

SPIE.

MEDIA

KIT 2025

CONNECTING MINDS. ADVANCING LIGHT.

www.spie.org/advertising



SPIE. MEDIA KIT 2025

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Advertise to your target audience.

Partner with SPIE resources — technical communities and conferences, [optics.org](#), *Photonics Focus*, [SPIE.org](#), and the SPIE Digital Library — where we present news articles, hot topics, breaking developments, and the latest work in optics and photonics research, reaching viewers daily.

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Advertising with SPIE puts
you in front of thousands
of potential new customers
every year via print
and online channels

Advertising Opportunities:

Event programs (*print*)

Women in Optics notebook (*print*)

SPIE News (*online*)

SPIE Digital Library (*online*)

SPIE event printed pieces



Event overviews

Distributed onsite to all technical attendees, this piece reaches research and development professionals in different fields with news of your products and services. Most people will keep this piece in hand during the event, providing you with an opportunity to gain visibility.

Exhibition guides

Distributed at select events, this handy guide features exhibitor information and show floor locations. Increase your impact on your primary target audience with an ad in the frequently used exhibition guide.



www.spie.org/events

Reach thousands of potential customers who use SPIE event pieces to plan their agendas

EST. ATTENDANCE
EVENT OVERVIEW
EVENT OVERVIEW
EXHIBITION GUIDE
EXHIBITION GUIDE

2025 FEATURED EVENT	DATES / LOCATION	CONFERENCE TOPICS	EST. ATTENDANCE	EVENT OVERVIEW	EXHIBITION GUIDE
SPIE PHOTONICS WEST	25–30 January 2025 San Francisco, California, USA	Photonics West OPTO and LASE • Laser sources • Nonlinear optics and beam guiding • Micro/nano applications • Macro applications • Optoelectronic materials and devices • Photonic integration • Nanotechnologies in photonics • MOEMS-MEMS in photonics • Advanced quantum and optoelectronic applications • Semiconductor lasers and LEDs • Displays and holography • Optical communications: Devices to systems • 3D printing • Sustainability • AI/ML • Quantum	20,000	✓	✓
SPIE PHOTONICS WEST BIOS	28–30 January 2025	BIOS • Photonic therapeutics and diagnostics • Neurophotonics, neurosurgery, and optogenetics • Clinical technologies and systems • Tissue optics, laser-tissue interaction, and tissue engineering • Biomedical spectroscopy, microscopy, and imaging • Nano/biophotonics • BRAIN • Translational research • 3D printing • Net Zero, AI/ML • Quantum Biology			
SPIE QUANTUM WEST	25–26 January 2025	Quantum West • Quantum information systems • Quantum communications • Quantum computing and simulation • Quantum sensing, imaging, and timing systems • Enabling materials, devices, and techniques • Quantum Biology			
SPIE.ARVRMR	27–29 January 2025 San Francisco, California, USA	3D computer vision/perception • display techniques/technologies/architectures • reconstruction • combiner optics/related architectures • human-machine interactions • human perception/immersive displays • light-field rendering • MEMS mirrors • display engines/imaging systems • optical sensors for 6DOF head tracking/SLAM-relocalization nanophotonics	3,000	✓	
SPIE MEDICAL IMAGING	16–20 February 2025 San Diego, California, USA	Physics of medical imaging • Image processing • Computer-aided diagnosis • Image-guided procedures, robotic interventions, and modeling • Molecular, structural, and functional imaging • Image perception, and technology assessment • PACS-based imaging informatics • Ultrasonic imaging, tomography, and therapy • Digital pathology	1,000	✓	
SPIE ADVANCED LITHOGRAPHY+ PATTERNING	23–27 February 2025 San Jose, California, USA	Optical and EUV Nanolithography • DTCO • Patterning • Metrology • Inspection • Process Control • Resists • Etch • Process Integration • DUV and EUV sources and optics	2,000		✓
SPIE SMART STRUCTURES+ NONDESTRUCTIVE EVALUATION	17–20 March 2025 Vancouver, BC, Canada	Electroactive polymers • Smart structures and materials • Actuators and damping • Biomimetics • Energy harvesting • Embedded sensors • Sensor networks • Real-time NDE • Structural health monitoring • Fiber sensors	700	✓	
SPIE OPTICS+ OPTOELECTRONICS	7–10 April 2025 Prague, Czech Republic	Recent advances in petawatt photonics • High-power and high-repetition rate systems • Diode-pumped laser systems • FELs and X-ray lasers • Optical sensing • Holography • X-ray optics • Metamaterials • Nonlinear and quantum optics	700		✓
SPIE DEFENSE+ COMMERCIAL SENSING	13–17 April 2025 Orlando, Florida, USA	Next generation sensor systems and applications • Advanced sensing and imaging • Imaging and analytics • Materials and devices • Big data • AI/ML • Autonomous systems • AR/VR/ XR • Cyber security • Advanced photon counting • IR Technology	3,500	✓	✓
SPIE DIGITAL OPTICAL TECHNOLOGIES	23–26 June 2025 Munich, Germany	Digital Optical Technologies • Latest advances in digital optic and photonic systems, including design and fabrication using digital means, as well as components application	500	✓	
SPIE OPTICAL METROLOGY		Metrology • Emerging photonics fields within measurement systems, modeling, imaging, sensing, and inspection			
SPIE PHOTONICS FOR QUANTUM	June 2025 Waterloo, Ontario, Canada	Quantum computing and simulation • Quantum Communications and Networks • Quantum sensing, imaging and timing systems • Quantum materials and devices • Quantum information systems	75	✓	
SPIE OPTICS+ PHOTONICS	3–7 August 2025 San Diego, California, USA	Advanced metrology • Remote sensing • Optical system design • Illumination engineering • Photovoltaics • Thin film coatings • Illumination systems • Solar concentrators • Plasmonics • Nanoengineered materials • Metamaterials • Nanocoatings • Nanomanufacturing • Organic photonics and electronics • Detectors and imaging • Photonic devices • OLEDs and LEDs • Lasers • Astronomical optics and instrumentation	3,000		✓
SPIE SENSORS+ IMAGING	8–11 September 2025 Madrid, Spain	Remote Sensing • Atmospheric sensing • Platforms and systems • Environmental monitoring and applications • Earth surface sensing • Image and signal processing	900		✓
SPIE PHOTOMASK TECHNOLOGY + EUV LITHOGRAPHY	21–25 September 2025 Monterey, California, USA	Photomask • Design automation and data prep • Inverse lithography • Mask writing • Defects • Metrology • Inspection and repair • Maskless processes	700		✓
SPIE PHOTONICS INDUSTRY SUMMIT	23–24 September 2025	EUV Lithography • Sources and optics • Metrology and inspection • Mask and imaging • Pellicles • Resists • Process control and stochasticity • Patterning and process enhancement • Extendibility • High-NA EUV			
SPIE LASER DAMAGE	24 September 2025 Washington, DC	Industry leaders connect with policy makers to facilitate collaboration on addressing industry challenges	175		
SPIE OPTIFAB	20–22 October 2025 Rochester, New York, USA	Optical materials and measurements • Surfaces, mirrors and contamination • Thin films • Fundamental mechanisms • Laser-induced damage issues • Applications of laser damage • Properties modeling • Testing • Component fabrication	155	✓	
SPIE PHOTONEX	20–23 October 2025 Rochester, New York, USA	Optical fabrication equipment • Optical components, materials, and systems • Optomechanical components and devices • Laser system components • Optical thin film coating • Optical metrology and testing equipment • Clean room equipment • Adhesives, glass, and consumables • Software for design, simulation and testing • Metrology systems	2,100		✓
SPIE PHOTONICS ASIA	21–23 October 2025	Quantum technologies • Photonics • Biophotonics • Lasers • Optical technologies • Materials analysis • Nanotechnology and thin film coatings • Vacuum equipment and in-vacuum technologies	700		✓
SPIE FUTURE SENSING TECHNOLOGIES	October 2025 Beijing, China	High-power lasers • Semiconductor lasers • Optoelectronic devices and integration • Optical design and testing • Holography • Diffractive optics • Biomedical optics • Advanced sensor systems • Nanophotonics and micro/nano-optics • Plasmonics • Quantum and nonlinear optics	800	✓	
SPIE FUTURE SENSING TECHNOLOGIES	11–13 November 2025 Yokohama, Japan	Quantum sensing • Cameras and imaging systems • AR/VR • Optical communications • Space-based missions • RADAR systems • Multi-band and hyperspectral imaging • LIDAR technology and applications • Polarization sensing and imaging • EO/IR/SWIR sensing and imaging • UAV applications • Autonomous vehicle sensing • Sensor-based sorting & quality control	125	✓	

2025 insertion order

Contact SPIE Sales:

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kima@spie.org

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laceyb@spie.org

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Fax: +1 360 647 1445
www.spie.org/advertising

SPIE Europe Office:

Laurence Devereux
Sales Consultant
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laurence@spieeurope.org

For optics.org and SPIE
Photonics West Show
Daily advertising, contact:

Rob Fisher
Head of Sales & Marketing
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rob.fisher@optics.org

Malaya Plummer
Media Sales Executive
Tel: +44 117905 5351
malaya.plummer@optics.org

51145

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member No Yes Corporate ID# _____

Advertising company _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ Bill to **advertising company** (not ad agency)

Ad agency _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ P.O. (if required for billing) _____

2 SELECT ADVERTISEMENT

Event overview or Exhibition guide

Insertion order due 6 December 2024
Materials due 13 December 2024

Ad size	Black and white	4-color
Full page	<input type="checkbox"/> \$1,375	<input type="checkbox"/> \$2,995
2/3 Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,595
1/2 Page vertical	<input type="checkbox"/> \$950	<input type="checkbox"/> \$2,495
1/2 Page horizontal	<input type="checkbox"/> \$950	<input type="checkbox"/> \$2,495
1/3 Page	<input type="checkbox"/> \$695	<input type="checkbox"/> \$2,250
1/4 Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$2,100
Special position	4-color	
Cover 2 - inside front	<input type="checkbox"/> \$4,595	
Cover 3 - inside back	<input type="checkbox"/> \$4,495	
Cover 4 - back cover	<input type="checkbox"/> \$5,100	
Page 3	<input type="checkbox"/> \$4,150	
Page 5	<input type="checkbox"/> \$4,150	
Page 7	<input type="checkbox"/> \$4,150	
Other righthand forward pages available upon request.		

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

3 AGREEMENT By signing, you agree to abide by the policies listed. Signature required.

Ordered by _____ Title _____

Authorizing signature _____

4 PAYMENT INFORMATION Billed after publication prints. Please check one of the following options:

- Check/money order enclosed (payable to SPIE) = \$ _____
- Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____
- Wire transfer = \$ _____
Bank wire transfer information will be sent to you.
- Please send invoice upon receipt of this contract.

MECHANICAL REQUIREMENTS

TRIM size - Program will be cut to this size.

BLEED size - Background images need to be slightly larger than trim so it looks like it goes off the edge.

LIVE area - Keep all text and important elements inside live area so they do not get cut off when program is bound and trimmed after printing.

**IMPORTANT:
PLEASE REMOVE ALL PRINTER MARKS
INCLUDING REGISTRATION AND
CROP MARKS FROM YOUR AD FILE**

Event overview or exhibition guide		
Ad size	Inches	Millimeters
Full page		
Trim size	8 3/8 × 10 3/4	213 × 273
Bleed	8 3/4 × 11 1/8	222 × 283
Live area	7 × 10	178 × 254
2/3 Page	4 9/16 × 10	116 × 254
1/2 Page vertical	3 5/16 × 10	84 × 254
1/2 Page horizontal	7 × 4 7/8	178 × 124
1/3 Page vertical	2 3/16 × 10	56 × 254
1/4 Page	3 5/16 × 4 7/8	84 × 124
Special position		
Cover 2 - inside front*		<i>*see full-page ad specs above</i>
Cover 3 - inside back*		
Cover 4 - back cover*		
Page 3*		
Page 5*		
Page 7*		
Other righthand forward pages available upon request.		

ELECTRONIC FILE REQUIREMENTS

- AD SHOULD BE FURNISHED AS A HIGH-RESOLUTION PDF (at least 300 dpi). Fonts must be embedded, outlined, or included. All colors should be CMYK builds. Note: eps, jpg, and tif files will be accepted but PDF IS PREFERRED.
- Keep essential matter of an ad (text or image) inside the live area or 1/4" inside TRIM.
- PLEASE REMOVE ALL PRINTER MARKS INCLUDING REGISTRATION AND CROP MARKS FROM YOUR AD FILE.

AD MATERIAL SUBMISSION GUIDELINES

- Ads can be emailed (files <5 MB may be emailed to advertising@spie.org).
- Please contact advertising@spie.org with questions about ad submissions.

POLICIES

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the mechanical and electronic file requirements.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- No refunds on ads cancelled after insertion order due dates.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement; this includes solicitation by organizations for membership and event attendees, authors or exhibitors, or products unrelated to the event.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- Ads received after the materials due dates are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission. Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

LIABILITY

The publisher reserves the right to hold the advertiser and advertising agency jointly and severally liable to SPIE for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to SPIE. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

BILLING AND DISCOUNTS

- Billing and tear sheets will be mailed after the piece has been published. Payment must be made to SPIE within 30 days of invoice date. After 30 days, a 5% late fee will be added to all unpaid balances.
- Multiple ad placements per event receive a 10% discount for each additional ad.
- SPIE Corporate Members receive a 15% discount on published rates.

SPIE EVENT ADVERTISING

2025 insertion order

Contact SPIE Sales:

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Sales Manager
Tel: +1 360 685 5499
kima@spie.org

Lacey Barnett
Sales Manager
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SPIE Europe Office:

Laurence Devereux
Sales Consultant
Tel: +44 29 2278 9031
laurence@spieeurope.org

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member No Yes Corporate ID# _____

Advertising company

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ Bill to **advertising company** (not ad agency)

Ad agency

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ P.O. (if required for billing) _____

2 SELECT ADVERTISEMENT *For Photonics West/BiOS, please use corresponding insertion order.*

	Event overview	Event overview/ exhibition guide	Exhibition guide	Insertion order due
SPIE Advanced Lithography + Patterning		<input type="checkbox"/>		7 Jan 2025
SPIE AR VR MR		<input type="checkbox"/>		6 Dec 2024
SPIE Defense + Commercial Sensing	<input type="checkbox"/>		<input type="checkbox"/>	25 Feb 2025
SPIE Future Sensing Technologies	<input type="checkbox"/>			4 Mar 2025
SPIE Digital Optical Technologies	<input type="checkbox"/> A4 size			3 May 2025
SPIE Laser Damage	<input type="checkbox"/>			1 Sept 2025
SPIE Medical Imaging*	<input type="checkbox"/>			27 Jan 2025
SPIE Optical Metrology	<input type="checkbox"/> A4 size			3 May 2025
SPIE Optics + Optoelectronics		<input type="checkbox"/> A4 size		7 Mar 2025
SPIE Optics + Photonics		<input type="checkbox"/>		17 June 2025
SPIE OPTIFAB		<input type="checkbox"/>		1 Sept 2025
SPIE Photomask Technology + EUV Lithography		<input type="checkbox"/>		13 Aug 2025
SPIE Photonex		<input type="checkbox"/> A4 size		1 Sept 2025
SPIE Photonics Industry Summit	<input type="checkbox"/>			8 Aug 2025
SPIE/RIT Photonics for Quantum	<input type="checkbox"/>			TBD
SPIE Sensors + Imaging* (Remote Sensing/Security + Defence)		<input type="checkbox"/> A4 size		21 July 2025
SPIE Smart Structures + Nondestructive Evaluation*	<input type="checkbox"/>			TBD
SPIE/COS Photonics Asia	<input type="checkbox"/>			26 Aug 2025

*40% discount— Medical Imaging, Sensors + Imaging, Smart Structures + Nondestructive Evaluation

Materials are due 7 days after insertion order due date. Please contact Sales for possible date changes.

3 SPECIFY ADVERTISEMENT SIZE

Event overview or Event overview/exhibition guide or Exhibition guide (Defense + Commercial Sensing)

Ad size	Black and white	4-color	Special position 4-color
Full page	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$2,695	Cover 2 (inside front) <input type="checkbox"/> \$4,175
2/3 Page	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,350	Cover 3 (inside back) <input type="checkbox"/> \$3,995
1/2 Page vertical	<input type="checkbox"/> \$950	<input type="checkbox"/> \$2,250	Cover 4 (back cover) <input type="checkbox"/> \$4,350
1/2 Page horizontal	<input type="checkbox"/> \$950	<input type="checkbox"/> \$2,250	Page 3 <input type="checkbox"/> \$3,795
1/3 Page	<input type="checkbox"/> \$695	<input type="checkbox"/> \$1,995	Page 5 <input type="checkbox"/> \$3,795
1/4 Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$1,895	Page 7 <input type="checkbox"/> \$3,795

Other righthand forward pages available upon request.

4 AGREEMENT *By signing, you agree to abide by the policies listed. Signature required.*

Ordered by _____ Title _____

Authorizing signature _____

5 PAYMENT INFORMATION *Billed after publication prints. Please check one of the following options:*

Check/money order enclosed (payable to SPIE) = \$ _____

Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____

Wire transfer = \$ _____
Bank wire transfer information will be sent to you.

Please send invoice upon receipt of this contract.

51145

SPIE.

SPIE EVENT ADVERTISING

2025 insertion order

MECHANICAL REQUIREMENTS

TRIM SIZE Program will be cut to this size.

BLEED SIZE Background imagery need to be larger than trim so it appears to go off the edge.

LIVE AREA Keep all text and important elements inside live area so they do not get cut off when program is bound and trimmed after printing.

**IMPORTANT:
PLEASE REMOVE ALL PRINTER MARKS
INCLUDING REGISTRATION AND CROP
MARKS FROM YOUR AD FILE**

Event overview		
Event overview/exhibition guide		
Exhibition guide		
Full page/special position		
TRIM: 8 ³ / ₈ × 10 ³ / ₄ in. = 213 × 273 mm		
BLEED: 8 ³ / ₄ × 11 ¹ / ₈ in. = 222 × 283 mm		
LIVE: 7 × 10 in. = 178 × 254 mm		
Ad size	Inches	Millimeters
2/3 Page	4 ⁹ / ₁₆ × 10	115 × 254
1/2 Page vertical	3 ⁵ / ₁₆ × 10	84 × 254
1/2 Page horizontal	7 × 4 ⁷ / ₈	178 × 124
1/3 Page vertical	2 ³ / ₁₆ × 10	56 × 254
1/4 Page	3 ⁵ / ₁₆ × 4 ⁷ / ₈	84 × 124
A4 SIZE FOR ALL EUROPEAN EVENTS		
Full page/special position		
TRIM: 8.27 × 11.69 in. = 210 × 297 mm		
BLEED: 8.77 × 12.19 in. = 223 × 310 mm		
LIVE: 7.27 × 10.69 in. = 185 × 272 mm		
Ad size	Inches	Millimeters
2/3 Page	4.75 × 10.69	121 × 272
1/2 Page vertical	3.5 × 10.69	89 × 272
1/2 Page horizontal	7.27 × 5	185 × 127
1/3 Page vertical	2.25 × 10.69	57 × 272
1/4 Page	3.5 × 5	89 × 127

ELECTRONIC FILE REQUIREMENTS

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- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
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- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

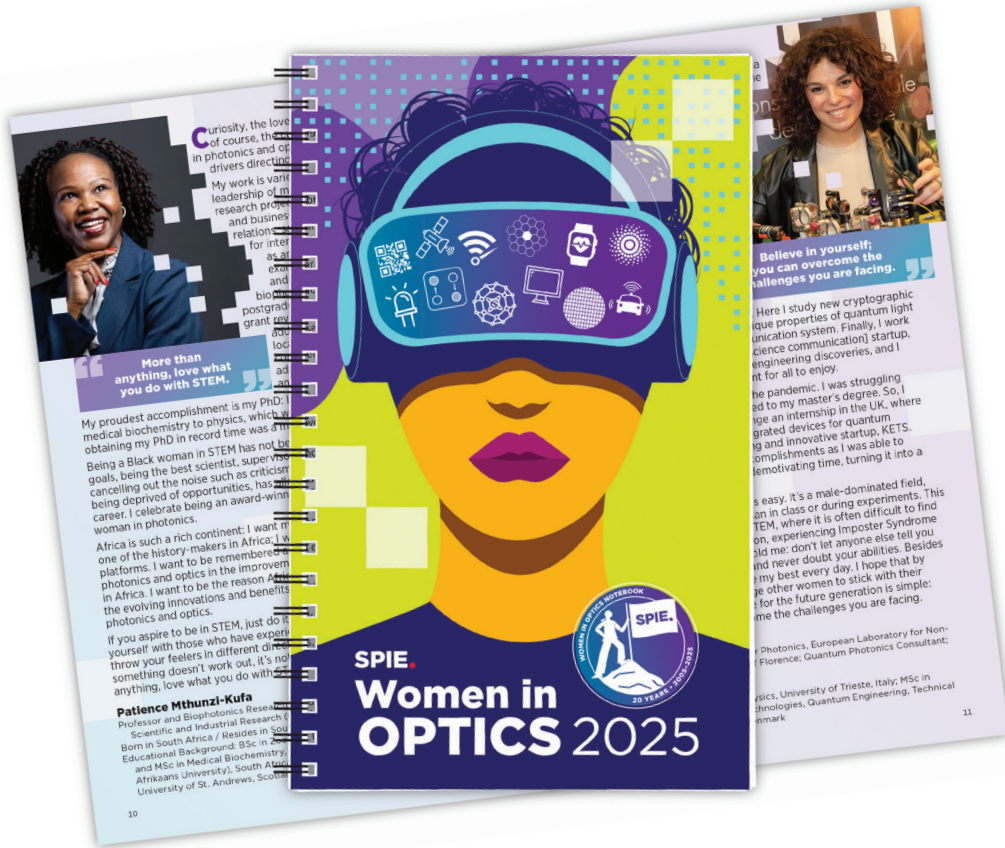
LIABILITY

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- SPIE Corporate Members receive a 15% discount on published rates.

2026 SPIE Women in Optics



This popular notebook is distributed free of charge to 8,000 recipients who attend SPIE events and dozens of other conferences and tradeshows across 50 countries.

The notebook:

- Recognizes women's outstanding achievements in the fields of science, optics, and engineering, providing role models for young people.
- Profiles women who are involved with and working in the fields of science and engineering.
- Engages and inspires students to pursue careers in optics & photonics and other STEM (Science, Technology, Engineering and Mathematics) fields.
- Is available starting in August 2025 and distributed throughout 2026 with evergreen notebook pages.

Enhance your current efforts to create visibility in the optics and photonics community through sponsorship opportunities in the 2026 Women in Optics Notebook:

- \$1,100 - sponsor logo on page 1 of notebook and on web page + 25 copies
- \$1,995 - full page advertisement in notebook, sponsor logo on page 1 of notebook and on web page + 50 copies
- \$2,295 - inside front cover full page advertisement, sponsor logo on page 1 of notebook and on web page + 100 copies
- \$2,650 - inside back cover full page advertisement, sponsor logo on page 1 of notebook and on web page + 75 copies
- \$2,995 - outside back cover full page advertisement, sponsor logo on page 1 of notebook and on web page + 200 copies

Contact SPIE Sales:

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Melissa Valum
Sales Manager
Tel: +1 360 685 5596
melissav@spie.org

Fax: +1 360 647 1445
www.spie.org/advertising

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

Advertising company _____
 Address _____
 City _____ State/Prov. _____ Zip _____
 Contact _____ Title _____
 Telephone _____ Fax _____
 Email _____ Bill to **advertising company** (not ad agency)
Ad agency _____
 Address _____
 City _____ State/Prov. _____ Zip _____
 Contact _____ Title _____
 Telephone _____ Fax _____
 Email _____ P.O. (if required for billing) _____

2 SPECIFY AD SIZE

Insertion order due: 20 April 2025
 Materials due: 17 May 2025

Ad size	4-color
Page 1 sponsor logo	<input type="checkbox"/> \$1,100
Full page	<input type="checkbox"/> \$1,995
Special position	4-color
Cover 2 - inside front	<input type="checkbox"/> \$2,295
Cover 3 - inside back	<input type="checkbox"/> \$2,650
Cover 4 - back cover	<input type="checkbox"/> \$2,995

SEE NEXT PAGE FOR:

- MECHANICAL REQUIREMENTS
- ELECTRONIC FILE REQUIREMENTS
- AD SUBMISSION GUIDELINES
- POLICIES

3 AGREEMENT *By signing, you agree to abide by the policies listed. Signature required.*

Ordered by _____ Title _____
 Authorizing signature _____

4 PAYMENT INFORMATION *Billed after publication prints. Please check one of the following options:*

- Check/money order enclosed (payable to SPIE) = \$ _____
- Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____
- Wire transfer = \$ _____
Bank wire transfer information will be sent to you.
- Please send invoice upon receipt of this contract.

MECHANICAL REQUIREMENTS

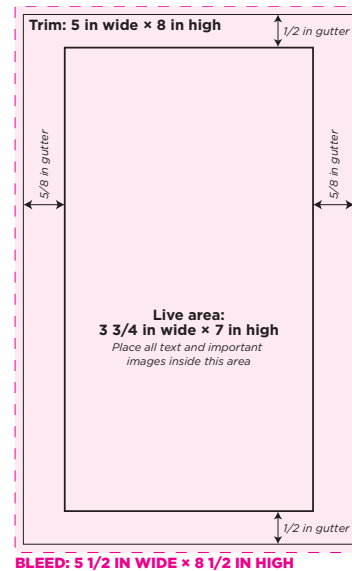
Full page ads only:	Inches	Millimeters
Trim size	5 × 8	127 × 203
Full page with bleed	5 1/2 × 8 1/2	133 × 209.5
Full page live area	3 3/4 × 7	95.25 × 177.5

TRIM size - Notebook will be cut to this size.

BLEED size - Background images need to extend past each edge of page trim size.

LIVE area - Keep all text and important elements inside live area so they do not get cut off when planner is trimmed and bound after printing.

**IMPORTANT:
PLEASE REMOVE ALL PRINTER MARKS
INCLUDING REGISTRATION AND
CROP MARKS FROM YOUR AD FILE**



ELECTRONIC FILE REQUIREMENTS

- AD SHOULD BE FURNISHED AS A HIGH-RESOLUTION PDF (at least 300 dpi). Fonts must be embedded, outlined, or included. All colors should be CMYK builds. Note: eps, jpg, and tif files will be accepted but PDF IS PREFERRED.
- Keep essential matter of an ad (text or image) 3/8" / 5/8" from the TRIM.
- PLEASE REMOVE ALL PRINTER MARKS INCLUDING REGISTRATION AND CROP MARKS FROM YOUR AD FILE.
- Sponsor logo listing file requirements: CMYK vector artwork saved as .AI or .EPS format with all fonts converted to outlines. Links or embedded files must be at least 300 dpi resolution.

AD MATERIAL SUBMISSION GUIDELINES

- Ads can be emailed (files <5 MB may be emailed to advertising@spie.org).
- Please contact advertising@spie.org with questions about ad submissions.

POLICIES

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the mechanical and electronic file requirements.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
- No refunds on ads cancelled after insertion order due dates.
- No guaranteed ad placement other than accepted special cover positions.
- SPIE reserves the right to cancel or reject any advertisement; this includes solicitation by organizations for membership and event attendees, authors or exhibitors, or products unrelated to the event.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- Ads received after the materials due dates are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission. Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

LIABILITY

The publisher reserves the right to hold the advertiser and advertising agency jointly and severally liable to SPIE for payments due hereunder. The advertiser is at all times liable for payment of all account balances due and all other liabilities and deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their advertising agency. Payments by the advertiser to the advertising agency for services does not constitute payment to SPIE. Any language to the contrary in any advertising agency's insertion orders or other documents is void and without effect.

BILLING AND DISCOUNTS

Billing and tear sheets will be mailed after the piece has been published. Payment must be made to SPIE within 30 days of invoice date. After 30 days, a 5% late fee will be added to all unpaid balances.

SPIE News

Secure your ad placement alongside industry-specific editorial and access vital exposure to products and brands.

Capitalize on exposure to industry professionals with exclusive ad placement alongside the very latest featured news from SPIE.

Get your company logo or message in front of over 500,000 unique viewers and drive qualified traffic to your web properties with an ad on SPIE.org/news.

www.spie.org/news

The screenshot shows the SPIE.org/news website. At the top, there is a navigation bar with the SPIE logo and the tagline "The international society for optics and photonics". Below the navigation bar, there is a search bar and a "News Menu" dropdown. The main content area is titled "Featured News from SPIE" and contains several articles. The first article is "Illuminating neuro-vascular dynamics throughout the body: 3D-printed implants and bioluminescence duet shed light on brain-spinal cord interactions". Below this, there are "Highlighted Stories" and "Recent News and Stories" sections. The "Highlighted Stories" section features three articles: "Heralding and navigating the radio-astronomy renaissance", "New biomarkers of response in melanoma immunotherapy", and "Building a diverse quantum future". The "Recent News and Stories" section features a grid of nine articles, including "PRISM 20 AWARDS 25", "Celebrate excellence: 2025 SPIE Prism Awards open for outstanding photonics products", "Black Sunday", "It's election season", "Reflecting hope: Concentrating solar power can feed the grid and perhaps even remove carbon from Earth's atmosphere", "Light for clean water: Nano-enabled photonics technologies might ease the drought", "Powering down: How optics technologies can reduce the energy costs of artificial intelligence and boost data center efficiency", "Out of the blue: Shuji Nakamura's solo ascent to the Nobel Prize", "Every chip counts: Considering the semiconductor industry's environmental impact", and "Electroforming low-scatter optical components". There are two red rectangular advertisements on the right side of the page, each with the text "Rectangle: 300 x 250 pixels". At the bottom of the page, there is a "Load More" button.

Contact SPIE Sales:

Kim Abair
Sales Manager
Tel: +1 360 685 5499
kima@spie.org

Lacey Barnett
Sales Manager
Tel: +1 360 685 5551
laceyb@spie.org

Melissa Valum
Sales Manager
Tel: +1 360 685 5596
melissav@spie.org

Fax: +1 360 647 1445
www.spie.org/advertising

Prices listed are in US dollars, per month rate.

Sign up for six or more ads and get a 20% discount.

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member No Yes Corporate ID# _____

Advertising company _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ Bill to **advertising company** (not ad agency)

Ad agency _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ P.O. (if required for billing) _____

2 SPECIFY MONTHS TO RUN YOUR AD

	Rectangle ad 300 x 250 pixels; File size: 20k	<i>Please choose months to run your ad:</i>
Newsroom ad on website	\$1,850	<input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December

3 AGREEMENT *By signing, you agree to abide by the policies listed. Signature required.*

Ordered by _____ Title _____

Authorizing signature _____

4 PAYMENT INFORMATION *Billed after publication prints. Please check one of the following options:*

Check/money order enclosed (payable to SPIE) = \$ _____

Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____

Wire transfer = \$ _____
Bank wire transfer information will be sent to you.

Please send invoice upon receipt of this contract.

ELECTRONIC FILE REQUIREMENTS

- Materials due 10 business days prior to ad posting.
- Units are in pixels. File type: gif or jpg (web ready). Ads must be set up to the correct dimensions shown on previous page. Average file size 20K.
- Ads may be emailed to advertising@spie.org
- Please contact us with any questions you have about ad submissions: advertising@spie.org

POLICIES

- Changes or modifications to submitted ad materials may be subject to production charges.
- SPIE does not guarantee reproduction quality for late ads or ads that do not meet the ad material submission guidelines.
- Ad materials are stored for 12 months, unless other arrangements have been made in writing.
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- No guaranteed ad placement position.
- SPIE reserves the right to cancel or reject any advertisement; this includes solicitation by organizations for membership and event attendees, authors or exhibitors, or products unrelated to the event.
- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
- Ad materials received after the materials due dates are subject to a 10% surcharge.
- Recognized ad agencies will receive a 15% commission.
- Commissions given to ad agencies will be forfeited if payment is not received within 60 days of invoice date.
- Account delinquency may affect advertiser's and agency's ability to book space in future issues.
- For accounts with more than one unpaid invoice, all cash received will be paid to oldest invoice first.
- Advertiser and agency agree to pay all collection costs that result from our collection efforts on delinquent balances, including reasonable attorney's fees.

LIABILITY

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BILLING AND DISCOUNTS

- Invoice will be included with the customer's confirmation email. Payment must be paid to SPIE by the 15th of the month prior to the month your ad is scheduled. Eg: if your ad is scheduled for July, your payment is due 15 June.
- SPIE Corporate Members receive a 5% discount on published rates.

SPIE Digital Library

The SPIE Digital Library is the world's largest collection of optics and photonics applied research with over 625,000 publications and over 10 million page views each year.

Web

Ad displays on all 625,000+ publication pages and journal article pages, and eBook chapter pages.

The screenshot shows a web browser displaying a journal article page on the SPIE Digital Library. The page features a navigation bar with the SPIE logo and menu items like 'CONFERENCING', 'PAPERS', 'PRESENTATIONS', 'JOURNALS', and 'EBOOKS'. A search bar is located in the top right. The main content area displays the article title 'Multi-scale point pair normal encoding for local feature description and 3D object recognition' by Chu'ai Zhang, Yating Wang, Qiao Wu, Jiangbin Zheng, Jiaqi Yang, Siwen Qian, and Yanning Zhang. The article is dated 4 July 2024 and is 24 pages long. A sidebar on the right contains buttons for 'DOWNLOAD PAPER', 'SAVE TO MY LIBRARY', and 'GET CITATION'. Two red advertisement banners are overlaid on the page: one at the top with the text 'Leaderboard ad: 970x90' and another at the bottom with the text 'Medium Rectangle ad: 300x250'. The article text is partially obscured by these ads.

www.spiedigitallibrary.org

SPIE.

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Contact SPIE Sales:

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Tel: +1 360 685 5551
laceyb@spie.org

Melissa Valum
Sales Manager
Tel: +1 360 685 5596
melissav@spie.org

Fax: +1 360 647 1445
www.spie.org/advertising

1 PLEASE PROVIDE COMPLETE BILLING INFORMATION

My company is an SPIE Corporate Member No Yes Corporate ID# _____

Advertising company _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ Bill to **advertising company** (not ad agency)

Ad agency _____

Address _____

City _____ State/Prov. _____ Zip _____

Contact _____ Title _____

Telephone _____ Fax _____

Email _____ P.O. (if required for billing) _____

2 SPECIFY ADVERTISEMENT TYPE

Leaderboard 970 x 90 pixels **\$1,700**

January February March

April May June

Please choose months to run your ad:

July August September

October November December

Medium rectangle 300 x 250 pixels **\$1,150**

January February March

April May June

Please choose months to run your ad:

July August September

October November December

3 AGREEMENT *By signing, you agree to abide by the policies listed. Signature required.*

Ordered by _____ Title _____

Authorizing signature _____

4 PAYMENT INFORMATION *Please check one of the following options:*

Check/money order enclosed (payable to SPIE) = \$ _____

Credit card
SPIE accepts VISA, MasterCard, American Express, Diners Club, and Discover cards = \$ _____

Wire transfer = \$ _____
Bank wire transfer information will be sent to you.

Please send invoice upon receipt of this contract.

Prices listed are in US dollars,
per month rate.

51145

ELECTRONIC FILE REQUIREMENTS

- Materials due within 10 business days
- Units are in pixels. File type: gif or jpg (web ready). Ads must be set up to the correct dimensions shown on previous page. Average file size 20K. Set animated gif files to loop no more than 5 times.
- Ads may be emailed to advertising@spie.org
- Please contact us with any questions you have about ad submissions: advertising@spie.org

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- Simulation of the publication's format is not permitted.
- SPIE reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.
- All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect the publisher from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of publication of such advertisement.
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LIABILITY

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BILLING AND DISCOUNTS

- Invoice will be emailed on the 1st of the month prior to ad being placed. If your ad is placed on June 1, your invoice will be sent on May 1. Payment must be paid to SPIE by the 15th of the month prior to the month your ad is scheduled; for example, if your ad is scheduled for July, your payment is due 15 June.
- SPIE Corporate Members receive a 5% discount on published rates.

SPIE.

SPIE is the international society for optics and photonics

International Headquarters

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