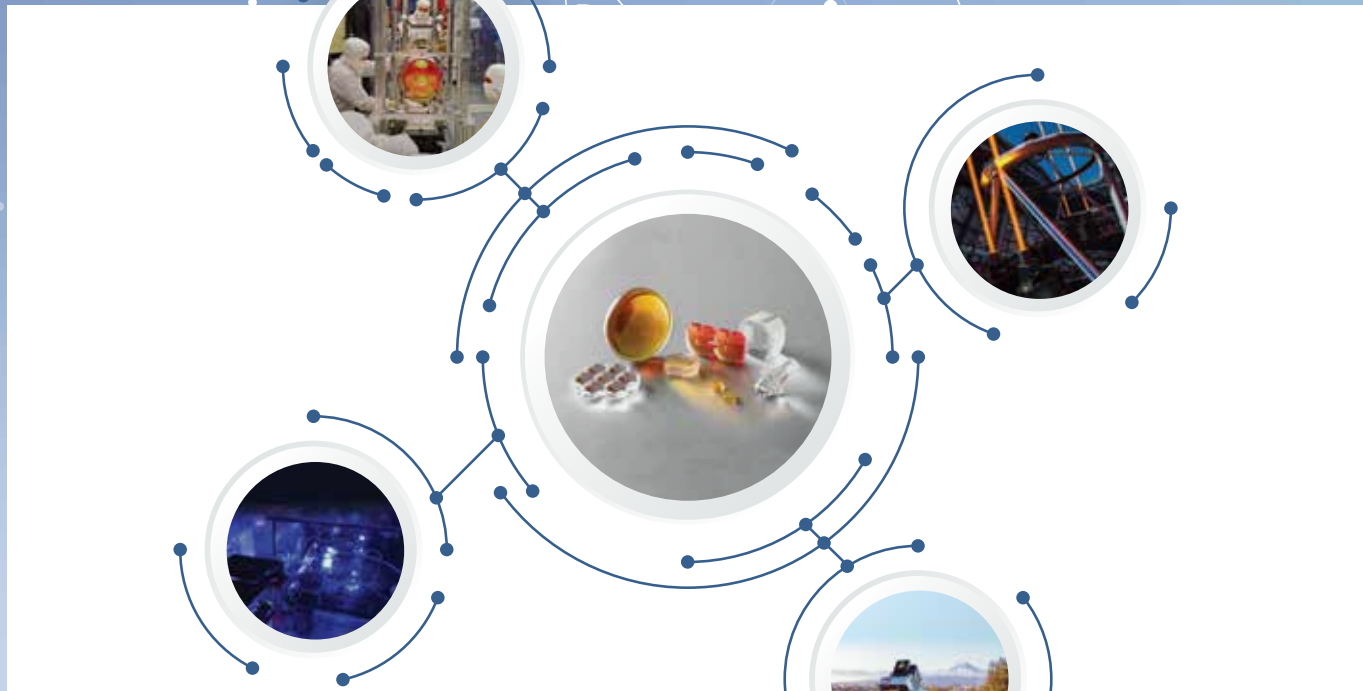


LaserFocusWorld®

ESTABLISHED IN 1965

LASERFOCUSWORLD.COM



- Global Audience
- Comprehensive Photonics Coverage
- Multichannel Marketing
- 100% Buying Authority

2018 MEDIA PLANNER V3A

激光世界
LaserFocusWorld China

LaserFocusWorld
J A P A N

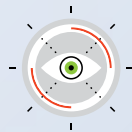
BioOptics
WORLD.

LASERS & PHOTONICS
MARKETPLACE
Presented by LaserFocusWorld SEMINAR

INDUSTRIAL
LASER SOLUTIONS
FOR MANUFACTURING.

PENNWELL'S TECHNOLOGY GROUP COVERS ALL YOUR PHOTONICS INDUSTRY NEEDS

LaserFocusWorld®



EDITORIAL FOCUS
Developments and trends in photonics technologies and products



WHAT READERS BUY
Lasers and other light sources, detectors and imaging, optics and optical components, fiber optics, software, positioning and support, test and measurement spectrometers



WORLDWIDE REACH¹
570,856 buyers

BioOptics WORLD.



EDITORIAL FOCUS
Designing, building, and using photonics-based tools in life sciences applications



WORLDWIDE REACH¹
52,246 buyers of photonics-based instruments and devices



WHAT READERS BUY
Biophotonic instruments and photonics components

OUR SISTER PUBLICATIONS GIVE YOU A DEEPER DIVE INTO SPECIFIC AREAS OF INTEREST

INDUSTRIAL LASER SOLUTIONS FOR MANUFACTURING.



EDITORIAL FOCUS
Designing, building, and using laser systems and related tools in industrial manufacturing applications



WORLDWIDE REACH¹
83,597 buyers of manufacturing processes



WHAT READERS BUY
Industrial laser systems, lasers, optics, gases, diagnostics, safety equipment, services and process control

VisionSystems DESIGN



EDITORIAL FOCUS
Designing, building, and using vision and image processing systems in manufacturing inspection and automaton applications



WORLDWIDE REACH¹
122,277 buyers of vision systems to inspect production and packaging lines



WHAT READERS BUY
Cameras, optics, lighting, boards, and software

¹ Based on all brand products; unduplicated.

OVERVIEW

Published since 1965, *Laser Focus World* has become the most trusted global resource for engineers, researchers, scientists, and technical professionals by providing comprehensive coverage of photonics technologies, applications, and markets. *Laser Focus World* reports on and analyzes the latest developments and significant trends in both the technology and business of photonics worldwide — and offers greater technical depth than any other publication in the field.

You can trust *Laser Focus World* to attract and deliver access to an engaged and relevant audience for your products in every format they use to gather information.



QUICK STATS

- **BPA-AUDITED CIRCULATION:** 80,011 1-year qualified subscribers (100% direct request) plus trade show distribution (see Editorial Calendar on page 9).
- **PURCHASING INFLUENCE:** 100% of subscribers influence photonics-related purchasing decisions

- **FREQUENCY:** 12 issues per year, plus Buyer's Guide
- **AVERAGE MONTHLY PAGE VIEWS:** 150,000
- **TOTAL MAY 2017 ISSUE QUALIFIED DISTRIBUTION:** 80,011

73%

OF LASER FOCUS WORLD SUBSCRIBERS SAID THEY USE THE MAGAZINE TO IDENTIFY POTENTIAL PRODUCTS OR SERVICES.

Source: 2017 *Laser Focus World* Readership Study

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WORLDWIDE REACH

Photonics and optoelectronics encompass multiple technologies underpinning numerous applications from consumer, entertainment, and computing to defense, homeland security, and industrial markets. In 2018, *Laser Focus World* offers a variety of opportunities to expand your reach globally via our eNewsletters, Website, list rental, and BPA-audited magazine. In addition to reaching decision-makers for lasers, optics, imaging, spectroscopy, lighting, and microscopy through *Laser Focus World*, you can target decision-makers in specific markets through our *BioOptics World*, *Industrial Laser Solutions for Manufacturing*, and *Vision Systems Design* brands.

TOTAL AUDIENCE BY CHANNEL



Unless otherwise stated: publisher's own data; numbers are per month.
(No attempt has been made to deduplicate recipients across all channels.) Asia includes from Asia and Asia-Pacific.

AUDIENCE PROFILE

Influence qualified buyers for your products

When you place your marketing message with *Laser Focus World*, you're investing in quality editorial and circulation that add up to the best value in the industry. You'll reach your target market—engaged professionals in key purchasing roles—effectively and efficiently. *Laser Focus World* is the only BPA-audited photonics-focused publication with 100% of subscribers indicating purchase involvement¹ for photonics-related products, and 100% of subscribers directly requesting a subscription.¹

RECOMMEND, SPECIFY, OR PURCHASE

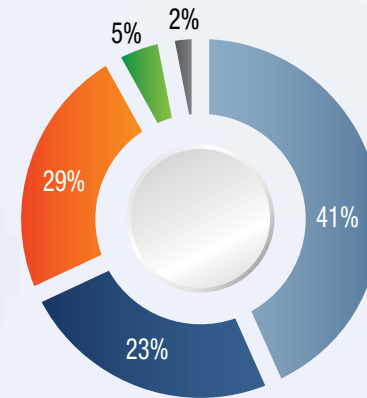
Products/Systems

Cameras & Arrays	21,598
Coatings	26,090
Detectors & Sensors	24,344
Displays	14,568
Electronics & Signal Analysis Equipment	17,804
Fiber Optic Components and Systems	20,359
Imaging Components & Systems	19,353
Lasers	27,617
Laser Systems	20,004
Laser Accessories	15,377
LEDs & Other Light Sources	30,306
Manufacturing, Equipment & Supplies for Photonic Components	12,406
Materials & Chemicals	14,603
Optical Components	40,384
Positioning/Vibration Isolation Equipment	17,181
Services	11,352
Software	20,493
Test and Measurement Equipment	26,132

DESIGN, MANUFACTURE, AND/OR PROVIDE RESEARCH FOR PHOTONIC/OPTOELECTRONIC SYSTEMS

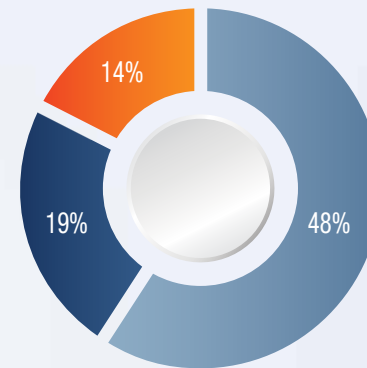
Applications

Astronomy	17,446
Aviation/Aerospace	22,053
Biotechnology	19,258
Chemistry, Chemical Engineering	17,016
Communications	24,004
Displays/Entertainment	11,538
Forensic Science	3,907
Holography	7,978
Imaging	17,295
Inspection/Identification	19,877
Life Sciences	13,635
Material Processing	20,055
Materials Research	14,677
Medical/Therapeutic	12,901
Microscopy	11,117
Military/Defense	13,791
Optical Data Storage	8,492
Process Control	14,636
Reprographics/Printing	6,859
Robotics	12,142
Security/Biometrics	8,780
Semiconductor Processing	10,302
Sensing & Monitoring	16,249
Signal Processing or Computing	14,051
Solar/Photovoltaics	10,530
Solid-State Lighting/Illumination	13,845
Spectroscopy	12,304
Test and Measurement	19,953
Ultrafast or Time-Resolved Studies	7,104
Other	2,965



PRIMARY JOB FUNCTION¹

- Design/Manufacturing/Production/Measurement/Packaging/Assembly Engineering & Engineering Management
- Basic Research; Applied Research & Development; Education
- Executive Management
- Technical Services & Support
- Purchasing/Procurement



PRIMARY BUSINESS/OCCUPATION¹

- Manufacturer/OEM
- Engineering or Design Services/Consulting
- Laboratory (Industrial, Government, University/Hospital) Medical Practice

80,011 100% QUALIFIED SUBSCRIBERS¹



¹ Source: BPA Worldwide Brand Report, June 2017

LASERFOCUSWORLD.COM

Details subject to change. Contact your Business Solutions Manager for current information.

THE *LASER FOCUS WORLD* EDITORIAL TEAM

Conard Holton

Editor in Chief

B.A., University of Pennsylvania



Conard joined *Laser Focus World* in 1997 and founded *WDM Solutions* in 1999. In 2003, he became editor in chief of *Vision Systems Design*. Conard became editor in chief of *Laser Focus World* in 2011. He has 25 years of technology editing and writing experience.

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B.S., Rutgers University

M.S., University of Rochester



John has more than 15 years of experience as an optical systems engineer in photolithography, optical-disk technology, and other areas. He was formerly with Exxon, Kodak, GCA Corp. and MRS Technology.

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Gail Overton

Senior Editor

B.S., San Diego State University



Gail has more than 15 years of product marketing and engineering experience in optics, fiber optics, and test equipment. She was formerly with GTE Labs, Corning, Photon Kinetics, and Newport Corporation.

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Lee Dubay

Associate Editor

B.A., Curry College



Lee has more than 12 years of experience as a science and technology editor, having worked on multiple publications. She also works on *BioOptics World* and *Industrial Laser Solutions*.

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Active buyers rely on *Laser Focus World* magazine to research technology purchases and brands

Laser Focus World is the leading global publication serving engineering and research professionals who are decision-makers for photonics-related purchasing. With over 50 years of experience covering the technologies, products, and business requirements they manage on a daily basis, *Laser Focus World* attracts more than 80,011 qualified professionals worldwide, 100% of whom influence purchase decisions and 100% of whom request their subscription, as audited each year by BPA.¹ *Laser Focus World* is also distributed at many industry events (see Editorial Calendar).

LASER FOCUS WORLD MAGAZINE:

Newsbreaks

Top stories on the latest advances in photonics research.

World News

Analysis of technical breakthroughs and recent developments in photonics technologies and applications around the world.

Photonics Products

In-depth, objective Product Focus articles written from an engineer's perspective and covering categories such as specialty fiber, laser diodes, molded optics, scanning systems, and laser safety equipment.

Photonics Applications

Feature series reporting on the applications for photonics products in key markets, ranging from laser lighting and standoff spectroscopy to flow cytometry and 3D printing.

Technical Features

Contributed articles from industry experts on a wide range of photonics technologies and applications.

Business Forum

Milton Chang, managing director of Incubic Venture Fund and former CEO/President of Newport and New Focus, shares his expertise from more than 20 years in the photonics industry.

Market Insights

This column taps into perspectives on global optics and photonics markets, with industry insiders citing examples and statistics from tradeshows and conferences, market research reports, and their own business expertise.

LASER FOCUS WORLD ONLINE:

News

Daily updates of the latest news about the business and technology of photonics.

Special Features

Technical articles about current photonics technology.

Video

A growing library of videos enhances our coverage of photonics research, applications, and products.

Photon Focus Blog

Informed opinions and personal commentary on photonics, from lasers and optics to fiber optics, imaging, and software.

Industry Blogs

Technology and business commentary from industry insiders with unique perspectives on current events.

Buyer's Guide

Online searchable database provides a valuable resource for engineers and scientists seeking photonics product information.

Webcasts

Interactive "short courses" presented by industry experts and broadcast live cover a broad range of technical topics.

eNewsletters

Delivering up-to-date news, technology articles, product information, and more directly to the desks and mobile devices of up to 51,000 photonics engineers, researchers, and technical professionals.

Archives

Readers can access the largest searchable collection of in-depth technology content about the photonics industry from our 20-year magazine archive.

¹ Source: BPA Worldwide Brand Report, June 2017

CONTRIBUTOR GUIDELINES

We welcome industry news items, ideas for technical articles, new product releases and calendar information for publication in *Laser Focus World* magazine and online. Please follow the guidelines below:

Feature Ideas

Although many of our feature topics are coordinated with the Editorial Calendar included in this guide, we regularly publish additional technical features in the magazine and online about advances in optics and photonics technologies, written by leading scientists and engineers.

- Check the editorial calendar for planned topics: Typical lead time is three months
- Send ideas (a couple of paragraphs will do) to Conard Holton: cholton@pennwell.com
- Follow up with a phone call (603-891-9161) or email

Technical News and Advances

We are always interested in ideas for technical news stories. Tell us how the development advances technology. What are its benefits? What are the likely applications?

- Send technical news releases to Conard Holton: cholton@pennwell.com
- Include the email address and phone number of the contact for more information
- Images can be attached in a separate file (jpeg, tiff, eps, or psd formats preferred)
- Video content can be emailed to: cholton@pennwell.com

Industry (Business & Markets) News

Published online, typical industry news includes financial reports, executive changes, major contract awards, mergers and acquisitions, market research reports, and industry events.

- Send press releases to Gail Overton: gailo@pennwell.com
- Include a contact name, phone number, and email address

New Products

Keep new product press releases short (less than 200 words) and to the point. Stick to the facts: what's new, the benefits, what market is the product aimed at, and who to contact for more information. Please include the company website address.

- Send new product information to: LFWNewProducts@pennwell.com (One copy to this email address is adequate)
- Include the email address of the person we should contact for more information
- Include a high-resolution color image in a separate file (jpeg, tiff, eps, or psd formats preferred)

Letters to the Editor

If you would like to comment on something that appeared in the magazine or on our website, send us a letter or email — we'd like to know what you think.

- Send to Lee Dubay: leed@pennwell.com
- Include your address and phone number
- Keep it short (100-200 words)
- You can also click on "About Us" at www.laserfocusworld.com

Calendar Updates

Our "Calendar of Events" is published online and is updated regularly with relevant shows and conferences.

- Send event information to Lee Dubay: leed@pennwell.com
- Include name of event, date, location and event website
- Include a contact name, phone number, and email address

THE LASER FOCUS WORLD EDITORIAL TEAM

Barbara Gefvert

*B.S., Michigan State Univ., M.S., Southern NH Univ.
Editor in Chief, BioOptics World*



Barbara has worked as a journalist covering high tech for more than 25 years, including a decade as Editor in Chief of

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*Senior Analyst,
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Strategies Unlimited*



Nogee has more than 25 years of experience in the electronics industry in hardware and software development in addition

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*Business Forum, Contributing Columnist
BS Engineering, University of Illinois
PhD California Institute of Technology*



Milton Chang is managing partner of Incubic. He was president of Newport and New Focus, which he took public. The

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*Contributing Editor, Germany
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Andreas is the Managing Director of THOSS Media (Berlin) and has many years of

experience in photonics-related research, publishing, marketing, and public relations. He worked with John Wiley & Sons until 2010, when he founded THOSS Media. In 2012 he founded the scientific journal *Advanced Optical Technologies*. His university research focused on ultra-short and ultra-intense laser pulses and he holds several patents.

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Members of:



SPIE.



Connectiv



MULTICHANNEL MARKETING/MARKETING MIX

Today's educated buyers consume information at all hours of the day and from a wide variety of sources; they search the web, read trade magazines, watch videos and webcasts, read eNewsletters, download apps, and travel to tradeshows, all in the pursuit of the latest information to help them do their jobs.

THE CHALLENGE

Finding the best mix of the many options available to reach and influence these buyers as they navigate numerous channels can be difficult. Using one marketing vehicle exclusively in the hopes of reaching prospects at the right point in their buying cycle may result in buyers seeing your message too late, or not at all.

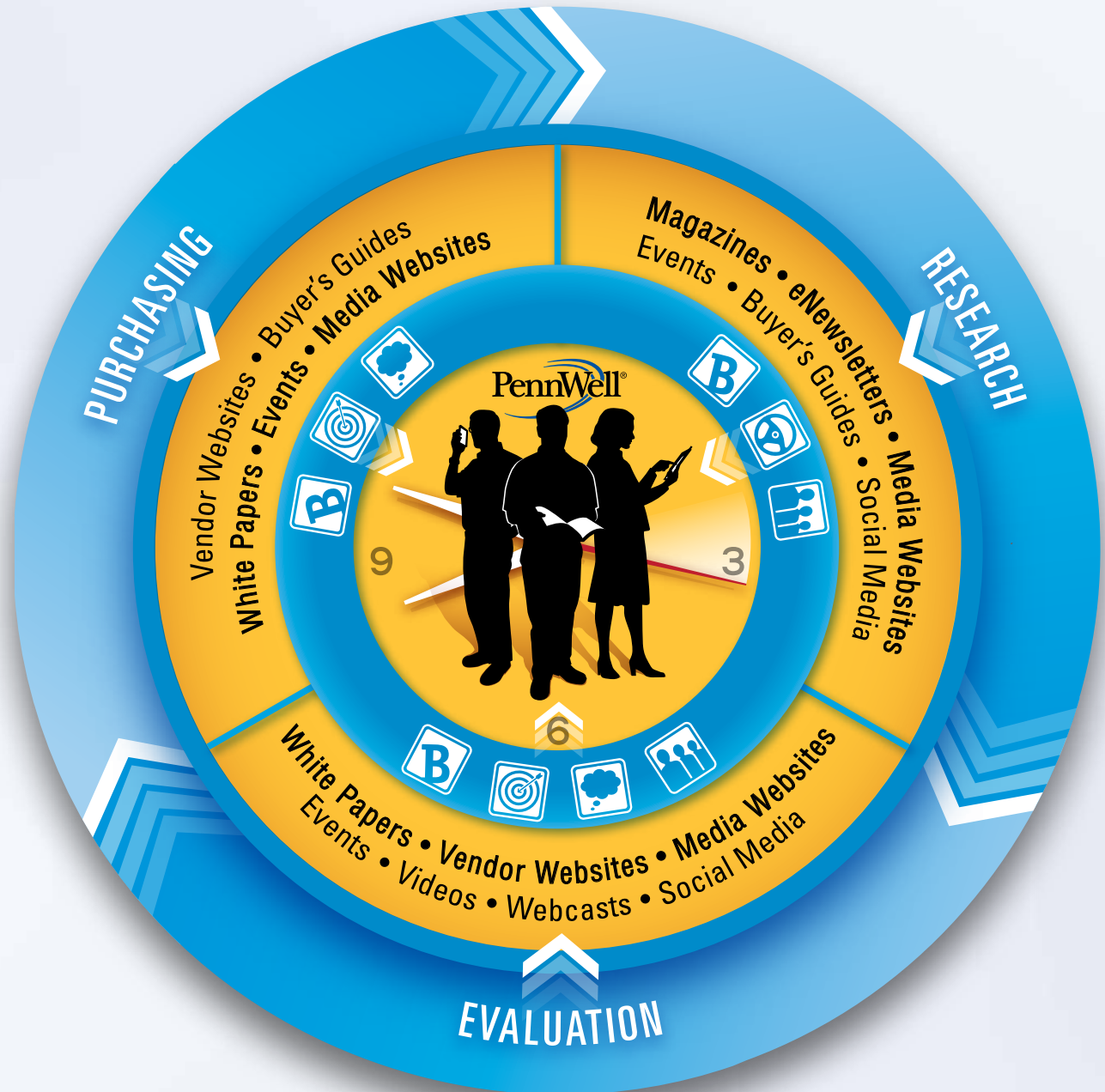
Spreading your message out across too many channels may leave you with too little frequency in any channel to make a memorable impression.

THE SOLUTION

Solving this challenge requires an understanding of how various information channels work in concert to reach and engage your prospects throughout the buying process. Creating an organized and well-planned strategy, with consistent presence in multiple channels that qualified buyers rely on, helps ensure your message reaches them often and effectively during their knowledge gathering.

THE WINNING MARKETING MIX

At *Laser Focus World*, we have the experience and the marketing options to reinforce your message to qualified decision-makers throughout the buying process. We look forward to the opportunity to work with you to create a winning marketing mix.



MULTICHANNEL MARKETING / MARKETING MIX .. CONTINUED

Your Marketing Campaign Objectives



A **Brand Awareness** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the laser and photonics community.



A **Traffic Driving** campaign is designed to push photonics professionals to your website or other online offerings.



A **Lead Generation** campaign provides targeted sales leads by actively generating interest from decision-makers and prospects in the laser and photonics community.



A **Social Engagement** campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.



A **Thought Leadership/Education** campaign authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view – building business over the long term.

Your Marketing Approach



In a **Push Marketing** approach, we create consumer demand by delivering your information directly to key industry professionals who have previously indicated an interest in a topic related to your products and services.



In a **Pull Marketing** approach, your campaign is seen by industry professionals as they actively seek out information via search or browse vehicles.

Match your campaign objectives to our solutions

These icons appear throughout the media guide for easy identification of each product's primary benefits.

Our Solutions

	Your Marketing Campaign Objectives					Marketing Approach	
	 Brand	 Traffic	 Lead	 Social	 Thought	 Push	 Pull
Audience Extension	●	●					●
Magazine Display Advertising	●	●				●	●
Magazine Product Showcase	●	●					●
Buyer's Guide (Print & Online)	●	●	●			●	●
Home-page Plus Banners (Leaderboard, Wide Skyscraper, Rectangle)	●	●					●
Pushdown Rich Media Banner	●	●					●
Topic Center Banner	●	●					●
eNewsletter Banner	●	●				●	
Technical Digest Sponsorship	●		●		●	●	
Webcast Sponsorship	●		●		●	●	●
White Paper Sponsorship	●		●		●		●
Video Sponsorship	●				●		●
AdFlex	●	●		●	●		●
List Rental	●	●	●			●	
Native Advertising	●	●			●		●

2018 INTEGRATED EDITORIAL CALENDAR

January – March

		JANUARY	FEBRUARY	MARCH
		Ad Deadline: 12/21 Material Due: 12/28	Ad Deadline: 1/23 Material Due: 1/26	Ad Deadline: 2/8 Material Due: 2/13
Laser Focus World Magazine	Special Focus	Photonics Products: Laser Coolers	Photonics Applications: Wearable Photonics	Photonics Products: Raman Spectrometers
	Detectors & Imaging	Quantum Photonics for Sensing	Photodetectors	News/Products
	Lasers & Sources	Fiber Lasers	News/Products	High-Power Laser Diodes
	NEW How to Choose a Laser Series		How to Choose a Laser	
	Optics	Thin Film Coatings	Aspheres	Nonlinear Optics
	Fiber Optics	Fiber Splicing	News/Products	Mode-Division Multiplexing
	Software & Accessories	Power Meters	Nanopositioning Systems	Optical Design Software
	Test & Measurement	Spectrometers	News/Products	News/Products
	Extras	Annual Laser Market Review & Forecast SPIE Photonics West Preview - Print		
	BioOptics World	Optical Coherence Tomography Image-Guided Applications	Microscopy Illumination	Spectroscopy Bioimaging
Laser Focus World eNewsletters	2-Jan News & Products	6-Feb Optics	6-Mar News & Products	
	4-Jan Optics	8-Feb News & Products	8-Mar LASER China Preview	
	9-Jan Fiber Optics	13-Feb Lasers & Sources	13-Mar Motion Control	
	11-Jan Marketplace Seminar (Lasers & Sources)	15-Feb Test & Measurement	15-Mar Spectroscopy	
	16-Jan Spectroscopy	20-Feb Optical Filters	20-Mar Lasers & Sources	
	18-Jan Photonics West Preview	21-Feb Software	22-Mar Optical Engineering Exchange	
	23-Jan Detectors & Imaging	22-Feb Detectors & Imaging	27-Mar Detectors & Imaging	
25-Jan Optical Engineering Exchange	28-Feb Optical Engineering Exchange	29-Mar Fiber Optics		
BioOptics World eNewsletters	3-Jan Bioimaging	7-Feb Biophotonics Techniques	7-Mar Bioimaging	
	10-Jan Biophotonics Tools	21-Feb Bioimaging	14-Mar Biophotonics Tools	
	17-Jan Product Showcase	28-Feb Biomedicine	21-Mar Product Showcase	
	24-Jan Bioscience		28-Mar Bioscience	
Laser Focus World Webcasts	Solid-State Gain Media	Laser Coolers	Laser Noise Specifications	
BioOptics World Webcasts		Fluorescence		
Shows 2018	SPIE Photonics West/ BIOS (Jan 27-Feb 1, San Francisco)	LASER World of Photonics China (Mar 14-16, Shanghai)	OFC (Mar 13-15, San Diego, CA) LAM/LME (Mar 27-29, Schaumburg, IL) OSA Biophotonics (Apr 3-6, Hollywood, FL)	

2018 INTEGRATED EDITORIAL CALENDAR .. CONTINUED

April – June

		APRIL Ad Deadline: 3/16 Material Due: 3/21	MAY Ad Deadline: 4/13 Material Due: 4/18	JUNE Ad Deadline: 5/21 Material Due: 5/24	
Laser Focus World Magazine	Special Focus	Photonics Applications: Photonics for IoT	Photonics Products: sCMOS Cameras	Photonics Applications: Light-Based Energy Production	
	Detectors & Imaging	Advances in Imaging	Machine Vision/Learning	VR/AR Displays	
	Lasers & Sources	Military Lasers	Scientific Lasers	News/Products	
	NEW How to Choose a Laser Series	How to Choose a Laser		How to Choose a Laser	
	Optics	Infrared Optics	Optical Manufacturing	News/Products	
	Fiber Optics	News/Products	Photonic Crystal Fibers	News/Products	
	Software & Accessories	News/Products	News/Products	Laser Drivers	
	Test & Measurement	3D Surface Metrology	Advances in Spectroscopy	Advances in Test & Measurement	
	Extras				
	BioOptics World	Fluorescence Biomedical Optics	Quantitative Imaging Photoacoustics	Cell Biology Translational Research	
Laser Focus World eNewsletters		3-Apr News & Products 5-Apr Lasers & Sources 10-Apr Defense & Security 12-Apr Detectors & Imaging 17-Apr Test & Measurement 19-Apr Optical Coatings 24-Apr Optical Engineering Exchange 26-Apr Positioning, Support, & Accessories	1-May News & Products 3-May Optics 8-May Fiber Optics 10-May Infrared Optics 15-May Lasers & Sources 17-May Software 22-May Optical Engineering Exchange 24-May Spectroscopy	5-Jun News & Products 7-Jun Science & Research 12-Jun Detectors & Imaging 14-Jun Motion Control 19-Jun Optics 21-Jun Detectors & Imaging 26-Jun Lasers & Sources 28-Jun Test & Measurement	
	BioOptics World eNewsletters		4-Apr Biophotonics Techniques 11-Apr Bioimaging 25-Apr Biophotonics Tools	2-May Biomedicine 9-May Bioimaging 16-May Product Showcase 23-May Biophotonics Techniques	6-Jun Bioscience 13-Jun Biophotonics Tools 20-Jun Bioimaging 27-Jun Biophotonics Techniques
		Laser Focus World Webcasts	Raman Spectrometers	Infrared Optics	Photodetectors
		BioOptics World Webcasts	Quantitative Imaging		Optical Coherence Microscopy
	Shows 2018	SPIE DCS (Apr 17-19, Orlando, FL)	CLEO (May 15-17, San Jose) Lasys (Jun 5-7, Stuttgart, Germany)	OSA Imaging & Applied Optics (Jun 25-28, Orlando, FL)	

2018 INTEGRATED EDITORIAL CALENDAR .. CONTINUED

July – September

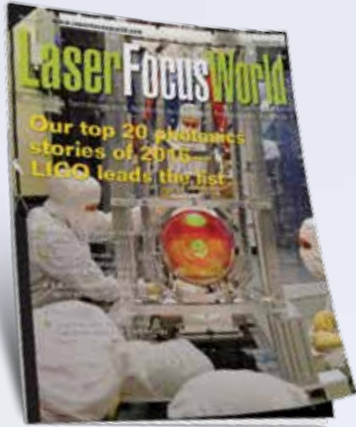
		JULY Ad Deadline: 6/15 Material Due: 6/20		AUGUST Ad Deadline: 7/19 Material Due: 7/24		SEPTEMBER Ad Deadline: 8/16 Material Due: 8/21	
Laser Focus World Magazine	Special Focus	Photonics Products: Visible Fiber Lasers		Photonics Applications: Atmospheric Sensing		Photonics Products: Nanopositioning Systems	
	Detectors & Imaging	News/Products		Hyper/Multispectral Imaging		Microdisplays	
	Lasers & Sources	OLEDs		News/Products		Novel Lasers	
	NEW How to Choose a Laser Series			How to Choose a Laser			
	Optics	Laser Optics		Astronomy		Imaging Optics	
	Fiber Optics	Fiber Sensing		Fiber Delivery Systems		News/Products	
	Software & Accessories	Motion Control		Modelling		Advances in Thin Film/Coatings Design	
	Test & Measurement	News/Products		News/Products		Interferometry	
	Extras						
	BioOptics World	Optical Coherence Tomography Optical design		Advanced imaging Light Sources		Spectroscopy Light-Tissue Interaction	
Laser Focus World eNewsletters	3-Jul News & Products		7-Aug News & Products		4-Sep News & Products (Integrated Photonics)		
	5-Jul Optical Filters		9-Aug Detectors & Imaging		6-Sep LEDs		
	10-Jul Detectors & Imaging		14-Aug Optics		11-Sep Optics		
	12-Jul Optics		16-Aug Test & Measurement		13-Sep Solar Energy		
	17-Jul Fiber Optics		21-Aug Defense & Security		18-Sep Spectroscopy		
	19-Jul Spectroscopy		23-Aug Science & Research		20-Sep Detectors & Imaging		
	24-Jul Lasers & Sources		28-Aug Lasers & Sources		25-Sep Fiber Optics		
BioOptics World eNewsletters	26-Jul Optical Engineering Exchange		30-Aug Software & Accessories		26-Sep Marketplace Seminar (Lasers & Sources)		
	11-Jul Bioimaging		1-Aug Biophotonics Techniques		27-Sep Optical Engineering Exchange		
	18-Jul Product Showcase		8-Aug Bioscience		5-Sep Bioscience		
25-Jul Biomedicine		15-Aug Biophotonics Tools		12-Sep Bioimaging			
		22-Aug Bioimaging		19-Sep Product Showcase			
				26-Sep Biomedicine			
Laser Focus World Webcasts	Laser Optics		Fiber Lasers		Hyperspectral Imaging		
BioOptics World Webcasts			Photoacoustics				
Shows 2018			SPIE Optics + Photonics (Aug 21-23, San Diego)		OSA Frontiers in Optics (Sep 16-20, Washington, DC)		

2018 INTEGRATED EDITORIAL CALENDAR .. CONTINUED

October – December

		OCTOBER Ad Deadline: 9/21 Material Due: 9/26	NOVEMBER Ad Deadline: 10/19 Material Due: 10/24	DECEMBER Ad Deadline: 11/15 Material Due: 11/20	
Laser Focus World Magazine	Special Focus	Photonics Applications: Noninvasive Medical Treatment	Photonics Products: Lidar Systems	Photonics Applications: Transportation	
	Detectors & Imaging	News/Products	Photovoltaics	Advances in Microscopy	
	Lasers & Sources	Ultrafast Laser Machining	Non-Laser Light Sources	News/Products	
	NEW How to Choose a Laser Series	How to Choose a Laser		How to Choose a Laser	
	Optics	Optical Materials	Advances in Optical Systems	News/Products	
	Fiber Optics	Photonics for Data Centers	News/Products	News/Products	
	Software & Accessories	Vibration Control	News/Products	News/Products	
	Test & Measurement	News/Products	Beam Profiling/Characterization	Mini-Spectrometers	
	Extras			Annual Top 20 Technology Review SPIE Photonics West Preview - Online	
	BioOptics World	Microscopy Fluorescence	Neuroscience Novel Optics	Raman Spectroscopy In-vivo	
Laser Focus World eNewsletters		2-Oct News & Products (Smart Photonics) 4-Oct Lasers & Sources 9-Oct Optical Filters 11-Oct Detectors & Imaging 16-Oct Optics 18-Oct Software 23-Oct Optical Engineering Exchange 24-Oct Marketplace Seminar (Lasers & Sources) 25-Oct Test & Measurement	6-Nov Optics 8-Nov News & Products (Displays) 13-Nov Lasers & Sources 15-Nov Spectroscopy 20-Nov Optical Engineering Exchange 21-Nov Fiber Optics 27-Nov Optical Coatings 28-Nov Marketplace Seminar (Lasers & Sources) 29-Nov Detectors & Imaging	4-Dec News & Products (Lithography) 6-Dec Lasers & Sources 11-Dec Optical Filters 13-Dec Motion Control 18-Dec Optics 20-Dec Detectors & Imaging 21-Dec Marketplace Seminar (Lasers & Sources) 27-Dec Optical Engineering Exchange	
	BioOptics World eNewsletters		3-Oct Bioimaging 17-Oct Bioscience 24-Oct Biophotonics Techniques 31-Oct Biophotonics Tools	7-Nov Bioimaging 14-Nov Product Showcase 28-Nov Bioscience	5-Dec Bioimaging 12-Dec Biophotonics Techniques 19-Dec Biomedicine
		Laser Focus World Webcasts	Fiber Optics	Spectroscopy	Lidar Systems
		BioOptics World Webcasts	Neuroscience Techniques		Bioimaging
		Shows 2018	ICALEO (Oct) FABTECH (Nov 6-8, Atlanta, GA)	Neuroscience (Nov. 3-7, San Diego, CA) Cell Biology (Dec. 8-12, San Diego, CA)	

MAGAZINE MECHANICAL SPECIFICATIONS



FTP SITE UPLOAD INSTRUCTIONS FOR ELECTRONIC SUBMISSIONS

Files will need to be stuffed or zipped prior to uploading. This site can accept files up to 250MB in size. Log on to <http://digitalads.pennwell.com>, select LFW in the scroll-down menu, fill in the required information, and select Upload the ad. Once complete, please fax a copy of the ad to 918-831-9415.

COLOR PROOF: PennWell is not responsible for ads sent in without proofs or ad material not meeting our electronic specifications. If color matching is critical, a high-quality color match proof must be supplied. Color match on ads will not be guaranteed if you do not provide a high-quality color match proof.

MECHANICAL SPECIFICATIONS

PennWell prefers ad material supplied as PDFs with PDF/X-1a format option. We also accept ads built in the following programs:

INDESIGN: All current versions. Please run InDesign's "Package" command to collect all files. This is our preferred page layout program.

QUARKXPRESS: All current versions. Use the Collect for Output function to extract your document and artwork. Please Note: If Collect for Output does not collect the fonts, you will need to collect them manually.

ADOBE ILLUSTRATOR: All current versions. Please include fonts.

PHOTOSHOP: Photoshop files should be saved as a PDF/X-1a:2001. Use CMYK colors, 300 dpi with preview of 8 bits/pixel and binary encoding.

PDF: We prefer PDF files to be saved as PDF/ X-1a format. If PDF/X-1a files cannot be supplied, send "Press Optimized" format option.

- Any guidelines or formats not followed in these specifications may cause your ad to not reproduce correctly. This may cause delays and/or additional charges. PennWell cannot guarantee reproduction of files that do not meet our specifications.

ADDITIONAL SPECIFICATIONS

- File names should only include the following characters:
 - Any alpha or numeric
 - Space(s) or period
 - Hyphen
 - Underscore
- Images should not be enlarged or reduced more than 10% in the page layout program.
- Full-page ads should be created to the final trim size of the magazine and bleed outside of that if needed.
- Please add bleeds to all ads when necessary. Use 9 points or .125" minimum for bleed on outside edges.
- Do not use Font Styles from the Style menu in page layout program other than: All Caps, Small Caps, Superscript, Subscript, and Superior. Use the appropriate font for styles such as italic or bold.
- We do not accept TIFF/IT or JPEG for magazine ad material.
- Sending in RGB images or ad files is not recommended. All images and files should be converted to CMYK or CMYK+Pantone before being sent to PennWell. We will automatically convert any supplied RGB files to CMYK for printing, but we cannot guarantee results.



MANUFACTURER'S PRODUCT SHOWCASE

This special section in every issue of *Laser Focus World* magazine promotes your products to over 80,011 qualified buyers worldwide¹. With 73% of *Laser Focus World* subscribers using magazines to research products,² the Product Showcase is a cost-effective way to ensure your products are always visible to buyers. And there is no cost to create your ad—we create it from your supplied text and images.



BUSINESS RESOURCE CENTER

Included in every issue of *Laser Focus World*, this classified section is ideal for advertising business opportunities, consulting, recruitment, used equipment, and other services.

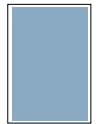
Rates are per column inch (net) and are not agency-commissionable.

PUBLICATION TRIM SIZE:
8" x 10.5" (203 x 267 mm)
No charge for bleed.



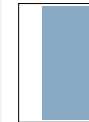
FULL PAGE SPREAD

Live Area: 15 x 9.5" (381 x 241 mm)
Trim: 16 x 10.5" (406 x 267 mm)
Bleed: 16.25 x 10.75" (413 x 274 mm)



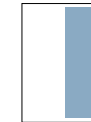
FULL PAGE

Live Area: 7 x 9.5" (178 x 241 mm)
Trim: 8 x 10.5" (203 x 267 mm)
Bleed: 8.25 x 10.75" (210 x 274 mm)



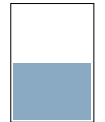
1/2 PAGE

Live Area: 4.5 x 9.5" (114 x 241 mm)
Bleed: 5.25 x 10.75" (133 x 274 mm)



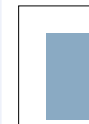
1/2 PAGE VERTICAL

Live Area: 3.375 x 9.5" (86 x 241 mm)
Bleed: 4.125 x 10.75" (105 x 274 mm)



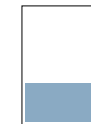
1/2 PAGE HORIZONTAL

Live Area: 7 x 4.875" (178 x 124 mm)
Bleed: 8.25 x 5.5" (210 x 140 mm)



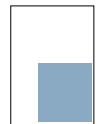
1/2 PAGE ISLAND

Live Area: 4.5 x 7.375" (114 x 187 mm)
Bleed: 5.25 x 8.25" (133 x 210 mm)



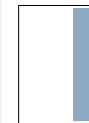
1/2 PAGE HORIZONTAL

Live Area: 7 x 3.3125" (178 x 84 mm)



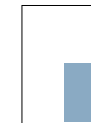
1/2 PAGE SQUARE

Live Area: 4.5 x 4.875" (114 x 124 mm)



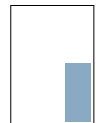
1/2 PAGE VERTICAL

Live Area: 2.25 x 9.5" (57 x 241 mm)



1/2 PAGE VERTICAL

Live Area: 3.375 x 4.875" (86 x 124 mm)



1/2 PAGE VERTICAL

Live Area: 2.25 x 4.875" (57 x 124 mm)

MAGAZINE DIGITAL EDITION

The digital edition of *Laser Focus World* magazine, viewed online or as a PDF by our qualified subscribers, offers unique, effective, and measurable digital advertising opportunities—such as cover sponsorships, email announcement sponsorships, bellybands, blow-ins (interstitials), and embedded video/audio—as well as traditional advertising units. All ads in *Laser Focus World* magazine appear in both the print and digital editions.



Cover Sponsor

Placed adjacent to the magazine cover, your full-page ad is the first thing users see when opening the interactive digital edition. This ad supports multimedia and can link to other advertising within the issue or to more information on your corporate website. (Use magazine full-page specifications.)

Video

Engage thousands of buyers and specifiers with one of the most effective media platforms available. Video can appear anywhere on your ad in the digital edition.



Table of Contents Banner

Appearing in the left-hand column beneath the Table of Contents, this 180 x 150 banner (jpg, .gif, or animated .gif) stays in position throughout the digital edition.

This banner supports image maps, giving you the option to include multiple links in one image. (This option changes the specifications to 170 x 140.)

Blow-In

Blow-In banners (500 x 300; jpeg, .gif, animated .gif) can be positioned on any page. Embed polling, contests, or mini surveys to further engage your audience and increase market penetration.

This banner supports image maps, giving you the option to include multiple links in one image. (This option changes the specifications to 490 x 290.)

Leaderboard

This 728 x 90 banner (jpg, gif, or animated gif; plus URL link) appears on EVERY page throughout the digital edition giving your company outstanding visibility. Your ad will remain with the issue even when it is archived, expanding your message even further.

Belly Band

Placed right on the magazine cover, there is no better way to announce a new product or drive traffic to your booth at an upcoming event. (Specifications: 500 x 175; jpg, gif, or animated gif plus URL.)

Slideshow

Promote an entire product line and/or your company's various capabilities with a 2-50 photograph slideshow on any page in the digital edition. Corporate logo, URL, and photo captions help brand your company as an industry leader to thousands of potential buyers worldwide.

BUYER'S GUIDE

Expand your BUYER'S GUIDE coverage with a combined print & online package!

Laser Focus World Buyer's Guide integrated packages ensure that your company is prominently represented in the "Who's Who" and "What's What" global resource filled with top suppliers of manufacturers of lasers, optics and photonics products.



TOP REASONS TO PARTICIPATE IN THE BUYER'S GUIDE

- 1. Improve your search ranking** Looking to increase the SEO rating of your site? — you need to participate in our Buyer's Guide. Our media experts have optimized our site for Search Engine Marketing. Inbound links from our Buyers Guide site to your company website are high quality, high authority links that will increase your page ranking efforts.
- 2. Professionals rely on our Buyer's Guide** The Buyer's Guide reaches the most important buyers of laser and photonics-based products beginning with the first stage of the purchase process: when they are actively researching solutions for their projects.
- 3. Our multi-channel media network** The *Laser Focus World* Buyer's Guide is more than

just a magazine. It includes an online Buyer's Guide which gets promoted through our website, eNewsletters, articles and special promotions.

- 4. ALL ACCESS is EASY** If you are worried about maintaining your product information, or just want to ensure that thousands of prospects worldwide are finding your products, sign-up for our ALL ACCESS program. We'll take care of it for you.

90%
OF SUBSCRIBERS USE THE BUYER'S GUIDE IN THEIR PURCHASING PROCESS.
Source: 2017 *Laser Focus World* Readership Study



Exclusive to *Laser Focus World!*

Laser Specification Tables simplify the evaluation process

TIER 1 Full Page Magazine Ad

Includes: Full page display magazine deliverables, Select Plus magazine deliverables, and All Access online deliverables

TIER 2 Full Page Magazine Ad

Includes: Full page display magazine deliverables, Select Plus magazine deliverables, and Select Plus online deliverables

TIER 3 Half-Page Magazine Ad

Includes: Select Plus magazine deliverables, and Select Plus online deliverables

TIER 4 Third-Page Magazine Ad

Includes: Select Plus magazine deliverables, and Select Plus online deliverables

BUYER'S GUIDE

MAGAZINE DELIVERABLES MAGAZINE DEADLINE: DECEMBER 15, 2017

March 2017 Print Upgrades	FULL PAGE DISPLAY ADVERTISERS	SELECT PLUS	SELECT	FREE
Categories (including dot charts)	20	10	5	5
Laser Spec Table Products (per Table)	10	10	5	5
Bold-Faced Listing in Categories	Y	Y		
Boxed Listing in Categories		Y		
Logo in Categories		5		
Company Logo in A-Z Directory		Y	Y	
Bold-Faced Listing in A-Z Directory	Y	Y	Y	
Listing in Colored Box in A-Z Directory		Y		
Company Description in A-Z (# of words)	30	30	30	
Cross-Reference to Your Ad	Y			

ONLINE DELIVERABLES – LIVE for 12 months!

	ALL ACCESS	SELECT PLUS	SELECT	FREE
Full-service, including weekly content updates	Y	N/A	N/A	N/A
Company-branded expanded profile	Y			
Company Logo	Y	Y		
Contact Button for Users to Email You	Y	Y		
Company Description (# of words)	Unlimited	50	30	30
Categories	Unlimited	15	10	5
Laser Specification Table Entries	15	10	5	5
Priority Returns in Browse Results	Top Results	2nd Results	3rd Results	
Highlighted Entry on Search Result Pages	Y			
Product Listings	Unlimited	10	5	
Product Description (# of words)	Unlimited	50	30	
Product Photos	6	1	1	
Product Photo Enlargement and Gallery	Y			
Product Resource Files (specs, brochures, etc.)	Unlimited			
Product Videos	Unlimited			
Additional Product Cost	N/A	\$99	\$99	
Event Listings	Unlimited			
Press Releases	Unlimited			
Resource Files (white papers, etc.)	Unlimited			
Blogs	Unlimited			
Videos	Unlimited			
Dedicated Email Promotion to Drive Traffic	Y			
Display of Your Company's Twitter, LinkedIn, and Facebook Feeds	Y			
Company Logo on LaserFocusWorld.com	Y			

Make your company more visible where buyers research and compare products online



The *Laser Focus World Buyer's Guide* is printed annually and updated online all year long for 2,828 visitors per month who need detailed information about products, systems, services, and companies during the complex buying process. Showcasing more than 4,200 companies across 700+ categories, the Buyer's Guide allows users worldwide to access targeted, timely, and valuable information through product comparisons, online interaction, and content from industry leaders. The online Buyer's Guide is specifically designed to enhance, expedite, and complete the buying process by providing indispensable user comments, industry news, and analysis.

With our **new full-service program** for All Access sponsors, our staff will review and update your listing weekly to ensure your information is current with your other marketing activities.

BEST VALUE!





Direct Access to Optics and Photonics Professionals

Laser Focus World's email, phone or postal lists connects you with highly engaged decision makers in the photonics industry.

LASER FOCUS WORLD'S LIST RENTAL CONTACTS ARE HIGHLY-QUALIFIED:

- **VERIFIED** - as purchasers of optics and photonics products and services
- **COMPREHENSIVE** - have been active within a 24-month period
- **TARGETED** - are identified by job function, industry served and/or purchase influence
- **UP-TO-DATE** - Our constantly updated content drives new photonics professionals to subscribe
- **COMPLIANT** - with the latest regulations and ethical standards



Two List Rental Options Designed To Meet Your Marketing Objectives

BASIC LIST RENTAL

Target your most desired prospects with *Laser Focus World* email, postal, and telephone list rental.

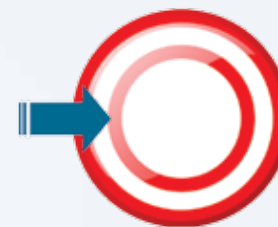
Select by job function, industry served, and/or purchase influence to bring your marketing message to photonics decision makers.

PENNTARGET **NEW!**

Enhanced List Rental with Multi-tiered Marketing Automation

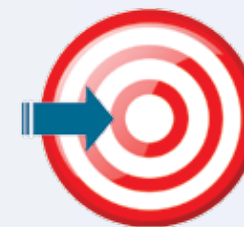
After your initial email deployment, you receive THREE additional opportunities to push your marketing message to potential customers. TEST new subject lines, new creative, and new content — plus, find out which days and times resonate best with your target audience.

PennTarget allows you to monitor user behavior and match your creative and subject line with the most engaging content.



Additional Send #1 Non-Opens

- Same Creative as Initial Send
- NEW Subject Line
- NEW Send Date & Time
- Detailed Report



Additional Send #2 Opens-No-Clicks

- DIFFERENT Creative
- Similar Content
- NEW Subject Line
- Detailed Report

HIGHLY ENGAGED



Additional Send #3 Opens-Clicks

- DIFFERENT Creative
- DIFFERENT Content
- NEW Send Date & Time
- NEW Subject Line
- Detailed Report

PennTarget allows you to monitor user behavior and increase engagement by modifying your HTML and subject line.

WEBSITE OVERVIEW



● QUICK STATS

Average Monthly Page Views:
150,000

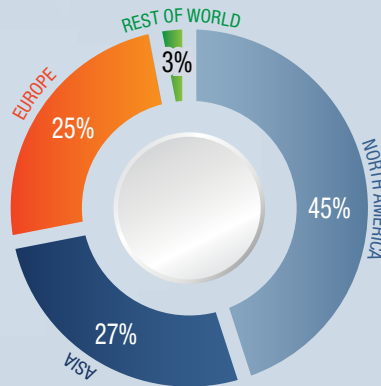
Average Monthly Visits:
92,000

Average Monthly Unique Visitors:
72,000

Average Length of Visit:
7 Minutes

Percentage of Page Views from Users on Mobile Devices: **16%**

LOCATION OF USERS



Reach the largest global online audience of optics and photonics professionals

LaserFocusWorld.com attracts a large audience of photonics professionals from across the Web. Our mix of original editorial content, links to valuable content on other relevant sites, and sponsored content makes it the first site decision-makers visit to research purchases and keep up with technology and industry news. This focus allows our large online library of multimedia and text-based content to place higher in search engine results, and attract a larger and more targeted audience to your advertising and lead-generation offers.

Homepage-plus banners on LaserFocusWorld.com generate broad awareness of your brand and product messaging among photonics professionals worldwide, and help drive targeted traffic to your website offers. Placement of your banner aligned with the content that our readers rely on helps increase affinity and preference for your company.

Homepage-plus banners appear throughout LaserFocusWorld.com, including:

- Homepage
- Magazine archive pages
- Video, digest, white papers, and webcast landing pages
- And other pages not included in Topic Centers (see page 20)

SPECIFICATIONS

POSITION	DISTRIBUTION	AD SPECIFICATIONS
Sticky Leaderboard	Homepage-plus	See page 21 for detailed specs
Skyscraper	Homepage-plus	300 x 600 pixels, 40k max. file size
AdFlex	Homepage-plus	See page 31 for detailed specs
Rectangle	Homepage-plus	300 x 250 pixels, 40k max. file size
Pushdown	Homepage-plus	See page 20 for detailed specs
Welcome Page	Article pages	See page 20 for detailed specs

NOTE: Banner animation must stop after 3 loops or 30 seconds for ALL banner positions listed above, and ad creative must be delivered as gif or jpg.

WE
STOP
THE
BOTS



We go to great lengths to make sure our brand-safe inventory targets humans while blocking bots and other invalid traffic.

Ask the other guys what they do.

WEBSITE: BANNERS PUSHDOWN & WELCOME PAGE

● CLOSED PUSHDOWN



● EXPANDED PUSHDOWN



PUSHDOWN

The Pushdown Banner is a highly interactive, rich media ad unit that provides impactful branding and direct-response opportunities. This premium position ad unit beneath *Laser Focus World's* navigation bar provides ongoing visibility, even when collapsed.

As one of the largest ad units available, the Pushdown Banner can support a more detailed message through the use of streaming video and multiple targeted links to your offers. It can also support an interactive form for capturing user contact information.

SPECIFICATIONS

STANDARD BANNER:

- COLLAPSED: 970 x 66, max. file size 40k
- EXPANDED: 970 x 418, max. file size 100k
- MOBILE BANNER: 300 x 250, max. file size 40k
- FILE FORMATS: gif or jpg

VIDEO BANNER:

- Collapsed Panel: 970 x 66 pixels, 60kb + click-through URL
 - Format: HTML5, .gif, .jpg
 - Expanded Panel: Logo: 239 x 68 pixels, 15kb
- OR
- Logo with Brand Copy: 239 x 46 pixels, 15kb logo w/ Brand Copy message up to 45 characters
 - Hyperlink: + Click-through URL
 - Full Background Image: 970 x 418 pixels, 40kb
The video player (400 x 300 pixels) will be on the right side of the panel, do not place content on this side or the video will cover your content.
 - Video: Max file size 4:3 aspect ratio video + click through URL
 - Video Format: Mp4 Only
 - File Format: HTML5, .gif, .jpg

WELCOME PAGE

For advertisers looking to make a major splash for a significant announcement or rebranding, the Welcome Page ad delivers the largest ad position available on the site that doesn't require user expansion. This exclusive banner is delivered to each article page visitor once every 24 hours for a week, resulting in a high concentration of impressions during the placement and a message that is hard to miss.

SPECIFICATIONS

- 800 x 600 pixels (max. file size: 80k)
- Animation accepted
- Format: gif or jpg



FREE SERVICE

FROM PENNWELL DIGITAL MEDIA SERVICES TEAM

Enhance Your Exposure...
Optimize Your Creative for
Action and Mobile

We do more than just traffic your delivered creative...we also finish it!

With your approval, our team can make valuable, appealing changes to final creative that give a distinct "call to action" if none is evident.

This alone has been shown to significantly increase click-through rates and draw out far better online interactions.

We are also committed to increasing your mobile device impression metrics.

Need rich media? We have solutions – all of this and more is part of our commitment to maximizing the exposure of your advertisement!

WEBSITE HOME PAGE & TOPIC PAGES



Your ad can run on the homepage or align your message with targeted content on a Topic Center page to attract focused prospects

The Homepage and Topic Center Banners are both effective marketing tools. The Homepage offers broader results while a Topics Center banner returns more focused results. A Topic Center banner allows you to align your message with relevant content, providing more targeted impressions. Your advertising message and offerings will be highly visible to professionals focused on the topic related to your products and services—targeted marketing at its very best.

TOPIC CENTER CATEGORIES

- Detectors & Imaging
- Lasers & Sources
- Positioning, Support & Accessories, Software
- Fiber Optics
- Optics
- Spectroscopy, Test & Measurement, Research



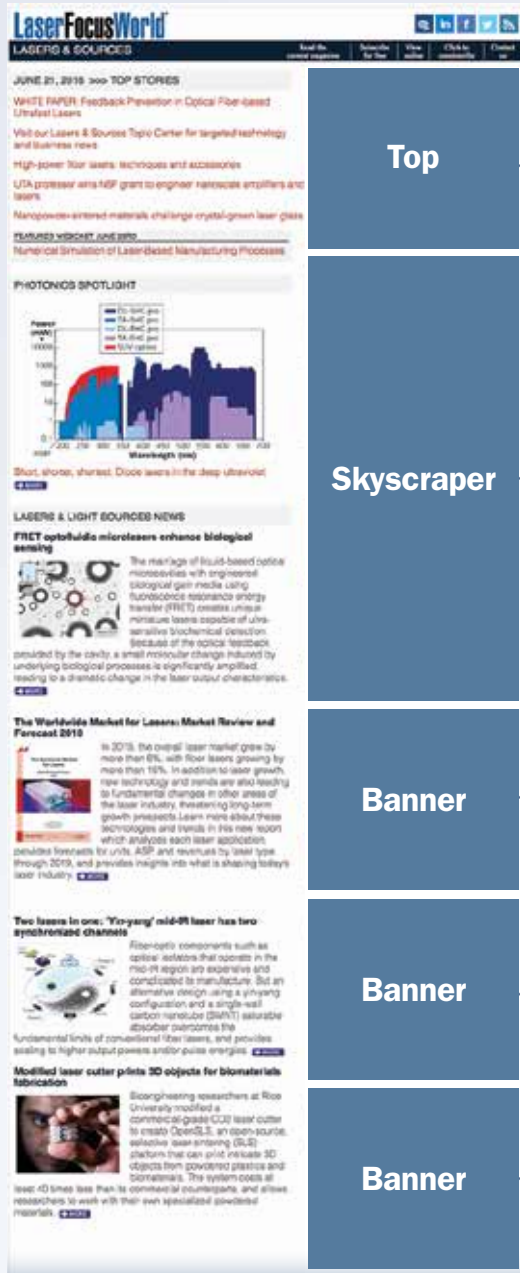
77%

OF SUBSCRIBERS UTILIZE THE
LASER FOCUS WORLD WEBSITE IN
THE RESEARCH AND/OR EVALUATION
PORTIONS OF THE BUYING PROCESS.

Source: 2017 Laser Focus World Readership Study

SPECIFICATIONS

POSITION	AD SPECIFICATIONS
Sticky Leaderboard	728 x 90 pixels (40k max. files size). Link to url. ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg. PLEASE ALSO PROVIDE FOR DISPLAY ON MOBILE PLATFORMS: 300 x 100 pixels (40k max. file size). Link to url. ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg. <i>Ad is persistent and moves from top to bottom on scroll.</i>
Rectangle Banner	BANNER: 300 x 250 pixels (40k max. file size). ANIMATION: 3 loops max. and must stop after 15 seconds. FILE FORMAT: gif or jpg OR TEXT LINKS: 6 links, up to 50 characters each including spaces. <i>Ads randomly rotate through positions on load/refresh</i>
Pushdown	EXPANDED: 970 x 418 (100k max. file size). COLLAPSED: 970 x 60 (40k max. file size). FILE FORMATS: gif or jpg. <i>Please also provide for display on mobile platforms: 300X250 (40k max. file size). Link to url.</i>
AdFlex	Available as 300 x 250 or 300 x 600. See page 31 for full details
Skyscraper	BANNER: 300 x 600 pixels, (40k max file size) No animation FILE FORMAT: gif or jpg



Frequency discounts apply to *Laser Focus World* eNewsletters included on the same contract. Take an additional 10% off earned eNewsletter rates when you purchase a 3-month or longer banner ad placement on LaserFocusWorld.com for the same timeframe and on the same contract.

Top
Skyscraper
Banner
Banner
Banner

● Top

CHOOSE A BANNER OR HYBRID AD!

Banner Ad

- 300 x 250 pixels
- max. file size: 40k
- format: gif, jpeg (no flash or animated gif files)

Hybrid Ad

- 45 words max.
- 150 x 150 pixel image
- URL Link

● Skyscraper

- 300 x 600 pixels
- max. file size: 40k
- format: gif, jpeg (no flash or animated gif files)

● Banner

CHOOSE A BANNER OR HYBRID AD!

Banner Ad

- 300 x 250 pixels
- max. file size: 40k
- format: gif, jpeg (no flash or animated gif files)

Hybrid Ad

- 45 words max.
- 150 x 150 pixel image
- URL Link

61% OF RECIPIENTS WENT TO A LINK ON AN ADVERTISEMENT IN AN eNEWSLETTER.

Source: 2017 *Laser Focus World* Readership Study

Align your message with our content to build visibility and affinity among buyers

Laser Focus World's editorial email newsletters offer high frequency to help make your message memorable to photonics decision makers, while aligning it with our latest content updates. Filled with links to valuable technical content, news, and product information, these eNewsletters offer banner and text advertising options to ensure the greatest visibility for your message.

Advertising in the Photonics News & Products and Topic Update eNewsletters is a simple, effective way to increase awareness among your target audience and entice them to your site. Your eNewsletter ads also support your banners on LaserFocusWorld.com, which readers can see when they click through to our site from the eNewsletter content links. Advertiser click-through rates for these eNewsletters range from 0.03% to 0.47% (data for Jan-Jun 2017).



2018 EDITORIAL eNEWSLETTER CALENDAR

Photonics News & Products

The first Tuesday of every month *Laser Focus World* delivers the latest news in the photonics industry via its editorial eNewsletter.

- 50,000 - 85,000+ recipients
- 1 Issue per month
- Max. 4 advertisers per issue

BioOptics World eNewsletter

- 32,000+ recipients
- 3 Issues per month
- Max 3 advertisers per issue

Topic Updates

Distribution varies by topic, max of 4 advertisers per issue

Marketplace Business eNewsletters

4 issues October – January, leading up to the Lasers & Photonics Marketplace Seminar. This exclusive eNewsletter is an added benefit for top-tier sponsors of the Seminar.

ADVERTISER BENEFITS

A **BRAND AWARENESS** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the laser and photonics community.

A **TRAFFIC DRIVER** campaign is designed to push laser and photonics professionals to your website or other online offerings.

BIOOPTICS WORLD eNEWSLETTERS

	JAN	FEB	MAR	APRIL	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BIOIMAGING	3-Jan	21-Feb	7-Mar	11-Apr	9-May	20-Jun	11-Jul	22-Aug	12-Sep	3-Oct	7-Nov	5-Dec
BIOMEDICINE		28-Feb			2-May		25-Jul		26-Sep			19-Dec
BIOPHOTONICS TECHNIQUES		7-Feb		4-Apr	23-May		27-Jul	1-Aug		24-Oct		12-Dec
BIOPHOTONICS TOOLS	10-Jan		14-Mar	25-Apr		13-Jun		15-Aug		31-Oct		
BIOSCIENCE	24-Jan		28-Mar			6-Jun		8-Aug	5-Sep	17-Oct	28-Nov	
PRODUCT SHOWCASE	17-Jan		21-Mar		16-May		18-Jul		19-Sep		14-Nov	

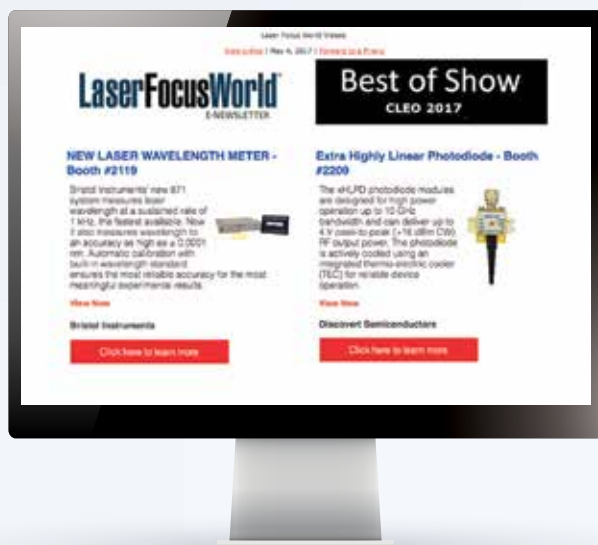
LASER FOCUS WORLD TOPIC UPDATES

DEFENSE & SECURITY				10-Apr				21-Aug				
DETECTORS & IMAGING	23-Jan	22-Feb	27-Mar	12-Apr	12-May	21-Jun	10-Jul	9-Aug	20-Sep	11-Oct	29-Nov	20-Dec
FIBER OPTICS	9-Jan		29-Mar		8-May		17-Jul		25-Sep		21-Nov	
INFRARED OPTICS					10-May							
LASER CHINA PREVIEW			8-Mar									
LASERS & SOURCES		13-Feb	20-Mar	5-Apr	15-May	26-Jun	24-Jul	28-Aug		4-Oct	13-Nov	6-Dec
LEDS									6-Sep			
MARKETPLACE SEMINAR (LASERS & SOURCES)	11-Jan								26-Sep	24-Oct	28-Nov	21-Dec
MOTION CONTROL			13-Mar			14-Jun						13-Dec
NEWS & PRODUCTS	2-Jan	8-Feb	6-Mar	3-Apr	1-May	5-Jun	3-Jul	7-Aug				
NEWS & PRODUCTS (DISPLAYS)											8-Nov	
NEWS & PRODUCTS (INTEGRATED PHOTONICS)									4-Sep			
NEWS & PRODUCTS (LITHOGRAPHY)												4-Dec
NEWS & PRODUCTS (SMART PHOTONICS)										2-Oct		
OPTICAL COATINGS				19-Apr							27-Nov	
OPTICAL ENGINEERING EXCHANGE	25-Jan	28-Feb	22-Mar	24-Apr	22-May		26-Jul		27-Sep	23-Oct	20-Nov	27-Dec
OPTICAL FILTERS		20-Feb					5-Jul			9-Oct		11-Dec
OPTICS	4-Jan	6-Feb			3-May	19-Jun	12-Jul	14-Aug	11-Sep	16-Oct	6-Nov	18-Dec
PHOTONICS WEST PREVIEW	18-Jan											
POSITIONING, SUPPORT, & ACCESSORIES				26-Apr								
SCIENCE & RESEARCH						7-Jun		23-Aug				
SOFTWARE		21-Feb			17-May					18-Oct		
SOFTWARE & ACCESSORIES								30-Aug				
SOLAR ENERGY									13-Sep			
SPECTROSCOPY	16-Jan		15-Mar		24-May		19-Jul		18-Sep		15-Nov	
TEST & MEASUREMENT		15-Feb		17-Apr		28-Jun		16-Aug		25-Oct		

Showcase your products to 85,000+ eNewsletter recipients

Laser Focus World's Featured Products and Best of Show eNewsletters leverage audience affinity for our brand to generate visibility for your content, increase interest, attract prospects to your site, and increase purchase intention.

Featured Products can be used to promote any product you need to attract leads for, new or existing. Best of Show highlights your product right before a trade show (see calendar below). Links in these eNewsletters let readers click directly to information on sponsors' sites. Advertiser click-through rates for these eNewsletters range from 0.11% to 2.19% (data for Jan-Jun 2017).¹



ADVERTISER BENEFITS

A **BRAND AWARENESS** campaign strengthens your company's image and helps define how your company and products are perceived by professionals in the laser and photonics community.

A **TRAFFIC DRIVER** campaign is designed to push laser and photonics professionals to your website or other online offerings.

SPECIFICATIONS

eNEWSLETTER	SPECIFICATIONS
Featured Products (85,000+ recipients)	33-character max. headline, 50-word description, 150 x 150 image (max. file size 35k), URL
Best of Show (85,000+ recipients)	33-character max. headline, 50-word description, 150 x 150 image (max. file size 35k), URL

*Save 15% when you purchase an ad in the Featured Products eNewsletter and the Manufacturer's Product Showcase magazine section on the same order.

THE MAJORITY OF RECIPIENTS USE eNEWSLETTERS TO OBTAIN TECHNICAL OR PRODUCT INFORMATION.

Source: 2017 *Laser Focus World* Readership Study



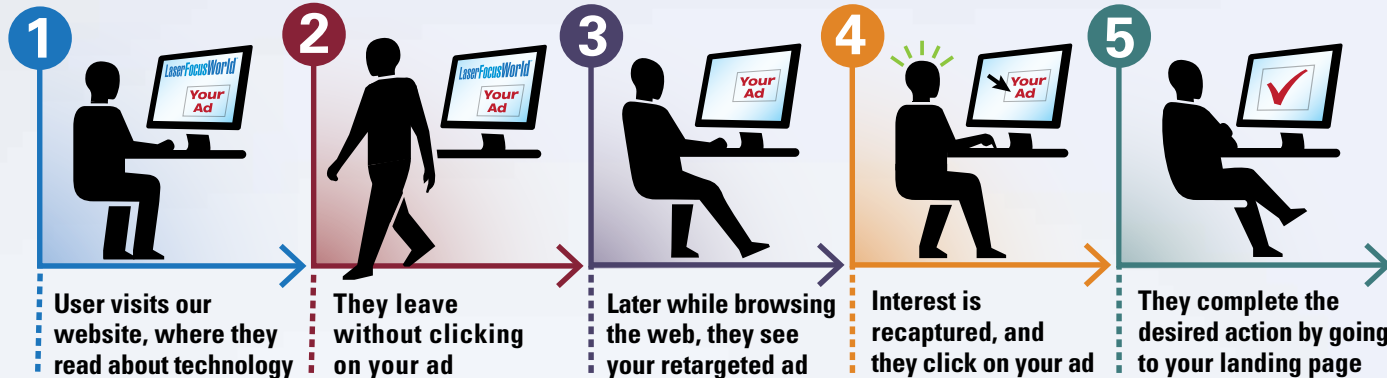
2018 SPONSORED CONTENT eNEWSLETTER

January 16, 2018	Best of Show: SPIE Photonics West
January 17, 2018	Best of Show: SPIE Photonics West
January 18, 2018	Best of Show: SPIE Photonics West
January 23, 2018	Best of Show: SPIE Photonics West
January 24, 2018	Best of Show: SPIE Photonics West
February 15, 2018	Post Show Video
February 16, 2018	Post Show Video
February 17, 2018	Post Show Video
March 6, 2018	Best of Show OFC
March 13, 2018	Featured Products
April 3, 2018	Best of Show: SPIE DCS
April 4, 2018	Best of Show: SPIE DCS
May 1, 2018	Best of Show: CLEO
May 2, 2018	Best of Show: CLEO
June 14, 2018	Featured Products
July 19, 2018	Featured Products
August 7, 2018	Best of Show: SPIE Optics + Photonics
August 8, 2018	Best of Show: SPIE Optics + Photonics
August 9, 2018	Best of Show: SPIE Optics + Photonics
August 25, 2018	Featured Products
September 19, 2018	Featured Products
October 3, 2018	Best of Show: SPIE Optifab
October 25, 2018	Featured Products
November 7, 2018	Featured Products
December 7, 2018	Featured Products

AUDIENCE EXTENSION

Increase ROI by Targeting Qualified Professionals, Wherever the Internet Takes Them

Engaging prospects and nurturing them to a purchase can take up to seven sales message touch points. Innovative web technologies allow you to display your ads to LaserFocusWorld.com visitors as they navigate the internet, keeping your message in front of key prospects even after they have left LaserFocusWorld.com. We apply behavioral methodologies and sophisticated bot-blocking technology to identify site visitors who express interest in the various topics covered on our site, and tag them with a “cookie” to find them elsewhere on the internet. Then we deliver your banner to these prospects until they click on it, ensuring your impressions are reaching and nurturing true prospects and not bots.



Create Great Ads that Sell!



DO IT YOURSELF OR WITH YOUR AD AGENCY

Download our 21 tips on how you can create more effective online advertisements.



WE CAN ALSO MAKE IT EASY FOR YOU TO CREATE THE CAMPAIGN AND GET OFF AND RUNNING IN A FLASH.

Our Marketing Solutions professionals will create your campaign for you after a concise consultation.



BENEFITS OF THE AUDIENCE EXTENSION PROGRAM

- Brand-safe inventory targets humans while blocking bots, and other invalid traffic
- Interest-based ads retarget users of specific technologies
- More successful conversion rates – up to 10x higher than traditional advertising
- Extended period of prospect engagement
- Boost brand awareness and stay top of mind
- Perception of being a large company
- Improved return on investment
- Turnkey – easy to buy from us
- Increased frequency of brand and product visibility
- Ability to obtain a lead from other sites via your *Laser Focus World* ad
- Option to retarget with multiple messages and IAB-standard ad sizes
- Ads display on mobile and desktop platforms
- Shortening the buying process
- BPA-audited subscriber base and BPA-certified vendor platform

CONTENT MARKETING NATIVE ADVERTISING

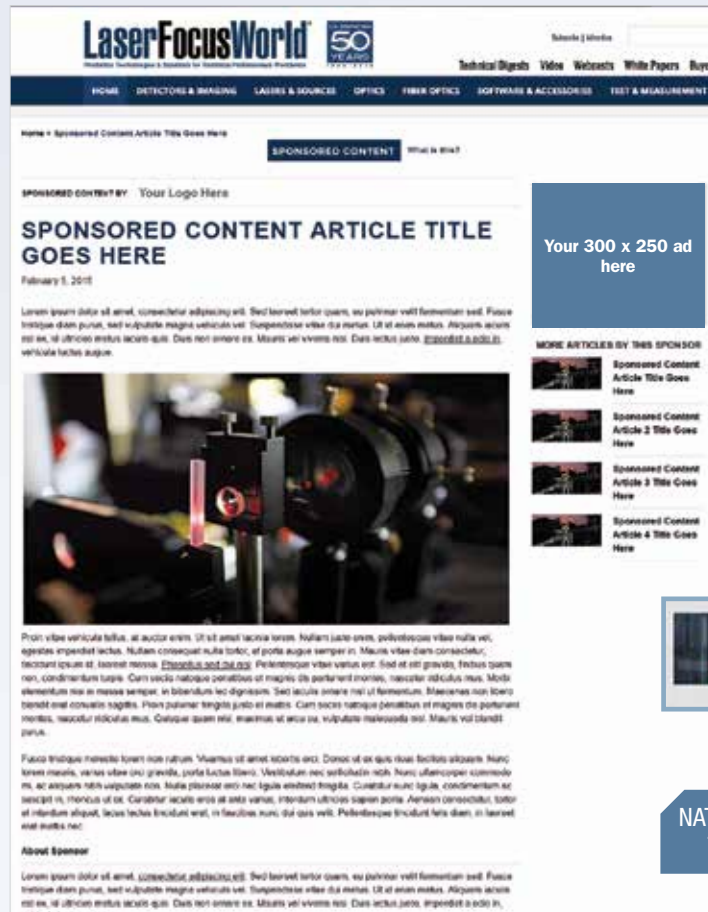
Native Advertising is a form of media where the ad experience follows the natural form and function of the user experience in which it is placed. Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content.



READERS WANT TO

SELF-EDUCATE

BEFORE TALKING TO A SALESPERSON.



- Native Advertising allows you to promote your company's articles in the context of our editorial content.
- Your headlines appear adjacent to our editorial articles, which are hosted on our website, making it a non-interruptive experience.
- Business users are highly receptive to Native Advertising, especially if it is relevant to the content they were seeking out.
- Paid placement of your articles offers the opportunity to extend the reach of your articles to our audience.
- Native Advertising content is indexed by Google, and is more discoverable because of our site's authoritative search engine ranking on industry topics.
- As an added bonus, the articles are also indexed by our site's search engine, increasing on-site findability.



NATIVE ADVERTISEMENT CLICKS THROUGH TO YOUR EXCLUSIVE LANDING PAGE!

THE NATIVE ADVERTISING PROGRAM INCLUDES:

- Ad unit in the news section on the website homepage
- Ad unit on nearly all website article pages
- Exclusive custom landing page displaying your article
- Up to four sponsor-supplied, rotating articles per month (3-month minimum)
- Article may contain embedded video
- 300 x 250 banner ad on landing page
- Three links within each article
- Full analytic reporting

NATIVE ADVERTISING

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.



FORM

Native ads match the visual design of the experience they live within, and look and feel like natural content.



FUNCTION

Native ads must behave consistently with the native user experience, and function just like natural content.

CONTENT MARKETING TECHNICAL DIGESTS & WHITE PAPERS

Use your content or align with ours to generate targeted leads

Decision makers for photonics-related products are constantly evaluating new technologies and vendors. White Paper and Technology Digest sponsorships leverage the *Laser Focus World* website's content depth and SEO to attract your prospects with offers of valuable information packaged to help them with their purchasing research.



LEAD GEN PAGE ●

● SPONSOR PDF

Supply your own white paper or align your brand with our technology digests—compilations of *Laser Focus World* articles on a single topic that are packaged as PDFs—to capture targeted sales leads early in the research process. Either way, your sponsorship includes a posting on our site for three months, a dedicated email promotion to attract targeted downloaders, and complete lead reporting.

AVAILABLE DIGEST TOPICS

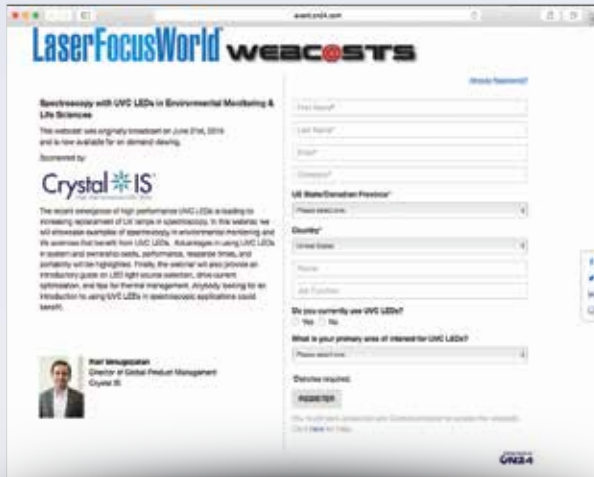
- Aspheres
- Mid-IR Optics
- Terahertz Technology
- Biophotonics
- Military Lasers
- Ultrafast Lasers
- Fiber Lasers
- Optical Coatings
- and more
- High-power Laser Diodes
- Spectrometers
- Spectroscopy
- Mid-IR Lasers

SPONSORSHIP SPECIFICATIONS

SPONSORSHIP	CREATIVE SPECIFICATIONS	DELIVERABLES
White Paper	<ul style="list-style-type: none"> • Company description: 250 words max. • Company logo: 140 pixels wide min., format: gif, jpeg, • Synopsis: 150 words max. • PDF of paper 	<ul style="list-style-type: none"> • Promotion on site and in eNewsletter • Dedicated landing page • Lead gen form • 24/7 access to leads • Email promotion to highly targeted recipients
Technical Digest	<ul style="list-style-type: none"> • Company description: 250 words max. • Company logo: 600 pixels wide min., format: gif, jpeg, native Photoshop or Illustrator, or vector-based EPS • 5 sponsor resource links • PDFs of two full-page ads 	

71%
OF SUBSCRIBERS
CONSIDER WHITE PAPERS
TO BE AN IMPORTANT
FACTOR WHEN MAKING
PURCHASING DECISIONS.

Source: 2017 *Laser Focus World*
Readership Study



Generate high-quality leads with a webcast sponsorship!

In today's B2B sales environment, studies are showing that most people self-educate before they even contact a salesperson. Our audience surveys show that nearly eight out of 10 subscribers use webcasts in the research and evaluation portions of the buying process. You benefit by Brand Awareness, Thought Leadership, and Lead Generation.

Laser Focus World's webcast sponsorships generate high-quality leads for your sales team – typically between 200 and 400 leads, depending on type of program and technology topic. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials, and explain product differentiators.

Custom or Editorially driven – your choice. Choose a custom webcast to present your own content, and we will produce and promote your webcast to our targeted subscribers who want to learn about your products and services. OR co-sponsor one of our editorial webcasts, which generate relevant contacts attracted by our independent speakers.

EDITORIALLY DRIVEN CONTENT

● TECHNOLOGY TOPIC

- with industry-respected expert as guest speaker
- with editors as speakers – e.g.: review of the latest products in a category; describes performance and applications

● SPONSOR PRESENTATION

- Single-sponsor, moderated by editors
- Multi-sponsor, moderated by editors

● INDUSTRY EXECUTIVE, interviewed by editors

● PANEL DISCUSSION (sponsor-provided), moderated by editors

CUSTOM SPONSORED CONTENT

● CUSTOMER CASE STUDY – with one of their customers

● VIDEO WEBCAST – on-location with our crew (extra charges apply), or supplied by customer

● PRODUCT DEMO (generically moderated)

● HOW-TO TUTORIAL with examples

● WHITEBOARD presentation

● THE TRADESHOW presentation

OPTIONAL

● PROGRAM with accreditation test for continuing education credits

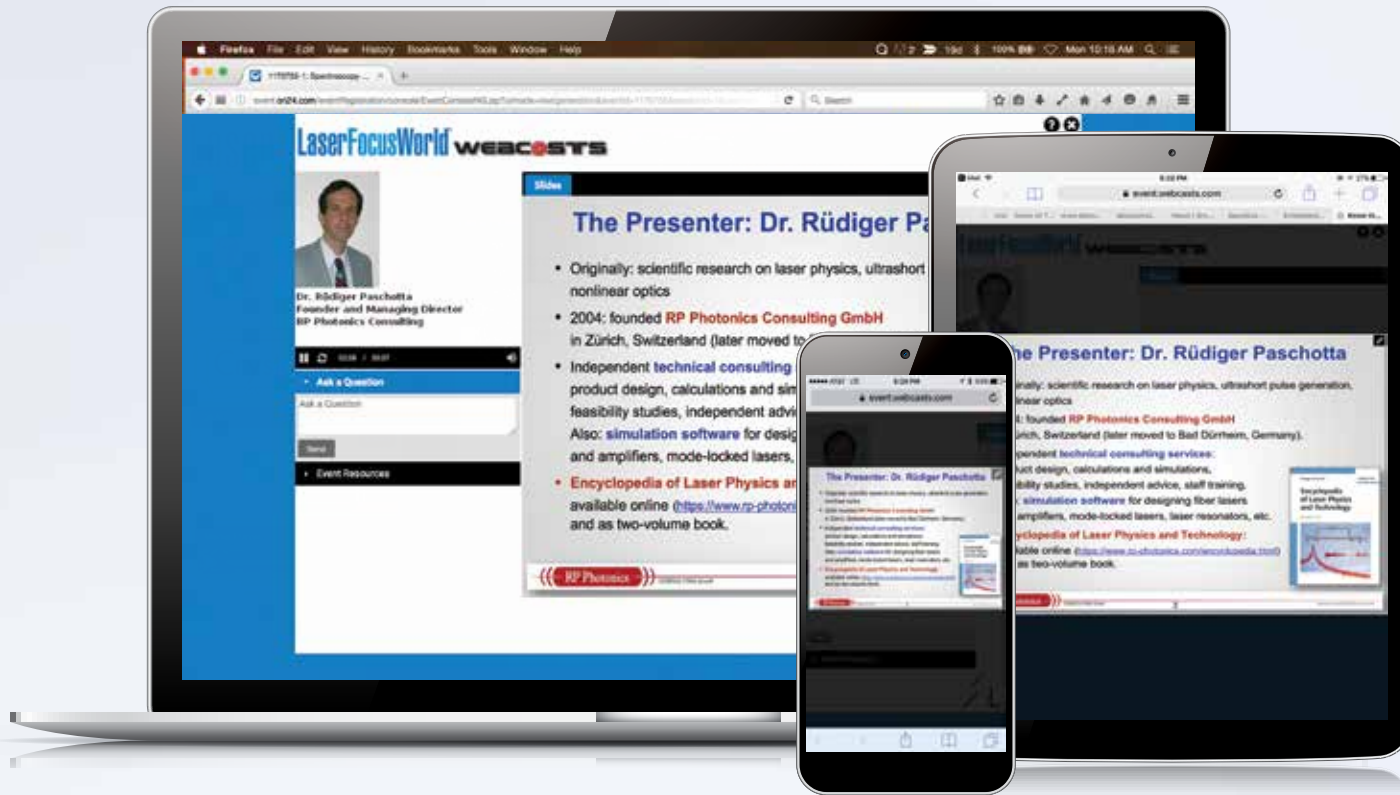
● SOCIAL VIDEO CHAT (Google Hangout) – lower price alternative (Open to all with no lead registration and limited promotion.)

LIVE... ON DEMAND... BOTH



LASER FOCUS WORLD WEBCASTS
AVERAGE 200-400 LEADS PER EVENT

CONTENT MARKETING WEBCASTS .. CONTINUED



65%

OF SUBSCRIBERS USE
WEBCASTS AS PART
OF THEIR PURCHASING
DECISION PROCESS.

Source: 2017 *Laser Focus World*
Readership Study

Our new webcast platform is optimized for desktop, mobile, and phone use.

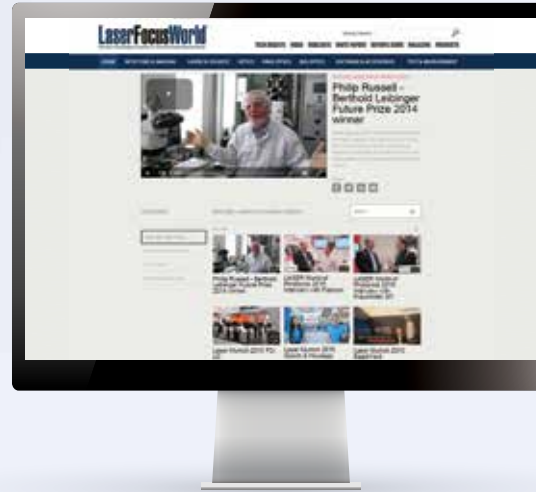
YOUR SPONSORSHIP PACKAGE INCLUDES:

- Our brand cache
- SEO optimizations
- Editor/Moderator
- Rehearsal/Dry Run
- Campaign tracking, great platform, includes polling, video, screen-sharing, and more
- Promotion on our home page webcast aggregator pane
- Email promotion, HTML, and text – typically 2x before, 1x after (also available for sponsor use for their own distribution)
- Social activity during presentation
- Reminder emails 24 hours and 30 minutes before webcast
- On-demand hosting for six months in our webcast library
- Collaborative consulting on the event topic/theme
- Targeted global prospect list
- Landing page on our site, including a 100-word description and links to sponsors' website
- Links to appropriate company assets, product sheets, website, related downloads, etc.
- 24/7 reporting from registrations, and downloadable highly qualified sales leads
- Lead scoring using the On24 Engagement Index, a measurement of attendees' participation, interest, and engagement
- Pre-roll and Post-roll Video Commercial – 20 second bumpers using sponsor-supplied video (optional at extra cost)
- Polling questions (2x) during the program, with data dropping into attendees' registration
- Q&A period typically allows for 6-10 questions
- Social Media Boost (optional at extra cost)

▼ VIDEO CONTENT



▼ VIDEO GALLERY



▼ eNEWSLETTERS TO PROMOTE VIDEO



Video offers a unique and effective way to capture the attention of your prospects, demonstrate new products, and extend the reach of your trade show presentations. Whether you produce your own video content or are looking for a low-cost alternative that delivers professional quality, *Laser Focus World* can help.

SPONSORSHIP SPECIFICATIONS

PRODUCT	PRODUCT DESCRIPTION	PRODUCTION ELEMENTS	DELIVERABLES
PRODUCT INNOVATION VIDEO (COMPANY SPOTLIGHT)	<i>Laser Focus World</i> will produce your professional newsroom-style video using your script with our studio and on-air presenter. This 3-minute video format is ideal for promoting the technical features and benefits of a new product, features <i>Laser Focus World</i> and sponsor branding, and can be re-used on your site and in your booth at trade shows.	<ul style="list-style-type: none"> ● 1 camera/crew, 1 host on camera ● Production produced in <i>Laser Focus World's</i> professional video studio ● Client provides 250-350 word script ● Client provides up to 15 high-Res images, B-Roll and logo ● 1 round of edits 	<ul style="list-style-type: none"> ● 30 min. shoot, resulting in 2-3 min. video ● Homepage, and shared email promotion ● Inclusion on the <i>Laser Focus World</i> Video Gallery page, hosted 24 months ● Client receives digital copy after the first 30 days ● Reporting on video views
TRADE SHOW VIDEO (INDUSTRY EVENT)	<i>Laser Focus World's</i> Video Showcase program extends the reach of your trade show presentations by providing a low-cost opportunity to capture them on camera at four shows throughout the year (SPIE Photonics West, SPIE DCS, CLEO, and SPIE Optics +Photonics). Our professional videographer records a video at your booth. The edited video is posted on our site and promoted via our Video Showcase email newsletter to attract viewers, plus you receive a copy to post on your own site, YouTube, and elsewhere.	<ul style="list-style-type: none"> ● 1 camera/crew ● 1 HD Camera kit, Wireless Lav kit, Camera light ● Up to 2 locations in booth ● Up to 2 people in a shot ● Up to 2 still shots ● Includes logo, video title, video description, related link, and related call-to-action ● 1 round of edits 	<ul style="list-style-type: none"> ● 30 min. shoot, resulting in 2-3 min. video ● Promotion through our eNewsletter ● Inclusion on the <i>Laser Focus World</i> Video Gallery page, hosted 24 months ● Client receives digital copy after the first 30 days ● Reporting on video views
VIDEO SPONSORSHIP WITH PROMOTION	If you have already invested in creating video content, <i>Laser Focus World</i> can help you recoup that investment by hosting your videos on our site and promoting them to our targeted audience. This program ensures your content is seen not only by those proactively searching for video, but also by those passive users who will click through to your video from our promotion.	<ul style="list-style-type: none"> ● Client provides video 	<ul style="list-style-type: none"> ● Dedicated email promotion ● Inclusion on the <i>Laser Focus World</i> Video Gallery page, hosted 24 months ● Reporting on video views

ADFLEX SPONSOR

AdFlex Sponsor is a new HTML5 console ad unit. The HTML5 format is mobile friendly and eliminates the need for the advertiser to pay for 3rd party ad serving. This premium content-driven display ad enables site visitors to engage with an advertiser's relevant content. The AdFlex background images and elements such as the branding and call to action are locked in, while the content areas can be dynamically populated with stream-based content.

This premium display ad engages site visitors with your message via special Content Marketing, Social, and Video Consoles. The AdFlex component-based format permits advertisers to pack considerable functionality into a single, standard ad unit, allowing visitors to engage with your relevant content.



Available AdFlex branded content and component options:

- Branded areas/images
- Social media feeds: Twitter or Facebook
- Videos player
- RSS feed of articles on Brand's site
- Photo/Product gallery
- Additional product fees apply: SnapApp contests, surveys, or polls
- RSS feed of Brand's Native Ads hosted on PennWell sites
- RSS feed of White Paper, Webcast, or Editorial Guide content on PennWell sites

▼ SOCIAL MEDIA CONSOLE

BRANDING AREA - 280wX120h

Facebook	Twitter	Instagram
ExxonMobil's Mobil Pegasus series of gas engine oils celebrates its 50th anniversary this year - visit ExxonMobil today in Hall 1, Stand R2 to find out		
ExxonMobil's newly-launched Mobil Pegasus™ 605 Ultra 40 is approved for use in GE Waukesha engines and has		
NEWS LIVE FROM POWER-GEN EUROPE: Today ExxonMobil launches a new advanced engine oil, Mobil Pegasus™		
ExxonMobil will be announcing some exciting news at Power-Gen Europe tomorrow. Visit Hall 1, Stand R2 to find out		
Make sure you stop by booth 3A3 to take part in the POWER-GEN #Confidenceldex, and have your say on Europe's power		
Have a release or brochure to distribute? Bring these to the press room at K102 for maximum exposure. #PGE15 #REWE15		
Get in touch with us at Twitter and Facebook! Use the hashtags #PGE15 and #REWE15 for your 'stand selfie' and		

CALL TO ACTION - 280X50

▼ CONTENT MARKETING CONSOLE

BRANDING AREA - 280wX120h

Articles	Whitepapers	Native Ads
NRC to Issue Licenses for South Texas Project The U.S. Nuclear Regulatory Commission (NRC) is set to issue combined licenses for two new nuclear reactors at the South Texas Project site near		
President Obama's Budget Boosts Renewables, Cuts Funding for MOX Facility President Obama's \$4.1 trillion fiscal year 2017 budget proposal increases funds to the Department of		
Atlantic Wind & Solar Completes Utility-Scale Solar Project in Ontario The \$2 million commercial rooftop installation features 1,488 solar panels		

CALL TO ACTION - 280X50

▼ VIDEO CONSOLE

BRANDING AREA - 280X70

74%

OF SUBSCRIBERS USE VIDEO IN THE RESEARCH AND/OR EVALUATION STAGE OF PURCHASING.

Source: 2017 Laser Focus World Readership Study

Don't just generate demand! ORCHESTRATE IT!

Gain invaluable visibility into your prospects' accelerated buying journey with Orchestrate, the NEW AND REVOLUTIONARY LEAD NURTURING PLATFORM.

HOW ORCHESTRATE WORKS ...

- **SELECT** a targeted group of customers for your marketing campaign based on proprietary industry profile data, interests, behaviors, and companies
- **SPECIFY** ads or recommend content to your prospects on our branded and network sites, including programmatic audience extension
- **AUTOMATE** customer interactions — sophisticated technology knows when your content has been seen and sends more specific content on your products
- **NURTURE** your customers as they move from targeted prospect to marketing qualified lead to sales qualified lead
- **SEND** your hottest prospects to your sales team through scored lead generation
- **RECEIVE** detailed reports on campaign performance, funnel velocity, and known or anonymous customer touchpoints from the top of the funnel until they become a qualified lead

With Orchestrate, your targeted customer's personalized experience will make them feel understood, valued, and connected — increasing engagement with your content.

CONTACT YOUR MEDIA CONSULTANT TO ARRANGE A DEMO TODAY.



orchestrate 
powered by PennWell

LEAD NURTURING PLATFORM



SOPHISTICATED PROSPECT TARGETING

Ensures your content marketing and lead nurturing reports are personalized and amplified.



ACCELERATED SALES PIPELINE

Amplifies your reach to the right customers, widening the sales funnel.



ACCOUNT-BASED MARKETING STRATEGIES

Enables company and persona-based perspectives on your campaigns, helping you uncover the hottest prospects.



Laser Focus World Marketing Solutions offers custom marketing solutions designed to support your marketing objectives and ad program. Let us assist in creating messaging, design, content marketing, SEO, web development, or event planning. Our integrated approach enables us to create out-of-the-box marketing elements, campaigns, and strategies to fulfill your marketing goals.

- With our roots in media, we are knowledgeable in creating effective marketing pieces that translate into print, mobile, live and online and that speak to specific audiences.
- Our affiliation with numerous conferences and exhibitions worldwide provides experience in driving results for your tradeshow presence.
- As a familiar face lasers and photonics, *Laser Focus World* Marketing Solutions excels in introducing new brands and products to uncharted market segments.
- Access to *Laser Focus World* data assets and audiences give us the intelligence necessary to provide a thorough competitive analysis – perfect for exploring and navigating new geographic or industry segments.

From copywriting to design and production, our team creates compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms.

Speak with your *Laser Focus World* representative about developing your next website; corporate brochure; tradeshow display, promotional video; print, online, or social campaign; whitepaper or technical article.

Partner with *Laser Focus World* Marketing Solutions — the brand you know and trust — to deliver your message to the right audience and see results.

HIGH-CONVERSION LANDING PAGES

- The hub of your lead-gen efforts
- Every campaign should have a custom landing page
- Landing pages need to look good and read well to perform great

Laser Focus World will create a high-conversion campaign, after a concise consultation with you and your team. We will help you establish the overall objectives of this program, messaging, look & feel, and develop a detailed timeline for each stage to meet your objectives and deadlines.

THE FOLLOWING SERVICES ARE PROVIDED IN THIS STAGE.

- Messaging meeting to detail overall program objectives
- Develop copy and overall direction
- Provide two design and copy options for review and feedback
- Initial review round of creative direction based on feedback
- Present a second round of creative based on feedback
- Finalize creative direction based on edits
- Develop all files as per approved creative
- Test on various browsers and email platforms to ensure best-of-class functionality
- Coordinate with media to ensure all file transfers are in accordance of specifications and function as intended
- Landing page can house your high-value communication assets such as videos, white papers, case studies, analytic tools, etc.



Draw New Leads to Your Landing Page

Now that you have created your landing page, *Laser Focus World* Marketing Solutions can also help you create other types of media that will generate more visits to your site.

DELIVERABLES

	<p>TARGETED EMAIL PROMOTION</p> <ul style="list-style-type: none"> ● Creative development: copywriting and design ● Programming/HTML development ● Hosting 	<ul style="list-style-type: none"> ● One HTML email ● One landing page with lead capture form ● Hosting of landing page ● Real-time lead forwarding to client email address and weekly summary spreadsheet
	<p>WEB BANNER</p> <ul style="list-style-type: none"> ● Creative development: copywriting and design ● Programming/HTML development ● Hosting of landing page 	<ul style="list-style-type: none"> ● One animated banner ● One landing page with lead capture form ● Hosting of landing page ● Real-time lead forwarding to client email address and weekly summary spreadsheet
	<p>RETARGETED WEB BANNER</p> <p>With <i>Laser Focus World's</i> new Audience Extension program, your ads will be in front of key prospects—buyers of of photonics technologies—even after they've left LaserFocusWorld.com.</p> <p>The Audience Extension program makes use of innovative web technologies that keep track of buyers who visit LaserFocusWorld.com and display your ads to them as they navigate the Internet. The program allows you, the advertiser, to get your targeted message to prospects and continue the marketing conversation, nurture the prospect along to the high-converting landing page, and ultimately shorten the buying process time frame.</p>	<ul style="list-style-type: none"> ● Use of the banners created before ● Campaign that targets high qualified traffic from our site ● Real-time bidding for Ad slots on major advertising networks ● We manage all aspects of that external campaign ● Full reporting
	<p>NEWSLETTER CONTENT PROMOTION</p> <ul style="list-style-type: none"> ● Write a maximum of 50-word description with a link to landing page and image to be posted on Newsletter page. ● Programming/HTML development ● Hosting of landing page 	<ul style="list-style-type: none"> ● One animated banner ● One landing page with lead capture form ● Hosting of landing page ● Real-time lead forwarding to client email address and weekly summary spreadsheet
	<p>INTERACTIVE WHITE PAPER OR OTHER CONTENT</p> <p>A boost for your demand generation – improve results 2-3x by harnessing the power of interactive content</p>	

SOCIAL MEDIA COMPETITIVE AUDIT & SEO AUDIT

Social Media Brand & Competitor Analysis

PennWell Marketing Solutions can perform a social media audit as a standalone project designed to develop and/or inform your communications strategy, or as part of a larger strategic project to improve/optimize an overall communications program.

The audit process is fully customized to your needs, but may include:

- Competitive analysis
- Brand reputation analysis
- Content analysis
- Brand alignment

Through this process, we consider:

- Are stated goals and objectives being met?
- Is the current strategy optimizing ROI?
- Is the target audience being engaged?
- How does the social strategy integrate with overall marketing?
- Is social building positive influence among customers?
- Is social driving brand visibility and amplifying its messages?
- What is your competitor's footprint on social media?
- What are your competitors doing right on social media?
- What are your competitors doing wrong on social media?

Each audit includes a written report with the findings and recommendations:

- Social media brand & competitor analysis
- Review of existing channels
- Competitor / industry analysis
- Gap analysis
- Recommendations

SEARCH MARKETING/SEO SMART PACKAGES

The rules continue to change, has your SEO organic strategy and tactics changed? We know that SEO can be a daunting challenge. With our packages, your website and online presence will become easy to find. Remove the doubt; select one of our packages today!

SILVER PACKAGE:

This great starter package is ideal for small to medium size businesses. Upon implementation, your company's website will be optimized for the search engines. Our online experts will create and manage:

- Keyword research
- Initial competitor analysis
- On-site optimization
- Clean code
- Alt tags
- Title tags
- Meta tags
- Site map
- Google Analytics installation
- Submission to major search engines and directories

GOLD PACKAGE:

This package takes your website to the next level. We provide ongoing analysis and insight. You get everything in the silver package plus:

- Copy editing for SEO purposes (up to 50 web pages)
- Internal linking
- Landing pages for up to 10 keywords (copy provided by client)
- Submission to less popular search engines and directories
- Review hosting statistics (if applicable) and Google Analytics reports/provide insights
- Provide content development and management insight



Can't handle the truth about Marketing Automation?

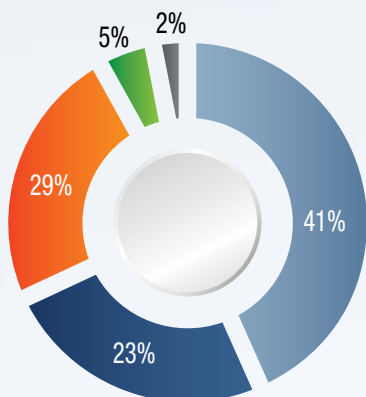
Implementing marketing automation into your business can be overwhelming. Our experienced team will help make the process easier. We work with all platforms and will assist you in creating content, inventory, customer personas, templates, and html emails. We'll even assist with branching logic and drip campaigns. Let us manage your campaigns while you manage your business. Call us so you can get a full night's rest.



Expand your reach into Japan's photonics market through *Laser Focus World's* exclusive license

Laser Focus World Japan is the exclusive Japanese language licensee of *Laser Focus World*. As the professional magazine for engineers, researchers, scientists, and technical professionals in Japan, it provides comprehensive coverage of photonics technologies, industrial and R&D applications, and markets. *Laser Focus World Japan* is published every other month and is distributed to 15,000 qualified

photonics professionals in Japan. *Laser Focus World Japan* also offers banner advertising opportunities on its website and email newsletter.



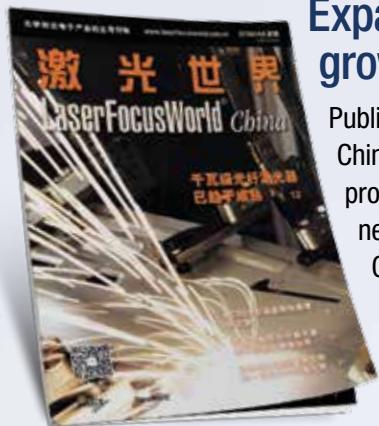
PRIMARY JOB FUNCTION¹

- Design/Manufacturing/Production/Measurement/Packaging/Assembly Engineering & Engineering Management
- Basic Research; Applied Research & Development; Education
- Executive Management
- Technical Services & Support
- Purchasing/Procurement

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2018 EDITORIAL CALENDAR

MONTH/DEADLINES	EDITORIAL HIGHLIGHTS		
	PHOTONICS APPLICATIONS	PHOTONICS PRODUCTS	BIOOPTICS WORLD
January Ad close: Dec. 4, 2017 Materials: Dec. 11, 2017	VCSELS, Gas Lasers, Spectroscopy Advances in Optical Fiber for Communications		
	Safety Equipment	Gas Lasers	Photobiomodulation
March Ad close: Feb. 13, 2018 Materials: Feb. 20, 2018	Annual Laser Market Review & Forecast, Fiber Lasers Thin Film Coatings, Spectrometers		
	Infrared Technology for Manufacturing	Laser Coolers	Optical Coherence Tomography
May Ad close: Apr. 9, 2018 Materials: Apr. 16, 2018	Aspheres, Mode-Division Multiplexing Nanopositioning Systems, Nonlinear Optics		
	Wearable Photonics	Raman spectrometers	Microscopy
July Ad close: Jun. 18, 2018 Materials: Jun. 25, 2018	Advances in Imaging, Military Lasers Infrared Optics, Photonic Crystal Fibers		
	Photonics for IoT	sCMOS Cameras	Quantitative Imaging
September Ad close: Aug. 20, 2018 Materials: Aug. 27, 2018	VR/AR Displays, OLEDs, Laser Optics Fiber Sensing, Laser Drivers		
	Light-Based Energy Production	Light Based Energy Production	Optical Coherence Tomography
November Ad close: Oct. 15, 2018 Materials: Oct. 22, 2018	Hyper/Multispectral Imaging, Astronomy Novel Lasers, Advances in Thin Film/Coatings Design		
	Atmospheric Sensing	Nanopositioning Systems	Spectroscopy
January 2019 Ad close: Dec. 10, 2018 Materials: Dec. 17, 2018	Ultrafast Laser Machining, Optical Materials Advances in Optical Systems, Non-Laser Light Sources		
	Noninvasive Medical Treatment	Lidar Systems	Neuroscience



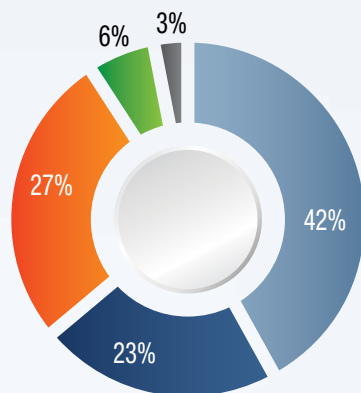
Expand your brand presence in the growing Chinese marketplace

Published since 2005, *Laser Focus World China* is the exclusive Chinese language licensee of *Laser Focus World*. The magazine provides technical and product information plus industry news to engineers, researchers, scientists, and managers in China. Published every-other-month in simplified Chinese and distributed to more than 12,000 qualified photonics professionals, the magazine is available in both print and digital editions. It is complemented by eNewsletters, website, and conferences; providing expanded news and product and technical information to a much larger audience.

About 50% of *Laser Focus World China's* editorial content is sourced from *Laser Focus World* magazine, providing comprehensive, global coverage of photonics technologies, products, and their application in both R&D and industrial settings. The content is richly supplemented by content generated in China, specifically for China's local photonics industry.

PRIMARY JOB FUNCTION

- Design/Manufacturing/Production/ Measurement/Packaging /Assembly Engineering & Engineering Management
- Basic Research; Applied Research & Development; Education
- Executive Management
- Technical Services & Support
- Purchasing/Procurement



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Contents of this page is Publisher's Own Data.

2018 EDITORIAL CALENDAR

MONTH/DEADLINES	LASERS & SOURCES	TECH FEATURES	APPLICATION FEATURES	SPECIAL SUPPLEMENTS
● January/February <i>Ad close: Dec. 29</i> <i>Materials: Jan. 5</i>	Gas lasers	Galvanometer	Ultrafast laser processing	Annual laser market review & forecast
BONUS DISTRIBUTION	SPIE Photonics West · Jan 27-Feb 1 · San Francisco, CA			
● March/April <i>Ad close: Feb. 22</i> <i>Materials: Mar. 1</i>	Fiber lasers	Spectrometers	Infrared technology for manufacturing	Special column for Shanghai Laser Show
BONUS DISTRIBUTION	LASER World of Photonics China · Mar 14-16 · Shanghai Semicon China · Mar 14-16 · Shanghai Laser Fair · Mar 17-19 · Shenzhen			
● May/June <i>Ad close: May 2</i> <i>Materials: May 8</i>	High-power laser diodes	Nano positioning systems	Photonics for IoT	Laser welding in automobile industry
BONUS DISTRIBUTION	LaserFocusCon · Jun · Suzhou OPTO Taiwan · Jun 20-22 · Taipei Photonics China · Jun · Beijing			
● July/August <i>Ad close: June 29</i> <i>Materials: July 6</i>	Scientific lasers	Optical Design Software	Non-metal & brittle materials processing	Laser cleaning
BONUS DISTRIBUTION	AMTS · Sep · Shanghai			
● September/October <i>Ad close: Aug. 21</i> <i>Materials: Aug. 28</i>	Disk lasers	Motion control	Direct diode laser applications	LIDAR laser
BONUS DISTRIBUTION	ILOPE · Oct · Beijing Laser South China · Dec · Guangzhou			
● November/December <i>Ad Ad close: Nov. 1</i> <i>Materials: Nov. 8</i>	Ultrafast lasers	Fiber delivery systems	UV laser processing	3D laser Printing
BONUS DISTRIBUTION	OVC Expo · Nov · Wuhan MWCS · Nov · Shanghai C-TOUCH & Display · Nov · Shenzhen			

Reach over 38,000 qualified buyers in the bio-optics industry.

BioOptics World, a magazine within the pages of *Laser Focus World*, also offers a full array of multi-channel opportunities for marketers wanting to focus in on the lucrative global segment of biophotonics professionals working with optical technologies and instrumentation within the life sciences.

Our readers engage with us through a magazine, on the web, in eNewsletters, through webcasts and video, and through our Lasers & Photonics Marketplace Seminar live event. *BioOptics World's* features, news, product announcements, webcasts, blogs, and more are all online at BioOpticsWorld.com. With a twice-per-month newsletter frequency, we keep our readers updated on all of the exciting developments in biophotonics.

MAGAZINE ▼



AT A GLANCE

MAGAZINE

- Issues: 12 – each issue of *Laser Focus World* has dedicated *BioOptics World* content
- Circulation: More than 65,015

WEBSITE

- Average unique visitors: 14,200
- Average page views: 25,978

eNEWSLETTER

- Issues: 24 (twice monthly)
- Audience: 38,229

BIOOPTICS WORLD eNEWSLETTERS - 2018 SCHEDULE

Bioimaging	Biomedicine	Biophotonics Techniques	Biophotonics Tools	Bioscience	Product Showcase
4-Jan	22-Feb	1-Feb	11-Jan	25-Jan	18-Jan
8-Feb	24-May	12-Apr	15-Mar	29-Mar	
8-Mar	26-Jul	3-May	5-Apr	7-Jun	22-Mar
26-Apr	27-Sep	2-Aug	14-Jun	9-Aug	
10-May	28-Dec	25-Oct	6-Jul	7-Sep	17-May
28-Jun		13-Dec	1-Nov	11-Oct	
12-Jul				29-Nov	19-Jul
23-Aug					
13-Sep					20-Sep
4-Oct					
8-Nov					15-Nov
6-Dec					

BIOOPTICS WORLD WEBCASTS - 2018 SCHEDULE

- Feb Fluorescence
- Apr Quantitative Imaging
- Jun Optical Coherence Microscopy
- Aug Photoacoustics
- Oct Neuroscience Techniques
- Dec Bioimaging

SPONSORED CONTENT eNEWSLETTERS

January 18, 2018	Best of Show: SPIE BiOS
March 22, 2018	Product Showcase
May 17, 2018	Product Showcase
July 19, 2018	Product Showcase
September 20, 2018	Product Showcase
October 25, 2018	Best of Show: Neuroscience
November 15, 2018	Product Showcase

WEBSITE ▼



eNEWSLETTER ▼





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