

OPTICA

OPTICS &  
PHOTONICS  
NEWS

2025 Media Kit

A glass sphere, the geometrically simplest form of lens. [S. Viezens, 1<sup>st</sup> place OPN 2023 Photo Contest]

# OPTICS & PHOTONICS NEWS

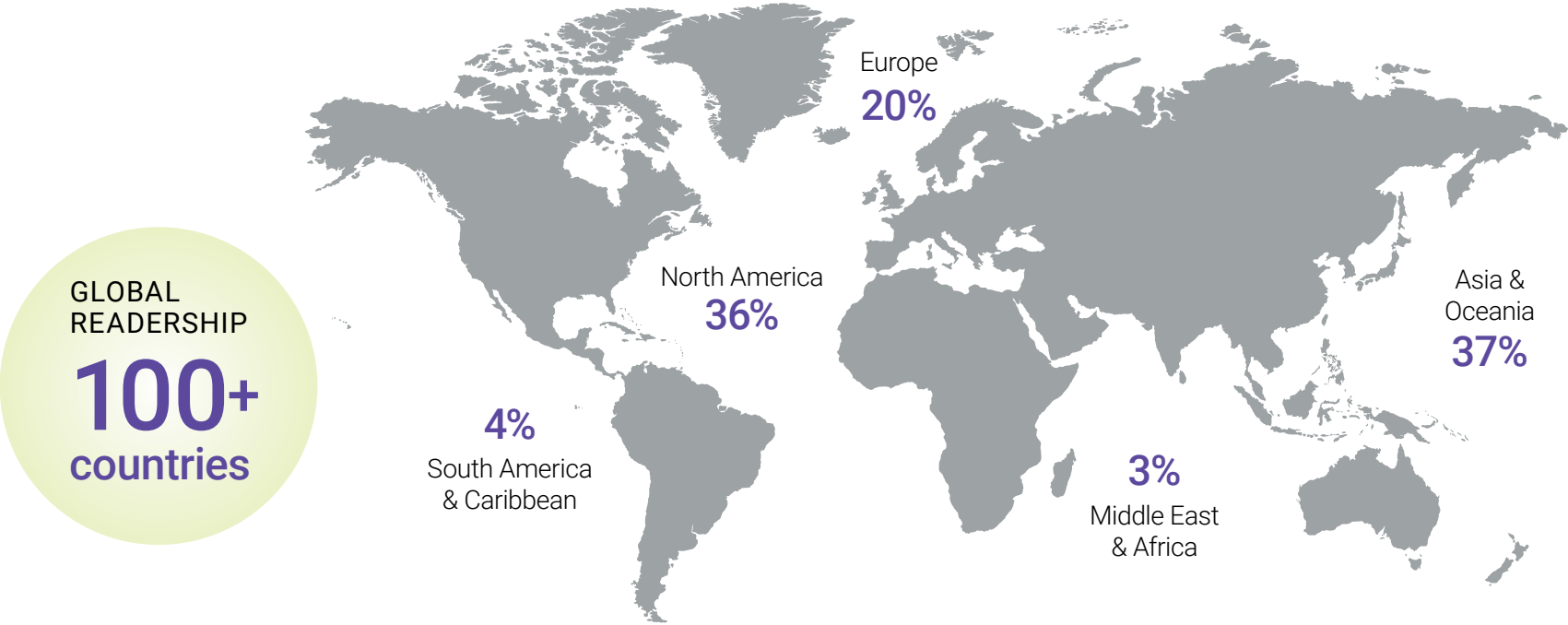
The award-winning monthly magazine and website published by Optica, the society that brings together optics and photonics scientists, engineers, business leaders, educators and technicians.

### Optics & Photonics News offers:

**ACCESS** to the largest optics and photonics member organization, with **24,000+** members working in academia and industry worldwide

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

**ONLINE READERSHIP**  
**200,000** visitors per year at [optica-opn.org](http://optica-opn.org)



Sources: Optica 2023–2024 member demographics and 2023–2024 Google Analytics

# TOP 5 REASONS TO ADVERTISE

- 1** All Optica members receive each monthly issue of *Optics & Photonics News* (OPN), and most consider it their **#1 member benefit** and a **top source of reliable engineering information**.
- 2** OPN unites **science, research and industry news** in one convenient and easy-to-read format—offered in **print, web, digital edition** and **email**.
- 3** OPN magazine and website feature **quality editorial coverage written by respected professionals** on pressing industry issues.
- 4** OPN has an online readership of **200,000** visitors, with **453,000** page views per year.
- 5** OPN is an **award-winning publication**—recognized for general excellence, visual design and website redesign.



# INFLUENCE/VALUE

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

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

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

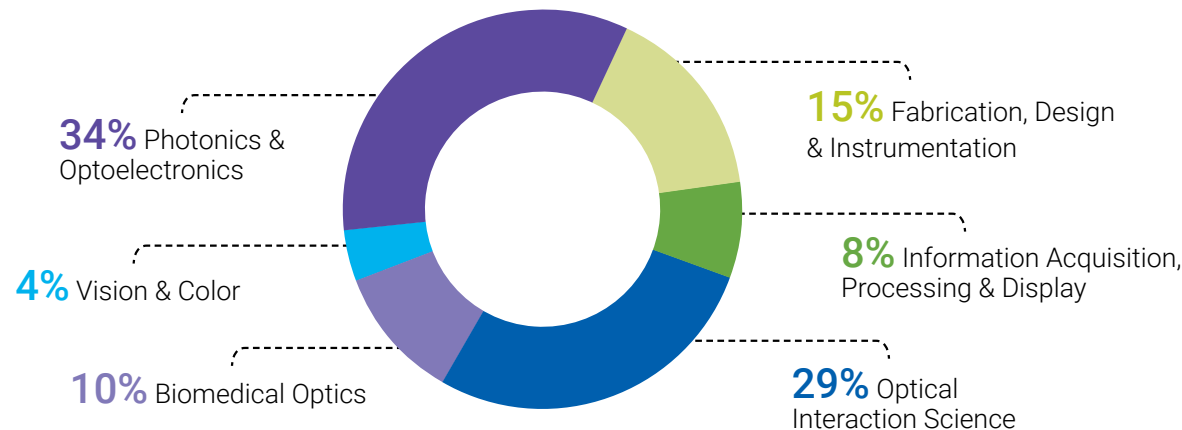
Readers directly purchase or influence the purchase of:

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

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

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

Primary field of expertise of Optics & Photonics News readers:



Source: Optica 2023–2024 member demographics



## An award-winning publication

Optics & Photonics News has repeatedly been recognized for publication excellence by multiple industry organizations, including awards for:

- General excellence
- Visual design
- Website redesign

The high-quality content, design and production values provide a **strong, credible vehicle for reaching a highly targeted and motivated audience.**

# THE HOTTEST TOPICS

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

## Cutting-edge features

OPN feature articles, written by **leaders in the field** and by experienced science journalists, span the entire range of optical science, engineering and business—including **some of the discipline's hottest topics**.



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



We keep readers on top of trends driving research and application development, be it fiber communications, autonomous vehicles, sensors or bio-inspired design.

## Topics that matter

OPN includes news and columns that **zero in on the topics that matter to optical professionals**.

**Newsroom** covers hot stories from leading optics and photonics labs and companies worldwide—everything from fiber to photovoltaics.

**Optics Innovations** focuses on entrepreneurship and technology transfer.

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

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

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

**Light Touch** features unusual angles and stories on optical science.



## OPN Special Features

### Year in Optics

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

### After Image Photo Contest

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

# 2025 EDITORIAL CALENDAR

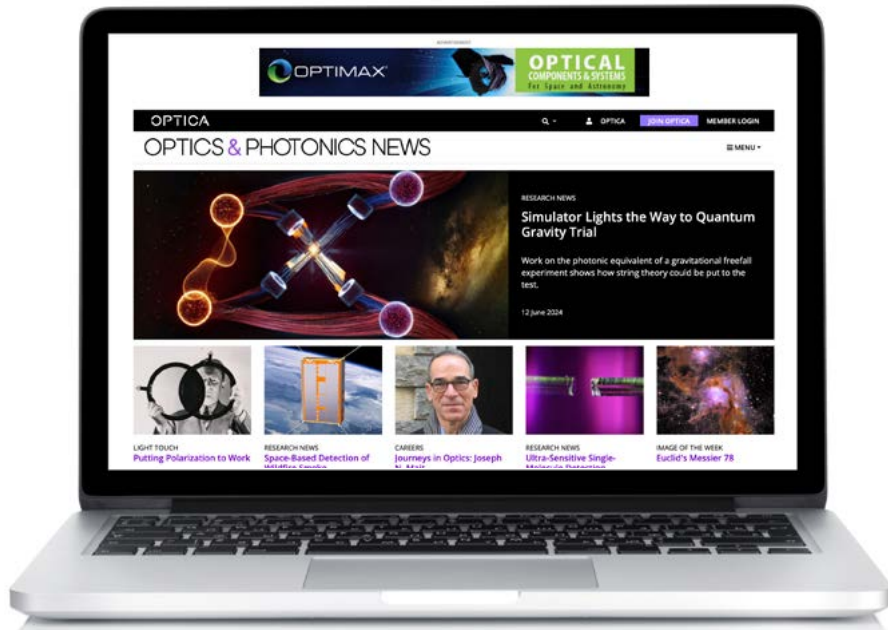
	EDITORIAL FEATURES	BONUS DISTRIBUTION	SPECIAL OPPORTUNITIES	RESERVE BY	ARTWORK DUE
<b>January</b>	Photonic Innovations and Applications	Photonics West	Product Profiles [Due 28 Nov]	15 Nov 2024	5 Dec 2024
<b>February</b>	2025 Optica Fellows			13 Dec 2024	3 Jan 2025
<b>March</b>	Fiber and Communications [OFC Show Issue]	OFC Conference and Exhibition	Product Profiles [Due 27 Jan]	15 Jan 2025	31 Jan 2025
<b>April</b>	Optical Bioimaging and Diagnostics			14 Feb 2025	3 Mar 2025
<b>May</b>	Lasers Displays Integrated Photonics [CLEO Show Issue]	CLEO Conference and Exhibition	Product Profiles [Due 28 Mar]	14 Mar 2025	4 Apr 2025
<b>June</b>	Quantum Technology Fabricating Micro-Optics 2025 Optica Awards and Medals	Optica Quantum 2.0 Conference and Exposition		15 Apr 2025	5 May 2025
<b>July/August</b>	Emerging Materials and Applications Entrepreneurs to Watch		Product Profiles [Due 29 May]	15 May 2025	5 Jun 2025
<b>September</b>	A.I. in Optics and Photonics: A Progress Report	European Conference on Optical Communication (ECOC)		15 Jul 2025	4 Aug 2025
<b>October</b>	Laser Applications Lasers in Industry [FIO LS Show Issue]	Optica Laser Congress and Exposition Frontiers in Optics + Laser Science (FIO LS)	Product Profiles [Due 29 Aug]	15 Aug 2025	5 Sep 2025
<b>November</b>	The Optics and Photonics Workforce			15 Sep 2025	3 Oct 2025
<b>December</b>	Year in Optics Photo Contest		Product Profiles [Due 29 Oct]	15 Oct 2025	5 Nov 2025

*All information is subject to change.*



# WEBSITE ADVERTISING

The *Optics & Photonics News* website offers the full text of the print publication, plus **daily breaking news, book reviews**, information on **funding opportunities**, and **rich images and media**. Reach your target audience with an OPN website leaderboard or medium rectangle ad.



Frequency discounts available for online ads

200,000 visitors/year

453,000 page views/year

## OPN Website Ad Rates & Specifications

### Leaderboard

**AD RATE:** USD 1,000/month

**AVAILABILITY:** Rotating ad, total of three sold per month

**WEBSITE:** 728 x 90 px | **MOBILE:** 324 x 45 px

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

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

### Medium Rectangle

**AD RATE:** USD 500/month

**AVAILABILITY:** Rotating ad, total of four sold per month, 1<sup>st</sup> or 2<sup>nd</sup> position, two per position

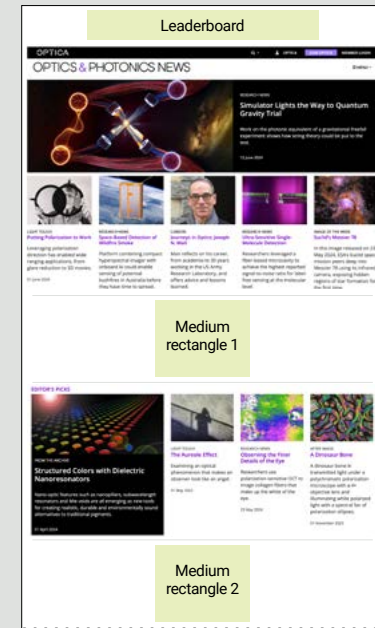
**WEBSITE + MOBILE:** 300 x 250 px

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

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

OPN website leaderboard and medium rectangle ads appear sitewide.

## OPN WEBSITE HOMEPAGE



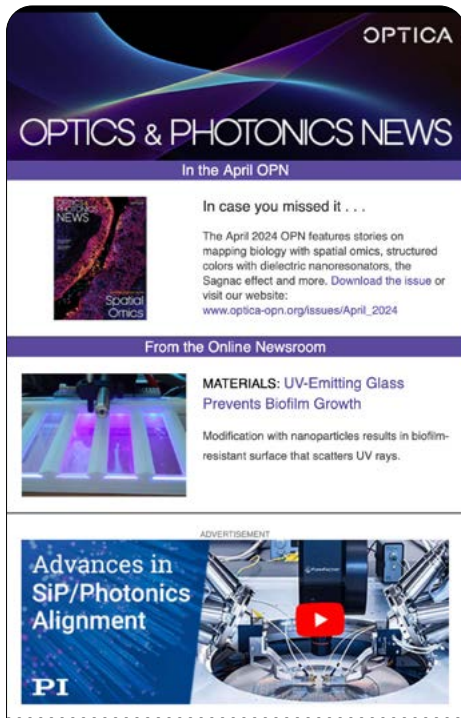
## OPN WEBSITE INTERIOR PAGE





# e-NEWSLETTER ADVERTISING

On the 1<sup>st</sup> and 15<sup>th</sup> of each month, *Optics & Photonics News* sends a mobile-friendly e-Newsletter to all Optica members—a subscriber list of more than 20,000—that highlights **stories from the magazine** and **online breaking news**.



Frequency discounts available for e-News ads

20,000+ recipients

30% open rate

11% CTR

## OPN e-Newsletter Ad Rates & Specifications

AD RATE: USD 1,000/placement

AVAILABILITY: Total of four sold per month, 1<sup>st</sup> or 15<sup>th</sup> message, 1<sup>st</sup> or 2<sup>nd</sup> position

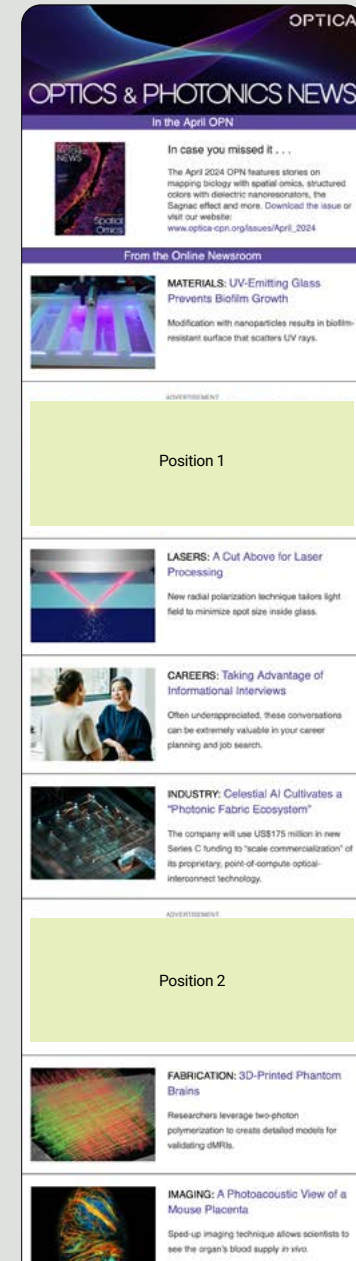
ARTWORK SIZE: 520 × 200 px

FILE FORMAT: gif, png or jpg file; static only

DUE DATE: One week prior to publication

optica-opn.org | +1.202.416.1988 | adsales@optica.org

OPN e-Newsletter is delivered twice monthly and includes two ad spaces.



# PRINT RATES & TECHNICAL SPECS

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

## 2025 Print Display Rates – Rates Listed in USD

Covers	1x	3x	6x	9x	12x
Cover 2	5,150	4,750	4,350	4,000	3,500
Cover 3	5,000	4,600	4,250	3,750	3,150
Cover 4	5,250	4,900	4,500	4,000	3,550

	1x	3x	6x	9x	12x
Full page	5,000	4,750	4,250	4,000	3,500
2/3 vert.	3,750	3,500	3,000	2,750	2,500
1/2 vert.	3,750	3,500	3,000	2,750	2,500
1/2 island	3,500	3,250	2,750	2,500	2,250
1/2 horiz.	3,000	2,750	2,500	2,250	2,000
1/3 vert.	2,750	2,500	2,250	2,000	1,750
1/3 sqr.	2,750	2,500	2,250	2,000	1,750
1/4 sqr.	2,400	2,000	1,750	1,500	1,250

### Employment

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

### Special Savings

Optica Corporate Members receive **15% savings** on OPN ads.

*All rates are net.*

**Bundle to Save**

## Ad Sizes

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

**Full page ad (with 1/4" bleed)**  
8.375" x 11.125" (w x h)

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

**1/2 page ad vertical (with 1/4" bleed)**  
4.25" x 11.125" (w x h)

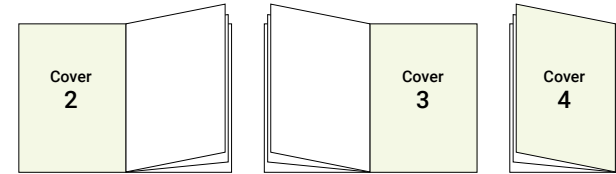
**1/2 page ad island**  
4.5" x 6.75" (w x h)

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

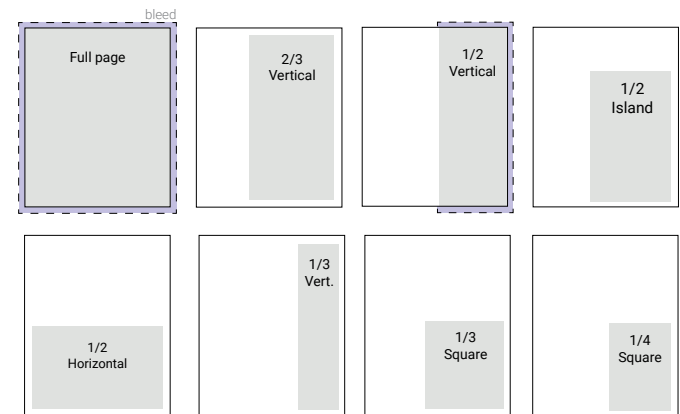
**1/3 page ad vertical**  
2.125" x 9.25" (w x h)

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

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



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



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

## Print Specifications

### Format for ad materials

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

### Image resolution and color

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

### Contact information

For additional questions and to submit your materials, please email your OPN Advertising Team at [adsales@optica.org](mailto:adsales@optica.org).