

SPiE Photonics West PREVIEW and Show Daily 2025 - Rate Card

PHOTONICS WEST PREVIEW

25 - 26 January 2025

and

PHOTONICS WEST SHOW DAILY

28 - 30 January 2025

Book your space for 2025 today!



SPiE. PHOTONICS WEST

- distributed at the SPiE BiOS show
- the official magazines incorporating BiOS Expo, LASE, OPTO, AV, VR, MR and BRAIN
- latest news pre Show
- over 24,000 registered attendees and 1,600 exhibiting companies



- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- planning for over 24,000 registered attendees and 1,600 exhibiting companies

SPIE Photonics West PREVIEW 2025 - Rate Card

Fundamental to business development

Photonics West is an essential industry event, and with conference delegates and exhibition attendees demonstrating a real appetite for returning to in-person attendance, there are great opportunities for face-to-face participation in key conversations and decisions that happen here.

- Photonics West Preview enables attendees to access essential news and information ahead of time. Including information on all conference programs, exhibitor news, product announcements and booth demos.
- Reach a vast audience of potential collaborators and buyers. Photonics West Preview is sent digitally to over 50,000 current and past attendees.
- Benefit from Photonics West Preview's widespread physical distribution at registration and during the SPIE BIOS show. – 3000 copies.
- Gain enduring exposure with your content hosted on optics.org for an entire year, extending your reach and impact far beyond event dates.
- Seize the opportunity to expand your network, discover potential buyers and make valuable new business connections.
- Leverage advertising and editorial opportunities to promote your brand and products effectively, ensuring your company stands out from the crowd.

Delivering your marketing messages

By working in close partnership with **optics.org** you will be able to reserve space in the **Photonics West PREVIEW**, the official preview for **Photonics West**, and ensure that your products, marketing message and brand are delivered to conference attendees *ahead of and during the event*. Essentially paving the way for those critical meetings and conversations.

Editorial focus

The **Photonics West PREVIEW** will include essential information on all aspects of the **Photonics West** show.



It will provide insight into the **BiOS** and **Quantum West** conferences, as well as hot topics at Photonics West, and a pick of all the networking events taking place over the week. The **Photonics West PREVIEW** enables you to align your company core technologies and products to applications.



Distribution

Photonics West PREVIEW will be sent digitally to over 50,000 industry professionals and past attendees in advance of **Photonics West**. It will also be available at all registration desks and high traffic distribution points throughout the **BiOS** show and **Photonics West** to provide maximum exposure to attendees.

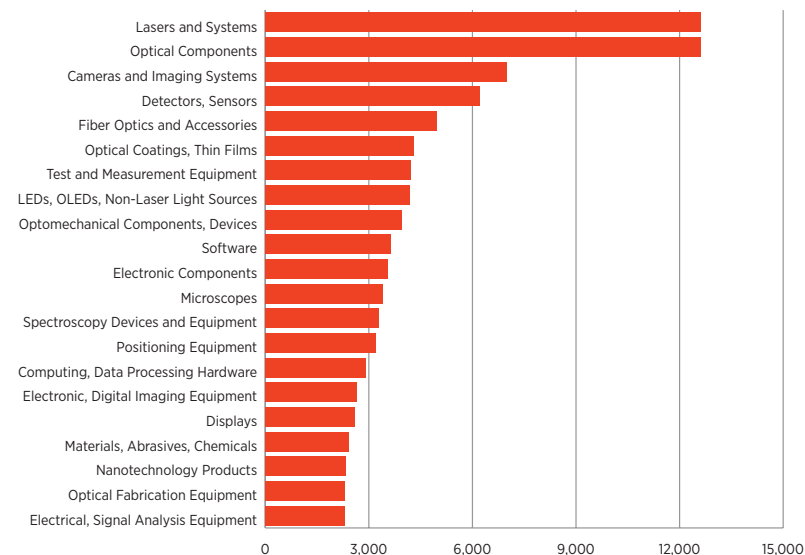
There are no substitutes

If it isn't in the Photonics West PREVIEW – then it isn't official.

SPIE. PHOTONICS WEST

It's where buyers come to buy

Industrial R&D, product engineers, and scientists from around the globe come together at Photonics West. In addition to companies, leading government and research organizations also send hundreds of attendees to learn what's new.



Figures based on 2019 attendance.

SPIE Photonics West PREVIEW 2025 - Rate Card

Be a part of the most important gathering of the year

Start your year off right at the leading photonics and laser event.

FEATURED TECHNOLOGIES:

- Lasers and other light sources
- Laser accessories, laser systems
- Cameras and CCD components
- Fiber optic components, equipment, systems
- Optical components
- Communication
- Optical detectors
- High speed imaging and sensing
- Optical materials and substrates
- IR sources and detectors
- Electronic imaging components
- Optical coatings
- Lenses and filters
- Positions and mounts

Planning for over 24,000 registered attendees in 2025

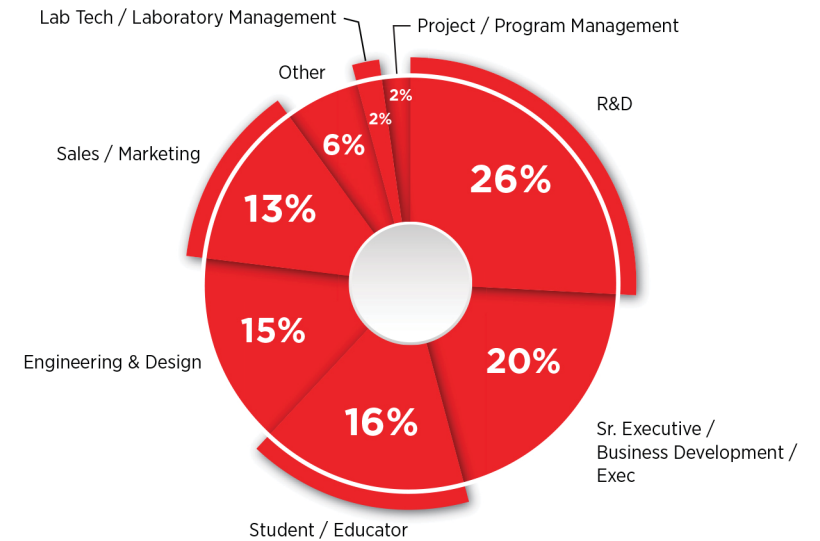
Photonics West historically attracts over 24,000 registered international attendees.

We look forward to seeing everyone again in San Francisco for the photonics industry's premier face-to-face, live event.

Expand your revenue and your growth

Reach the qualified audience attracted to this world-class event.

ATTENDEE JOB FUNCTION FROM PREVIOUS YEARS:



Photos courtesy of SPIE

SPIE Photonics West PREVIEW 2025 - Rate Card

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.



Photo courtesy of SPIE

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

Deadlines

Reservations Due: **22 December 2024**

Materials Due: **22 December 2024**

SPIE Photonics West PREVIEW 2025 Rates

<p>FULL PAGE BLEED AND NON-BLEED</p>	<p>DOUBLE PAGE SPREAD BLEED AND NON BLEED</p>	<p>HALF PAGE HORIZONTAL</p>	<p>HALF PAGE VERTICAL</p>	<p>THIRD PAGE HORIZONTAL</p>
<p>Trim: 10.5"(w) x 13.5"(h) Bleed: 10.75"(w) x 13.75"(h) Max image area for non bleed ad: 9.75"(w) x 13"(h) Rate: \$4000/€3680/£3100</p>	<p>Trim: 21"(w) x 13.5"(h) Bleed: 21.25"(w) x 13.75"(h) Max image area for non bleed ad: 20.5"(w) x 13"(h) Rate: \$7400/€6800/£5725</p>	<p>Size: 9.75"(w) x 6"(h) Rate: \$2350/€2160/£1820</p>	<p>Size: 4.5"(w) x 12.5"(h) Rate: \$2350/€2160/£1820</p>	<p>Size: 9.75"(w) x 4"(h) Rate: \$2100/€1930/£1625</p>
<p>THIRD PAGE VERTICAL</p>	<p>QUARTER PAGE</p>	<p>EIGHTH PAGE</p>	<p>JUNIOR AD</p>	<p>COVER STRIP</p>
<p>Size: 3"(w) x 12.5"(h) Rate: \$2100/€1930/£1625</p>	<p>Size: 4.5"(w) x 6.25"(h) Rate: \$1285/€1180/£995</p>	<p>Size: 4.5"(w) x 3"(h) Rate: \$900/€825/£695</p>	<p>Size: 7.25"(w) x 10"(h) Rate: \$2990/€2745/£2315</p>	<p>Size: 9.75"(w) x 2.5"(h) Rate: \$2625/€2375/£2000</p>

Covers and Premium Position Rates

Inside Front Cover Rate: \$5060/€4585/£3860	Inside Back Cover Rate: \$5060/€4585/£3860	Outside Back Cover Rate: \$5060/€4585/£3860
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(Advertising sizing subject to change until clarification of the finished magazine dimensions is received.)

SPIE Photonics West PREVIEW 2025 - Rate Card

optics.org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily PREVIEW. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.



Eighth Page Product

Copy should not be more than 85 words. Full company details should be provided plus any contact names. Product photo size: 40mm x 30mm Photo should be supplied as high-resolution JPEG or EPS files. All image files must be 300 dpi minimum at above size and CMYK.

Eighth Page Product plus Star Product* on optics.org

*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.



Rates - optics.org Product Focus Section

Eighth Page Product

Rate: \$900/€825/£695

Eighth Page Product plus Star Product* on optics.org

Rate: \$1250/€1150/£970

*Star Products deliver homepage promotion and inclusion into the optics.org section of Photonics West Show Daily.

As part of SPIE, there are many international exhibition, sponsorship, and advertising opportunities associated with SPIE events and SPIE Photonics Focus. Let's talk about how we can create a multi-channel marketing campaign together!

Video Interviews and Product Demos (see page 10)

Take advantage of a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

Photonics West now offers a service which enables you, to film your product promotion and visually demonstrate the tangible benefits way beyond a printed ad or banner placement. All from the comfort of your own booth.

Photonics West video interviews and product demos service will fully expand the exposure of your brand and products beyond the exhibition itself and include these valuable benefits:

- Your video will be promoted to 30,000+ optics.org users.
- Your video will be hosted on optics.org for 12 months and promoted specifically via the **optics.org** Products pages.
- Your video will be promoted in the **Photonics West eNewsletter** which is distributed to our 20,000 optics.org newsletter subscribers.
- You will receive an MP4 video for your own individual promotions and marketing activities.

Bundle Rates including 1x ¼ page in Photonics West Show Daily (all 3 editions) from: \$6250 €5995 £5100

Contact the sales team today to reserve your time slot.

rob.fisher@optics.org
or telephone: **+44 117 905 5330**

malaya.plummer@optics.org
or telephone: **+44 117 905 5351**



An optics.org interview with Mike Scobey, CEO of Alluxa - on the floor of SPIE Photonics West 2022.

Artwork Specifications

Digital materials are required. Hi-res print-ready Acrobat PDFs preferred. Supply all ads with crop marks clearly indicated. Hard copy proofs are requested with all materials.

Accepted Native File Formats include (Macintosh platform only) Adobe InDesign, Illustrator, and Photoshop. PC-based files are not accepted. Please convert PC-based files to Illustrator EPS with fonts turned into outlines. Always include all fonts and supporting graphics.

Unacceptable Programs and File Formats: GIF, JPEG or PNG files are not accepted. QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low quality PDFs are also not accepted.

Bleed Allowance: Full page ads require .125" bleeds ALL SIDES. Incremental ads (1/2 page, 1/4 page and cover strips) do not bleed and must be made to exact size. A 1/2 point keyline is recommended to outline all incremental ads.

Live Area/Safety Margin: Keep all live matter .375" from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

Proofs: High quality color proofs output at 100% showing crop marks.

Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

Storage and Liability: Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

SPIE Photonics West Show Daily 2025 - Rate Card

Make the news at Photonics West 2025

PHOTONICS WEST SHOW DAILY

28 - 30 January 2025

SPIE. PHOTONICS WEST

TUESDAY EDITION SPIE | spie.org | TUESDAY, JANUARY 28, 2024

PHOTONICS WEST SHOW DAILY

Deep UV sources

SPIE announces new \$1M endowment
Funding will create the SPIE-Manchester Postgraduate Scholarship in Photonics.

Don't Miss These Events:
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS

Lidar shows Waymo the way
Waymo's David Schleming looks at the road ahead for lidar and autonomous vehicles.

IN THIS ISSUE:

Optikos Photonics West Booth: 1057
KEEP YOUR EYE ON THE PRIZE
When you're ready to launch your product, Optikos has a state-of-the-art manufacturing system and capabilities available to take your design through the prototyping and full-scale production.

WEDNESDAY EDITION SPIE | spie.org | WEDNESDAY, JANUARY 31, 2024

PHOTONICS WEST SHOW DAILY

NSF-funds quantum leap

Quantum West Business Summit opens positively
Accortures Carl Dulez identifies technology and trading opportunities and challenges.

Don't Miss These Events:
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS

DARPA targets liquid optics
Liquid mirrors show promise as low-cost solutions for motorcade reflecting surfaces.

IN THIS ISSUE:

Optikos Photonics West Booth: 1057
SEEING IS BELIEVING
When you're ready to launch your product, Optikos has a state-of-the-art manufacturing system and capabilities available to take your design through the prototyping and full-scale production.

THURSDAY EDITION SPIE | spie.org | THURSDAY, FEBRUARY 1, 2024

PHOTONICS WEST SHOW DAILY

Pack the halls: More than 24,000 register

Startup Challenge winner is right on TRAQ
Canadian company pitched inspection system for printed electronics.

Don't Miss These Events:
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS
PHOTONICS WEST AWARDS

IN THIS ISSUE:

Optikos Photonics West Booth: 1057
PROJECTING WARMTH & CONTROL
To advance development in the automotive thermal camera industry, Optikos has launched a new line of state-of-the-art products to enhance the thermal capabilities of their Meridian Family of camera testing equipment.

- extensive distribution during the Show
- published on site and printed overnight, each day, every day
- latest news from the Show floor
- planning for over 24,000 registered attendees and 1,600 exhibiting companies

Photonics West Show Daily 2025 - published on site each day

Fundamental to business development

Photonics West is an essential industry event and, with a real appetite from conference delegates and exhibition attendees to return to in-person attendance, there are great opportunities for face-to-face participation in the conversations and decision making that happen here. **Photonics West** remains a core component in driving your business development and strategic marketing planning.

- Show Daily keeps attendees informed in real-time. Put your company brand and products alongside the latest developments and exclusive editorial coverage.ors and buyers.
- Maximise your exposure with exclusive distribution from the North and South halls ensuring your message reaches an engaged audience.
- 3,000 copies printed daily making it easily accessible to attendees
- Extended reach. Sent out digitally to all 20,000+ subscribers of the optics.org eNewsletter.
- Enjoy long-lasting visibility with your content hosted on optics.org for an entire year.
- Puts your products directly into the hands of Photonics West attendees.
- Strategically align your brand with your target markets and specific applications to enhance your market presence.
- Gain a competitive edge with effective promotion that drives traffic to your booth and facilitates direct engagement with potential clients.

Delivering your marketing messages

By working in close partnership with optics.org you will be able to reserve space in the **Photonics West Show Daily**, the official daily newspaper for Photonics West, to ensure that your products, marketing message and brand are delivered to conference attendees *each and every day of the show*.



Massive daily distribution at exclusive locations

Distribution of the **Photonics West Show Daily** will be in prime locations accessible only by SPIE, including inside the Moscone Center in the Photonics West Registration areas and high traffic visitor areas, giving you more exposure to attendees than ever before.

Substantial daily distribution

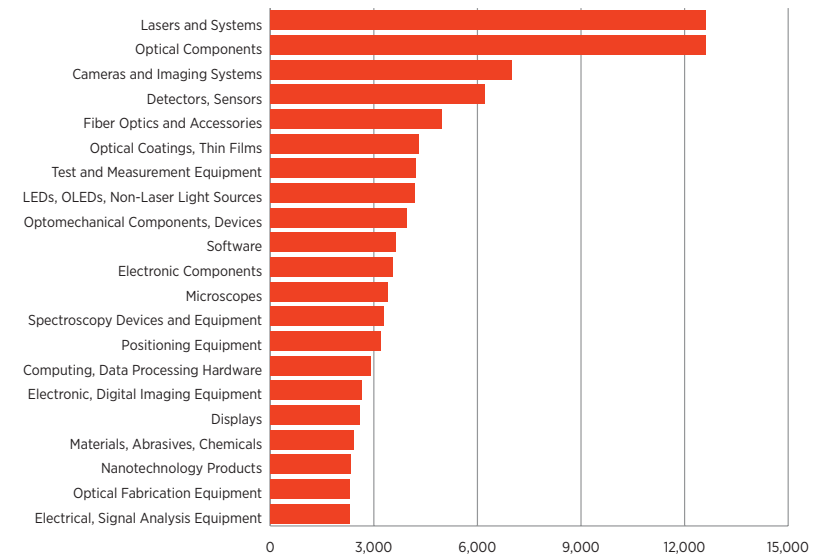
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Figures based on 2023 attendance.

Photonics West Show Daily 2025 - advertising opportunities

We are able to offer a wide range of advertising positions and sizes – in fact, something to meet every marketing need and budget. So whether you are looking for high-impact brand advertising or a new product advert to sit alongside relevant editorial, we have something for you.



Photo: iStockphoto.com/SPIE

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Deadlines

Reservations Due: **10 January 2025**

Materials Due: **10 January 2025**

Show Daily 2025 Rates

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Covers and Premium Position Rates

Inside Front Cover Rate: \$10815/€9795/£8250	Inside Back Cover Rate: \$10815/€9795/£8250	Outside Back Cover Rate: \$10815/€9795/£8250
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Photonics West Show Daily 2025 - advertising opportunities

optics.org Product Focus

Product Focus is a print publication from optics.org and will form part of the Photonics West Show Daily. It is the ideal place to announce a new product or to ensure your existing products get the visibility they deserve. If you are exhibiting at the Show, we will include your booth number in your advertisement making it easy for potential customers to find your products.



Eighth Page Product

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Eighth Page Product plus Star Product* on optics.org

*Star Products deliver homepage promotion and inclusion in the optics.org section of Photonics West Show Daily.



Rates - optics.org Product Focus Section

Eighth Page Product

Rate: \$1985/€1825/£1535

Eighth Page Product plus Star Product* on optics.org

Rate: \$2240/€2060/£1735

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Video Interviews and Product Demos (see page 10)

Take advantage of a great opportunity to explain and promote your products not just to show attendees but also to a much wider audience worldwide.

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Photonics West video interviews and product demos service will fully expand the exposure of your brand and products beyond the exhibition itself and include these valuable benefits:

- Your video will be promoted to 30,000+ optics.org users.
- Your video will be hosted on optics.org for 12 months and promoted specifically via the **optics.org** Products pages.
- Your video will be promoted in the **Photonics West eNewsletter** which is distributed to our 20,000 optics.org newsletter subscribers.
- You will receive an MP4 video for your own individual promotions and marketing activities.

Bundle Rates including 1x ¼ page in Photonics West Show Daily (all 3 editions) from: \$6250 €5995 £5100

Contact the sales team today to reserve your time slot.

rob.fisher@optics.org
or telephone: **+44 117 905 5330**

malaya.plummer@optics.org
or telephone: **+44 117 905 5351**



An optics.org interview with Mike Scobey, CEO of Alluxa - on the floor of SPIE Photonics West 2022.

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Live Area/Safety Margin: Keep all live matter .375" from edge.

Color: CMYK only. RGB files are not accepted.

Graphics: Import images at 100% size and at 300 dpi resolution.

Fonts: Open Type or Postscript Type 1 fonts only. Provide all printer and screen fonts. Do not apply character-level styling in page layout application. Avoid using True Type or DFont fonts.

Proofs: High quality color proofs output at 100% showing crop marks.

Pick ups: Materials cannot be picked up from previous directories or from other sources. Please supply new files for each insertion.

Storage and Liability: Photonics West Show Daily does not store or return material after printing. Photonics West Show Daily is not liable for loss or damage of ad materials. Materials not prepared to Photonics West Show Daily specifications may incur additional charges and may sacrifice reproduction quality. Publisher is not responsible for incorrect or incomplete ad materials.

SPIE. PHOTONICS WEST

28 - 30 January 2025
San Francisco, California, United States

Photonics West multi-media package Snag the deal before it's gone!

SPIE media are currently offering a multi-media package providing full access to SPIE's targeted audience and Photonics West attendees list. You can benefit now from immediate and multiple savings.

Simply reach out to the optics.org sales team and lock in your bundled package to ensure accurate and targeted delivery of your campaigns including pre-show and post-show marketing activity. This includes valuable promotion in all SPIE official show media.

Please note that SPIE do not rent or sell their attendee lists so the only way to guarantee exposure to potential business partners is through SPIE media.



FEATURES:

Pre-Photonics West video interviews

- Pre-Photonics West video interview 2 min quick fire Q&A informing attendees of what they will find on their stand, applications, new announcements and booth location.
- Promoted on the SPIE and optics.org websites in advance of Photonics West
- Links to all videos included in the weekly optics.org weekly eNewsletter (20,000+ subscribers)
- Promoted in conjunction with the Photonics West Preview magazine digital edition with a link to all videos – Sent to 50,000+ current and past attendees.
- Promoted through optics.org and SPIE social media channels (LinkedIn)



BUNDLE 1

- 1x Full Page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x Show floor video interview
- 25,000 impression banner campaign (geo specific or keyword specific available)

Total investment
\$10,000 €9,500 £8,000

BUNDLE 2

- 1x ½ page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x Photonics West show daily video interview
- 15,000 impression banner campaign (geo specific or keyword specific available)

Total investment
\$7,500 €7,125 £6,000

BUNDLE 3

- 1x ¼ page in Photonics West Show Daily (all 3 editions)
- 1x Pre-Photonics West video interview
- 1x 10,000 impression banner campaign (geo specific or keyword specific available)

Total investment
\$6,250 €5,995 £5,100

Contact our dedicated sales team today to secure your media package:

Rob Fisher: rob.fisher@optics.org +44 (0)117 905 5330 **Malaya Plummer:** malaya.plummer@optics.org +44 (0)117 905 5351