels  \$1,620

January  February  March

April  May  June

*Please choose months to run your ad:*

July  August  September

October  November  December

**Medium rectangle** 300 x 250 pixels  \$1,075

January  February  March

April  May  June

*Please choose months to run your ad:*

July  August  September

October  November  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) ..... = \$ \_\_\_\_\_

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*Bank wire transfer information will be sent to you.*

Please send invoice upon receipt of this contract.

Prices listed are in US dollars,  
per month rate.

**33543**

## **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)

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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.



# SPIE.

**SPIE is the international society for optics and photonics**

International Headquarters

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