



Video is hot!

What's in it for you?

The Internet video phenomenon is only about 20 years old, but as many as 100 million Americans are watching videos online every day, according to a widely reported survey from 2012.

More and more, brand marketers are among those adding to the broad mix of available online videos, building business-to-business online participation by developing engaging, informative content and posting it on their companies' own web-sites, on YouTube, and on the websites of industry and B2B publishers.

Online videos are being incorporated into the mix to help accomplish a broad range of tasks including presenting the features and applications of new products; explaining complex processes; introducing a company's team; sharing customer testimonials; and building brand awareness.

Why Choose Video?

We've all heard the adage "a picture is worth a thousand words," so when you think about all the images in even a 2-minute video, the equation adds up to big impact. B2B marketers understand the importance of telling the corporate story, introducing new products, establishing thought leadership and more in engaging and memorable ways. Video also can be effective in building brands and driving traffic to your corporate website.

Don't compromise your brand with poor video production quality.

In the B2B Demand Generation Benchmark Survey for 2012 (compiled by Eloqua, CMO.com and Software Advice), marketing respondents said they use videos more than just about every other content marketing device, including case studies and free trials.

Other studies indicate that the use of video as a marketing tactic grew dramatically in 2012 and that B2B marketers surveyed believe in the effectiveness of online video marketing. In May, one report of an eConsultancy study showed 18 percent growth in the number of businesses using video in the previous 12 months. Video has even made its way into the C-suite.

When Forbes Insights wanted to learn more about how corporate leaders were using online video as a source of business-related information, it teamed up with Google to survey more than 300 senior and C-level executives at US companies with more than \$500 million in annual revenues. What it learned may change the way you think about Internet videos.

The study found that 65 percent of executives across all age groups visited a vendor's website after watching a work-related online video; 42 percent made a business-related purchase. And that was in late 2010 – video has advanced since then, and it's still growing today.

A well-planned and well-written high-quality video lets marketers share information in a format that is clearly catching on with business audiences. And it may be easier than you think to get started – and get a great video.

One expert recommends focusing on a single product or service and approaching your presentation as you would a visit by a prospect to your trade show booth. In fact, today you can get a high-quality video shot at your expo booth. Often, a one- or two-page press release can translate easily into an engaging new product video.

Online video solutions marketer Brightcove says the benefits of online video can include:

- Awareness – Attracting new audiences and reaching viewers.
- Interest – Bringing your products to life.
- Trial – Motivating your audience to act.
- Purchase – Increasing online conversion rates by as much as 200%.
- Loyalty – Connecting with customers and keeping them coming back.

Quality Is Critical

Speaking of trade shows, suddenly there are a lot more people wielding video cameras at such events. It is one more sign that video is the newest marketing tool of choice, and those camera-wielding folks are lining up to capture your latest offering and post it to a website.

But before you say yes to the first person to approach you with a camera and a deal, consider this: Presenting a first-rate image with every impression or view is important to your success with online video. Don't compromise your brand with poor production. Because so much of the quality of the finished video relies on skilled editing, ask about experience and see samples of past work before selecting your video partner.

Finally, when selecting a video partner, choose one who can push your skillfully edited, high-quality online video out to a large and well-qualified buying audience. Links to your video in well-respected e-newsletters and other vehicles will result in a greater number of views by qualified buyers.

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**Book the
2014 Buyers' Guide
Now and Save!**



From the Sales Director

Stand By Your Plan

Do you know the golden rule for a successful advertising campaign? It's simple – make a plan and stick to it! The result will look something like this:

Sustained Advertising = Recognition = Trust = Sales

So, how do you go about creating a plan you can stick with? Start by asking yourself:

- What kind of growth am I looking for?
- What are my competitors doing?
- What are my market threats?

Your answers to these and other important questions will give direction to your ad campaign: Are you looking to build your brand? Drive traffic to your online catalog or website? Generate leads? Thinking ahead about the results you want will lead to a plan you can run with confidence.

Remember, a magazine's readers change very little issue to issue. When you commit to your campaign, the same readers will see your ad repeatedly over time and begin to recognize your message and your product.

Your commitment to your product – and your plan – leads to trust in your brand, and ultimately that trust can lead to sales, because when the prospect is ready to buy, your brand will be top of mind.

Whether you are an experienced advertiser or are just beginning to consider your first campaign, my team and I can provide a framework on which to build it.

I look forward to hearing from you.

Q&A with Tim Dupree, Regional Manager

My territory: New Jersey, New York and Pennsylvania.

Years with Laurin Publishing/Photonics Media: 13.

A fun fact about me: I have a vinyl 45 rpm record collection of 20K and counting.

One thing I love about my job: The fact that our sales group works together as a team, not against each other.

My personal sales philosophy: I treat my sales territory as my own business and try my best to offer clients the best solutions available to meet their marketing goals. If they succeed, so does Laurin Publishing/Photonics Media, and so do I.



Graphically Speaking

Tips for making your ads more functional and easier to work with

Talking Pictures

Tips for successful photo submissions

Manufacturers are encouraged to submit press releases about new products of interest to Photonics Media readers.

Company news releases also are welcome. Whenever possible, a press release should be accompanied by at least one high-quality photo.

When submitting a press release, remember there is a good chance it will be published both in print and online. Since print requires a high-resolution photo, please submit your photo based on the specifications below for high-resolution, and then we also will format the photo in lower resolution for online use.

300 dpi .eps, .tif or .jpg files, CMYK or RGB

Zippered files may be submitted as email attachments up to 10 Mb in size. Please contact us for instructions to upload larger files to our ftp site.

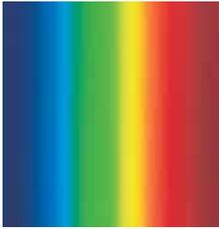
Thinking About Video?

“We had Photonics Media produce our corporate video. They outlined exactly what we needed to do to prepare for the video so on the day of the video everything went very smoothly. And the final product is exactly what we wanted. I would highly recommend them.”

– Dan Saltzman, Glass Fab

Looking for Cost-Effective Leads?

Raman Spectroscopy for Research and Industry



Monday, June 24, 2013 - 1 p.m. EDT/10 a.m. PDT

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Photonics Media will host David J. Brady, the Michael J. Fitzpatrick Endowed Professor of Photonics at Duke University, where he leads the Duke Imaging and Spectroscopy Program. He will discuss “Computational and Compressive Raman Spectroscopy,” reviewing coded aperture, multiwavelength and diffuse illumination Raman system design for UV, visible and SWIR systems. Brady also will discuss compressive sampling for IR Raman spectroscopy.



Photonics Media also will host Dr. Prasant Potuluri, CEO and co-founder of Centice. He will present a “Review of Key Applications of Raman Spectroscopy” to include identification of narcotics and explosives, counterfeit drug detection, quality control, raw material identification and manufacturing process improvements. Dr. Potuluri also will discuss some limitations of Raman spectroscopy and opportunities for improvement.

UPCOMING WEBINARS

Webinar registrants are engaged and responsive

September – Machine Vision

November – Optical Coherence Tomography

October – Ultrafast Fiber Lasers
Adaptive Optics

Laser-Based Free-Space Communications

December – Measuring Aspheric Optics (tentative)

Build your brand, and drive traffic with video and commercial spots

Photonics Media makes it easy to create an informative and engaging video by providing complete services, from concept to finished product to promotion.

A video production package includes:

- Video shoot, editing and production by our Emmy Award-winning producer
- Hosting on Photonics.com with rotation on our home page
- A featured spot in one of our opt-in e-newsletters (30,000+ subscribers)
- Custom video player to embed on your website for the duration of the contract
- Link in the video to your website



We can shoot your video at an upcoming trade show. Ask for details!

Reinforce your brand

Photonics Media can produce a 15-second commercial for your company, product or process that plays before and after our popular weekly newscast, *Light Matters*. Your “spot” can further increase your visibility and brand awareness while driving traffic to your website.

Ask about our video production package.

Photonics Media Advertising Contacts

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

Ken Tyburski
Director of Sales
Voice: +1 (413) 499-0514, Ext. 101
Fax: +1 (413) 443-0472
ken.tyburski@photonics.com

New England, FL,
Rocky Mountains, AZ & NM

Rebecca L. Pontier
Associate Director of Sales
Voice: +1 (413) 499-0514, Ext. 112
Fax: +1 (413) 443-0472
becky.pontier@photonics.com

NY, NJ & PA

Timothy A. Dupree
Regional Manager
Voice: +1 (413) 499-0514, Ext. 111
Fax: +1 (413) 443-0472
tim.dupree@photonics.com

Northern CA, AK, NV, Pacific Northwest,
Yukon & British Columbia

Joanne C. Mirke
Regional Manager
Voice: +1 (413) 499-0514, Ext. 226
Fax: +1 (413) 443-0472
joanne.mirke@photonics.com

Central CA, South Central US &
Eastern Canada

Maureen Riley Moriarty
Regional Manager
Voice: +1 (413) 499-0514, Ext. 229
Fax: +1 (413) 443-0472
riley.moriarty@photonics.com

Southern CA, HI, Southeastern US,
Midwest, Europe & Israel

Matt Beebe
Regional Manager
Voice: +1 (413) 499-0514, Ext. 103
Fax: +1 (413) 443-0472
matt.beebe@photonics.com

Austria, Germany & Liechtenstein

Olaf Kortenhoff
Voice: +49 2241 1684777
Fax: +49 2241 1684776
olaf.kortenhoff@photonics.com

Asia (except Japan)

Hans Zhong
Voice: +86 755 2872 6973
Fax: +86 755 8474 4362
hans.zhong@yahoo.com.cn

Japan

Scott Shibusaki
Voice: +81 3 5225 6614
Fax: +81 3 5229 7253
s_shiba@optronics.co.jp

Editorial Contacts

Karen A. Newman, Group Publisher
karen.newman@photonics.com
Laura S. Marshall, Managing Editor
laura.marshall@photonics.com

Mailing address:

Send all contracts, insertion orders
and advertising copy to:
Laurin Publishing
PO Box 4949
Pittsfield, MA 01202-4949

Street address:

Laurin Publishing
100 West St.
Pittsfield, MA 01201
Voice: +1 (413) 499-0514
Fax: +1 (413) 443-0472
advertising@photonics.com

Hungry for Customer Information?



To make the best marketing decisions, you need to know what your customers and prospects are thinking. You won't find a more engaged and committed prospect group to survey than the 95,000 subscribers of *Photonics Spectra*. You can ask them your most pressing questions with an online survey from Photonics Media's Photonics Research.

Our customized surveys target the right people with the right questions – your questions – providing you with critical insights. Learn answers to important questions first – before you make your next marketing move! Call your Photonics Media Regional Manager for details and to schedule a survey.

Put data into your 2014 ad planning with **custom research** from Photonics Media.

Ad Action Survey Brings Customer Insight

Are your print ads delivering the response you need from them?

Learn just how familiar *Photonics Spectra* readers are with your products and/or services by participating in the next Ad Action Study, running in our August issue. The great information you'll get from the survey will help you plan your 2014 marketing campaigns.

Your full-, half- or one-third-page ad insertion in the August 2013 issue of *Photonics Spectra* automatically becomes part of our independent Ad Action Survey to gain critical insight into how your ad rates with readers for attention-getting ability, believability and information value.

Plan now to advertise in the August issue of *Photonics Spectra*. Results will be presented in October. Contact your Regional Manager today.

**THERE'S
STILL
TIME!**

