



From the Vice President

I'm not a movie buff. I watch a lot of movies with Michael Bay-esque explosions and thin plot lines that I can follow. It's no wonder that every year the Oscar nominations are a mystery to me and the majority of the movies are above my level of comprehension of cinematography. And I don't think I'm the only one who is a little puzzled every year.

The King's Speech was initially expected to make just a couple million dollars at the box office. But 12 Oscar nominations later, that estimate jumped to \$200 million. As of 2016 it has grossed over \$430 million globally. It's not that the movie became better while it was in the theaters, it's that it simply wasn't well-known, which brings us to this point – for any movie or video to be profitable it needs to be known.

We have really remodeled and enhanced our video program for 2016 in order to provide the photonics industry with awareness for their product videos. The 2016 Video Promotion Package includes everything you need to make sure your video is seen in the industry: hosting on Photonics.com, a featured spot in one of our newsletters, and a 1/6-page video highlight ad in *Photonics Spectra*.

You've spent time and money on your videos, now let's work together to distribute them and make sure they get the exposure they need and deserve.

Ryan Laurin

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	<p>BRAND/REBRAND</p> <p>Educate and brand with your video hosted on Photonics.com and pushed to 28,000 readers in an e-newsletter</p>		<p>INTRODUCE A NEW PRODUCT</p> <p>Present your product in action with a video on Photonics.com and an e-newsletter push</p>
<p>Simplify Your Marketing Path</p> <p>Photonics Media video opportunities can lead you down the best road to your marketing and advertising goals. Branding, education, product demos and contact lead generation are among the possibilities with this proven medium.</p>		<p>DRIVE MORE TRAFFIC TO YOUR WEBSITE</p> <p>Capture your booth demos with video, and promote it with hosting on Photonics.com and an e-newsletter push</p>	
	<p>MAXIMIZE YOUR TRADE SHOW INVESTMENT</p> <p>Include a link to your website in your video</p>		<p>GAIN FULL-CONTACT LEADS</p> <p>Place your video on Photonics.com and include a link in the video to an info request form</p>

Photonics Media Video Opportunities

Contact us to learn more.



Photonics Media video offerings range from new product demos and interviews to show reports and newscasts. Our audience finds these videos via links in our many targeted newsletters, on visits to Photonics.com, in our print and digital magazines, and via our social media postings. Photonics Media video packages and opportunities allow companies to promote their business, products and other information in an engaging way.

Video Promotion Package

- A 1/6-page video highlight in *Photonics Spectra* magazine (both the print and digital editions), which touts 95,000 subscribers from around the world.
- Hosting on Photonics.com for six months, with rotation on our home page
- A featured spot in one of our e-newsletters



- **31,602** video plays in the past 12 months on Photonics.com
- Promote your company and products with our video packages
- Photonics Media can help script and create your video

International Light

ILT5000 Research Radiometer

A video highlighting all of the improvements on the industry standard ILT1700 including:

- ▶ Rapid Measurements (1-100 Hz)
- ▶ Broader Dynamic Range (100 fA to 1 mA)
- ▶ Extensive Supporting Software Apps
- ▶ Built-in Wireless
- ▶ Data Storage
- ▶ Rechargeable Batteries

International Light Technologies
www.int-lighttech.com

Scan to Watch the Video!

Sneak Previews Schedule

April
SPIE Defense +
Commercial Sensing

May
CLEO;OPTATEC

August
SPIE Optics + Photonics

November
VISION; Society for Neuroscience
Annual Meeting

Maximize Your Trade Show Investment

You're spending valuable marketing dollars exhibiting at industry trade shows, but are you doing enough to promote your presence there? Photonics Media Sneak Preview e-newsletters are broadcast to 40,000 industry professionals before major trade shows to help drive traffic to your booth, as well as market to people who are unable to attend the event.

NEW! Each newsletter includes a video preview of the show, presented by a Photonics Media editor — a great new visual treat in our popular Sneak Preview. Issue sponsorship includes a leaderboard ad at the top of the newsletter, a product unit, and sponsor mention in the preview video.

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Please visit our website, Photonics.com/mediakit, for all of our marketing opportunities.

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Grow with Photonics Media!

Webinars

www.photonics.com/webinars

Bring your technology leadership to the next level with a custom webinar or webinar sponsorship! A custom webinar with Photonics Media puts your expertise in the spotlight. These webinars draw qualified attendees and build solid leads from the industry's No. 1 global audience.

2016 Webinar Net Rates

	Print Advertiser Rates	Standard Rates
Editorial Webinar	\$6050	\$8065
Custom Webinar	7115	9490

All rates listed are net — 15% agency discount already applied.

Custom webinars allow you to be the sole sponsor of your own webinar, and personally connect with viewers interested in your products. You choose the topic; we promote it, gather the audience and help you produce a successful presentation.

2016 EDITORIAL WEBINARS

Photonics Media taps the sharpest minds in academia and industry for in-depth webinars on pivotal light-based technologies. The following webinars will be presented this year:

- Camera Selection
- Technology Commercialization
- Display Technologies
- Industrial Automation: Expanding Applications
- Custom Optics Selection
- Photonics for Ophthalmology
- Aerospace Imaging

Photonics Media has immediate and ongoing opportunities for top-quality technical articles on a broad range of subjects:

Technical articles are among the most popular and important features of our magazines, and are a great way to share your company's technical expertise with our readers, the industry's largest collective audience.

Send your abstract or article for consideration to:

Michael.Wheeler@Photonics.com

Submitting a Technical Feature

Easy as 1-2-3

- 1 Send 100-word abstract or finished article for consideration.
- 2 Write 1,800-word article and include four to five 300-dpi images for publication.
- 3 Focus article on technology issues and applications — not on products.

- Image Processing
- Quantum Communications
- Displays
- Vision Systems
- Short-Pulse Lasers
- Solid-State Lasers
- Optical Components
- Optical Metrology
- Optical Sensing



PHOTONICS MEDIA

THE PULSE OF THE INDUSTRY