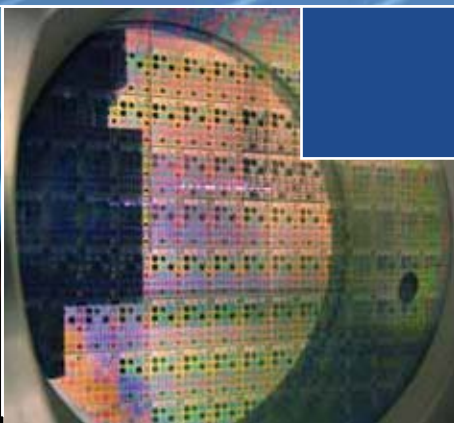
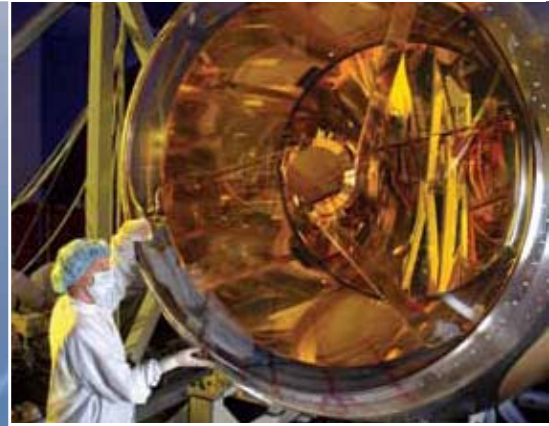


LaserFocusWorld®

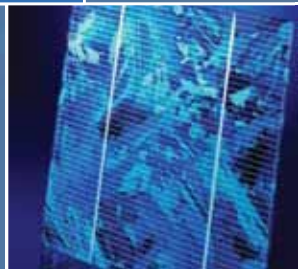
International resource for technology and applications in the global photonics industry

2011 Media Planner



www.laserfocusworld.com

Providing Photonics
Content to



Designed to meet your specific marketing campaign goals

Match your campaign objectives to our solutions!

These icons appear throughout the media planner for easy identification and your convenience.



Push

In a **Push Marketing** strategy, we create end-user 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.



Pull

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



Brand

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



Lead

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









Traffic

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



Thought

A **Thought Leadership/Education** campaign authenticates your sales and marketing message by comprehensively communicating innovation and a sustainable competitive advantage — building business over the long term.

Our Solutions	Marketing Approach		Your Marketing Campaign Objectives			
	 Push	 Pull	 Brand	 Lead	 Traffic	 Thought
Print Magazine	•		•		•	
Banner		•	•		•	
Page Peel		•	•		•	
Content Rotator		•	•		•	
Search Sponsorship		•	•		•	
Welcome Page Sponsorship		•	•		•	
IQ Test	•	•	•		•	
Topic Center Sponsorship		•	•		•	
eNewsletter Sponsorship	•		•		•	
Editorial Digest	•	•	•	•	•	•
Webcast	•	•	•	•		•
Video	•	•	•			•
Community	•	•	•		•	
Virtual Event	•	•	•	•	•	•
Digital Edition/eMagazine	•		•		•	
White Paper	•	•	•	•		•
Podcast	•	•	•	•		•
Buyers Guide		•	•	•	•	
Custom Content	•	•	•	•		•
Face-to-Face Event	•	•	•	•		•

Photonics and optoelectronics encompass multiple technologies underpinning numerous applications from consumer, entertainment, and computing to defense, homeland security, and industrial markets that together represent a hugely-vibrant business. For 2011, our goal is to give you 586,435¹ opportunities to expand your reach into the global photonics and optics industry via our magazine, eNewsletters, website, list rentals and international editions. Please contact your local media representative to help you design an integrated marketing approach that works for you.

TOTAL REACH¹: 586,435



¹Publisher's own data; numbers are per month (No attempt has been made to deduplicate recipients across all channels.) Total Asian reach is based on the circulation from both Asia and Asia Pacific.

*Includes publisher's own pass along data of 2.8 per subscriber, based on total qualified circulation of 71,002 (*Laser Focus World* BPA Worldwide June 2010 statement).

Reach a targeted, engaged audience for greater marketing ROI

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 you'll find in the industry. You'll reach your target market—engaged professionals in key purchasing roles—effectively and efficiently.

***Laser Focus World* subscribers recommend, specify, or purchase the following products or systems:²**

Products/Systems	%
Lasers	56.4
Test and Measurement Equipment	54.7
Other Light Sources	54.2
Detectors & Sensors	52.1
Optical Components	50.7
Laser Systems	45.6
Cameras	44.2
Software and Technical Computing Products	44.1
Electronics	42.8
Fiber Optic Components and Systems	41.1
Positioning and Support Equipment	35.2
Materials and Substrates	33.3
Laser Parts and Accessories	26.8
Displays	26.3
Imaging Devices and Systems	25.7
Cooling, Vacuum and Gas Equipment	23.5
Optical Fabrication & Component Manufacturing	20.3



BPA
WORLDWIDESM

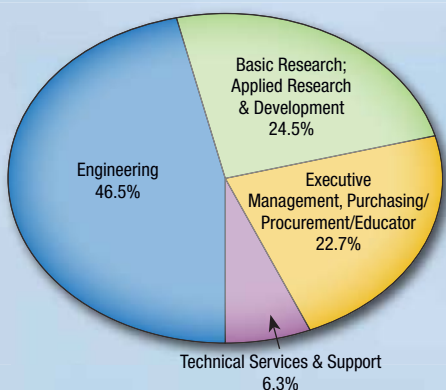
71,000

100% Qualified
Subscribers¹

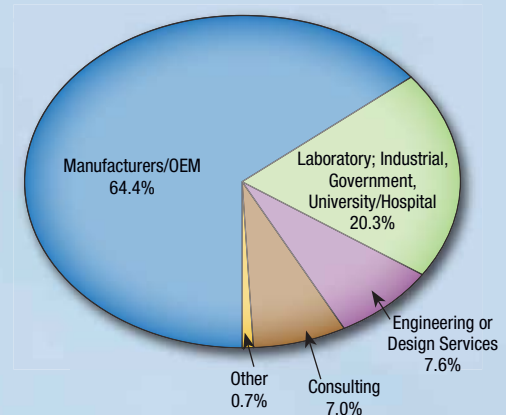
***Laser Focus World* subscribers design or manufacture optoelectronic systems for the following applications:¹**

Applications	%	Applications	%
Communications	31.3	Signal Processing or Computing	16.1
Material Processing	30.1	Aviation/Aerospace	14.4
Inspection/Identification	24.2	Solid-State Lighting/Illumination	13.4
Semiconductor Processing	22.2	Biotechnology	12.8
Sensing & Monitoring	22.2	Microscopy	11.2
Solar/Photovoltaics	21.9	Displays/Entertainment	10.6
Military/Defense	21.3	Security Biometrics	9.8
Medical/Therapeutic	20.9	Optical Data Storage	9.4
Life Sciences	20.3	Ultrafast or Time-Resolved Studies	8.1
Materials Research	19.0	Holography	7.9
Imaging	18.6	Forensic Science	7.3
Test and Measurement	16.8	Astronomy	7.0
Spectroscopy	16.8	Reprographics/Printing	6.6
Chemistry, Chemical Engineering	16.7	Other	1.6
Process Control	16.3		

Primary Job Function¹



Primary Business/Occupation¹



¹*Laser Focus World* BPA Worldwide June 2010 statement (Based on May 2010 TQ = 71,000)

²*Laser Focus World* BPA Worldwide June 2010 statement (Based on total number of respondents = 71,000)

Closing Dates	January			February			March		
	AD 12/08/10	MAT 12/10/10	EDIT 11/01/10	AD 01/10/11	MAT 01/12/11	EDIT 12/01/10	AD 02/07/11	MAT 02/09/11	EDIT 01/05/11
Applications	<ul style="list-style-type: none"> ■ Photonics Applied: Frequency Combs 			<ul style="list-style-type: none"> ■ Photonics Applied: Biophotonics 			<ul style="list-style-type: none"> ■ Photonics Applied: Astronomy 		
Lasers & Sources	<ul style="list-style-type: none"> ■ Photonic Frontiers: Extreme Light Infrastructure ■ Market Review & Forecast ■ LEDs 			<ul style="list-style-type: none"> ■ Photonic Frontiers: Gesture Recognition ■ Quantum-Cascade Lasers 			<ul style="list-style-type: none"> ■ Photonic Frontiers: Integrated Photonics ■ High-Power Diode Lasers 		
Optics	<ul style="list-style-type: none"> ■ Plasmonics ■ Optical Materials 			<ul style="list-style-type: none"> ■ Adaptive Optics 			<ul style="list-style-type: none"> ■ IR Optics 		
Detectors	<ul style="list-style-type: none"> ■ PMTs 			<ul style="list-style-type: none"> ■ Terahertz Detectors 			<ul style="list-style-type: none"> ■ CCDs 		
Imaging & Displays	<ul style="list-style-type: none"> ■ Software & Computing: Image Processing 			<ul style="list-style-type: none"> ■ Fluorescence Imaging 			<ul style="list-style-type: none"> ■ Focal-Plane Arrays 		
Fiber Optics	<ul style="list-style-type: none"> ■ Medical Fibers 			<ul style="list-style-type: none"> ■ Fiber Amplifiers 			<ul style="list-style-type: none"> ■ Fibers for Fiber Lasers 		
Instrumentation & Accessories	<ul style="list-style-type: none"> ■ Chillers 			<ul style="list-style-type: none"> ■ LED Test & Measurement 			<ul style="list-style-type: none"> ■ Spectroscopy 		
Departments	<ul style="list-style-type: none"> ■ Software & Computing: Image Processing 						<ul style="list-style-type: none"> ■ Software & Computing: Optical Design 		
eNewsletters	<ul style="list-style-type: none"> ■ 1/1 News & Products Focus on: Photonics Software ■ 1/11 Lasers & Sources ■ 1/12 Optical Components & Systems ■ 1/18 Detectors & Imaging ■ 1/25 Positioning, Support & Accessories 			<ul style="list-style-type: none"> ■ 2/1 News & Products Focus on: Biophotonics ■ 2/8 Lasers & Sources ■ 2/9 Optical Components & Systems ■ 2/15 Detectors & Imaging ■ 2/17 Test & Measurement ■ 2/22 Fiber-Optic Components & Systems 			<ul style="list-style-type: none"> ■ 3/1 News & Products Focus on: Metrology ■ 3/8 Lasers & Sources ■ 3/15 Optical Components & Systems ■ 3/16 Detectors & Imaging ■ 3/22 Positioning, Support & Accessories 		
Webcasts				<ul style="list-style-type: none"> ■ Fundamentals of Photonics: Beam Characterization 			<ul style="list-style-type: none"> ■ Fundamentals of Photonics: Applications of High-Power Solid-State Lasers 		
Industry Events	<ul style="list-style-type: none"> ■ Photonics West Jan 22-27, San Francisco, CA ■ Lasers & Photonics Marketplace Seminar Jan 24, San Francisco, CA ■ SPIE Medical Imaging Feb 12-17, Lake Buena Vista, FL 			<ul style="list-style-type: none"> ■ Strategies in Light Feb 22-24, Santa Clara, CA ■ SPIE Advanced Lithography Feb 26-Mar 4, San Jose, CA ■ OFC/NFOEC Mar 6-11, Los Angeles, CA ■ PittCON Mar 13-18, Atlanta, GA 			<ul style="list-style-type: none"> ■ LASER World of Photonics China Mar 15-17, Shanghai, China ■ Photovoltaic Technology Show Europe Apr 5-7, Stuttgart, Germany ■ VTX Vision Technology Exhibition <i>formerly IPOT/Machine Vision</i> Apr 6-7, Birmingham, England 		
Marketing Incentive Programs	<ul style="list-style-type: none"> ■ Photonics West Integrated Marketing Package ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ <i>Focus On Products</i> Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ Defense, Security & Sensing/CLEO 2011 Integrated Marketing Package ■ 2011 Buyers Guide Package ■ Manufacturers' Showcase Program ■ Editorial Digest Program 		

Closing Dates	April			May			June		
	AD	MAT	EDIT	AD	MAT	EDIT	AD	MAT	EDIT
	03/07/11	03/09/11	02/01/11	04/01/11	04/05/11	03/01/11	05/06/11	05/10/11	04/01/11
Applications	<ul style="list-style-type: none"> ■ Photonics Applied: Optical Sensing 			<ul style="list-style-type: none"> ■ Photonics Applied: Displays ■ CLEO/<i>Laser Focus World</i> Innovation Awards Feature ■ Terahertz Sources 			<ul style="list-style-type: none"> ■ Photonics Applied: Microelectronics Processing 		
Lasers & Sources	<ul style="list-style-type: none"> ■ Photonic Frontiers: Diode-Pumped Alkali Lasers ■ Ultrafast Lasers 						<ul style="list-style-type: none"> ■ Photonic Frontiers: Vertical-Cavity Lasers ■ Fiber Lasers ■ Nonlinear Optics 		
Optics	<ul style="list-style-type: none"> ■ High-Power Optics 			<ul style="list-style-type: none"> ■ Photonic Frontiers: Metamaterials ■ Aspheres ■ UV Optics 					
Detectors	<ul style="list-style-type: none"> ■ IR Detectors 			<ul style="list-style-type: none"> ■ Organic Detectors 			<ul style="list-style-type: none"> ■ APD Detectors 		
Imaging & Displays	<ul style="list-style-type: none"> ■ 3D Imaging 			<ul style="list-style-type: none"> ■ Multispectral Imaging 			<ul style="list-style-type: none"> ■ Novel Displays/Imagers 		
Fiber Optics	<ul style="list-style-type: none"> ■ Fiber-Optic Test & Measurement 			<ul style="list-style-type: none"> ■ Specialty Fibers 			<ul style="list-style-type: none"> ■ Plastic Optical Fibers 		
Instrumentation & Accessories	<ul style="list-style-type: none"> ■ Motion Control 			<ul style="list-style-type: none"> ■ Ultrafast-Pulse Characterization 			<ul style="list-style-type: none"> ■ Interferometry 		
Departments				<ul style="list-style-type: none"> ■ Software & Computing: Modeling 					
eNewsletters	<ul style="list-style-type: none"> ■ 4/5 News & Products Focus on: Optical Fibers ■ 4/12 Lasers & Sources ■ 4/19 Optical Components & Systems ■ 4/20 Detectors & Imaging ■ 4/26 Test & Measurement 			<ul style="list-style-type: none"> ■ 5/3 News & Products Focus on: Astronomy ■ 5/10 Lasers & Sources ■ 5/11 Optical Components & Systems ■ 5/17 Detectors & Imaging ■ 5/24 Positioning, Support & Accessories ■ 5/31 Fiber-Optic Components & Systems 			<ul style="list-style-type: none"> ■ 6/7 News & Products Focus on: Optical Sensing ■ 6/14 Lasers & Sources ■ 6/15 Optical Components & Systems ■ 6/21 Detectors & Imaging ■ 6/28 Test & Measurement 		
Webcasts				<ul style="list-style-type: none"> ■ Fundamentals of Photonics: Spectroscopy 					
Industry Events	<ul style="list-style-type: none"> ■ SVC Conference Apr 16-21, Chicago, IL ■ MRS Spring Meeting Apr 25-29, San Francisco, CA ■ SPIE Defense, Security and Sensing Apr 25-29, Orlando, FL ■ CLEO/QELS May 1-6, Baltimore, MD 			<ul style="list-style-type: none"> ■ SID May 15-20, Los Angeles, CA ■ Photonics North May 16-20, Ottawa, Canada ■ LASER World of Photonics 2011 May 23-26, Munich, Germany 			<ul style="list-style-type: none"> ■ SEMICON West & Intersolar North America Jul 12-14, San Francisco, CA 		
Marketing Incentive Programs	<ul style="list-style-type: none"> ■ Defense, Security & Sensing/CLEO 2011 Integrated Marketing Package ■ LASER World of Photonics 2011 Integrated Marketing Package ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ LASER World of Photonics 2011 Integrated Marketing Package ■ <i>Focus On Products</i> Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ Summer Corporate Profile Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program 		

Closing Dates	July			August			September		
	AD	MAT	EDIT	AD	MAT	EDIT	AD	MAT	EDIT
	06/06/11	06/08/11	05/02/11	07/11/11	07/13/11	06/01/11	08/08/11	08/10/11	07/05/11
Applications	<ul style="list-style-type: none"> ■ Photonics Applied: Theranostics 			<ul style="list-style-type: none"> ■ Photonics Applied: Defense 			<ul style="list-style-type: none"> ■ Photonics Applied: Photovoltaics ■ Photonic Frontiers: Photonics Programs 		
Lasers & Sources	<ul style="list-style-type: none"> ■ Photonic Frontiers: Quantum Dots & Dashes ■ High-Power Solid-State Lasers 			<ul style="list-style-type: none"> ■ Photonic Frontiers: Single-Cycle Pulses ■ Laser Beam Combining 			<ul style="list-style-type: none"> ■ Shortwave Semiconductor Lasers 		
Optics	<ul style="list-style-type: none"> ■ Micro & Molded Optics 			<ul style="list-style-type: none"> ■ Photonic Crystals 			<ul style="list-style-type: none"> ■ Polymer/Organic Optics 		
Detectors	<ul style="list-style-type: none"> ■ CMOS Detectors 			<ul style="list-style-type: none"> ■ High-Speed Detectors 			<ul style="list-style-type: none"> ■ UV Detectors 		
Imaging & Displays	<ul style="list-style-type: none"> ■ Low-Light Imaging 			<ul style="list-style-type: none"> ■ Astronomical Imaging 			<ul style="list-style-type: none"> ■ High-Speed Imaging 		
Fiber Optics	<ul style="list-style-type: none"> ■ Telecom Fiber 						<ul style="list-style-type: none"> ■ Novel Fibers 		
Instrumentation & Accessories	<ul style="list-style-type: none"> ■ Microscopy 			<ul style="list-style-type: none"> ■ Spectrometers 			<ul style="list-style-type: none"> ■ Optical Test Equipment 		
Departments	<ul style="list-style-type: none"> ■ Software & Computing: Thin-Film Coating Design 						<ul style="list-style-type: none"> ■ Software & Computing: Beam Analysis 		
eNewsletters	<ul style="list-style-type: none"> ■ 7/5 News & Products Focus on: Materials Processing ■ 7/12 Lasers & Sources ■ 7/13 Optical Components & Systems ■ 7/19 Detectors & Imaging ■ 7/26 Positioning, Support & Accessories 			<ul style="list-style-type: none"> ■ 8/2 News & Products Focus on: Terahertz Technology ■ 8/9 Lasers & Sources ■ 8/16 Optical Components & Systems ■ 8/17 Detectors & Imaging ■ 8/23 Test & Measurement ■ 8/30 Fiber-Optic Components & Systems 			<ul style="list-style-type: none"> ■ 9/6 News & Products Focus on: Novel Materials ■ 9/13 Lasers & Sources ■ 9/14 Optical Components & Systems ■ 9/20 Detectors & Imaging ■ 9/27 Positioning, Support & Accessories 		
Webcasts	<ul style="list-style-type: none"> ■ Fundamentals of Photonics: Photovoltaics Manufacturing 						<ul style="list-style-type: none"> ■ Fundamentals of Photonics: High-Brightness LEDs for Illumination and Lighting 		
Industry Events				<ul style="list-style-type: none"> ■ SPIE Optics + Photonics Aug 21-25, San Diego, CA 			<ul style="list-style-type: none"> ■ ATE expo Sep 20-22, Rosemont, IL ■ InterOpto 2011/BioOpto 2011/LED Japan 2011 Sep 28-30, Yokohama, Japan ■ Strategies in Light Europe Oct 3-5, Milan, Italy ■ IEEE Photonics Society Annual Meeting Oct 9-13, Arlington, VA 		
Marketing Incentive Programs	<ul style="list-style-type: none"> ■ Summer Corporate Profile Program ■ Ad Readership Study ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ Summer Corporate Profile Program ■ Focus On Products Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program 			<ul style="list-style-type: none"> ■ Manufacturers' Showcase Program ■ Editorial Digest Program 		

Closing Dates	October			November			December		
	AD	MAT	EDIT	AD	MAT	EDIT	AD	MAT	EDIT
	09/12/11	09/14/11	08/01/11	10/10/11	10/12/11	09/01/11	11/03/11	11/07/11	10/03/11
Applications	■ Photonics Applied: Materials Processing			■ Photonics Applied: Aesthetic Photonics			■ Photonics Applied: Communications		
Lasers & Sources	■ Photonic Frontiers: Novel Lasers ■ Ultrafast Lasers			■ Photonic Frontiers: High-Power Diode Lasers ■ Tunable Sources			■ Photonics West Preview ■ Annual Technology Review ■ Fiber Lasers		
Optics	■ Optics Manufacturing			■ Thin-Film Coatings			■ Hybrid Optics		
Detectors	■ Quantum-Dot Detectors			■ Single-Photon Detectors			■ IR Detectors		
Imaging & Displays	■ Medical Imaging			■ Terahertz Imaging			■ Photonic Frontiers: OCT		
Fiber Optics	■ Fiber-Based Components			■ Fibers for Sensing			■ Fiber for Lighting		
Instrumentation & Accessories	■ Nanopositioning			■ Vibration Control & Isolation			■ Spectroscopy		
Departments				■ Software & Computing: Control & Automation					
eNewsletters	■ 10/4 News & Products Focus on: Ultrafast Technology ■ 10/11 Lasers & Sources ■ 10/12 Optical Components & Systems ■ 10/18 Detectors & Imaging ■ 10/25 Test & Measurement			■ 11/1 News & Products Focus on: Photovoltaics ■ 11/8 Lasers & Sources ■ 11/15 Optical Components & Systems ■ 11/16 Detectors & Imaging ■ 11/22 Positioning, Support & Accessories ■ 11/29 Fiber-Optic Components & Systems			■ 12/6 News & Products Focus on: Organic Photonics ■ 12/13 Lasers & Sources ■ 12/14 Optical Components & Systems ■ 12/20 Detectors & Imaging ■ 12/27 Test & Measurement		
Webcasts				Fundamentals of Photonics: Fiber Lasers					
Industry Events	■ Photonex Nov 2-3, Telford, UK ■ OSA Frontiers in Optics Oct 16-20, San Jose, CA ■ ICALEO Oct 24-27, Orlando, FL ■ Vision 2011 Nov 8-10, Stuttgart, Germany ■ Fabtech Nov 13-16, Chicago, IL			■ MRS Fall Meeting Nov 28-Dec 2, Boston, MA					
Marketing Incentive Programs	■ Fall Upgrade Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program			■ Fall Upgrade Program ■ Focus On Products Program ■ Manufacturers' Showcase Program ■ Editorial Digest Program			■ Profiles in Technology ■ Manufacturers' Showcase Program ■ Editorial Digest Program		



Photonics West Integrated Marketing Package 2010/2011

December 2010, January 2011

Display advertisers in BOTH December 2010 AND January 2011 earn:

- Second ad FREE in January with bonus distribution at Photonics West 2011. Double your exposure to an anticipated 18,000 attendees at one of the industry's most important events. (Free ad must be comparable in size to paid ad or smaller.)
- Photonics West Video Showcase Program for only \$1,000 net! Bring your marketing message to life using one of the most powerful media platforms available. Promote a new product or announce a new technology LIVE on camera at Photonics West and we'll post your video on the *Laser Focus World* website and include it in our post-show eNewsletter distributed to over 50,000¹ buyers and specifiers. PLUS! We'll give you the video to post on your own website or use as you wish.



Focus On Products Program

February, May, August, November

Focus On Products (published quarterly and poly-bagged with *Laser Focus World*) is a print and online lead-generation vehicle designed to drive traffic to your website. Display advertisers in February, May, August and November earn a *Focus on Products* ad for only \$1,785 net. We'll even produce the ad for you at no charge!



Defense, Security & Sensing/ CLEO 2011 Integrated Marketing Package

March, April

Display advertisers in BOTH March AND April earn:

- Second ad FREE in April with bonus distribution at Defense, Security & Sensing and CLEO 2011. This program gives you an outstanding opportunity to promote your company and products at TWO of the industry's premier events for sensing equipment, imaging, optics, and photonics. (Free ad must be comparable in size to paid ad or smaller.)

- Defense, Security & Sensing and/or CLEO Video Showcase Program for only \$1,000 net each! Create innovative messaging using one of the fastest-growing media platforms available. Promote a new product or announce a new technology LIVE on camera at Defense, Security & Sensing and/or CLEO 2011 and we'll post your video on the *Laser Focus World* website and include it in our post-show eNewsletter distributed to over 50,000¹ key decision-makers. PLUS! We'll give you the video to post on your own website or use as you wish.



2011 Buyers Guide Package

March

Sign up for a full page ad in the print edition of the 2011 Buyers Guide by November 1, 2010 and receive an All Access Package online for 12 months — starting immediately — for only \$10,000 net. Plus, you pay only 50% in 2010 and the remaining balance in 2011.



LASER World Of Photonics 2011 Integrated Marketing Package

April, May

Display advertisers in BOTH April AND May earn:

- Second ad FREE in May with bonus distribution at LASER World of Photonics, Europe's leading trade fair for the laser and photonics sector. (Free ad must be comparable in size to paid ad or smaller.)
- LASER World of Photonics Video Showcase Program for only \$1,000 net! Bring your marketing message to life using one of the fastest-growing media platforms available. Promote a new product or announce a new technology LIVE on camera at LASER World of Photonics and we'll post your video on the *Laser Focus World* website and include it in our post-show eNewsletter distributed to over 50,000¹ key decision-makers. PLUS! We'll give you the video to post on your own website or use as you wish.



Summer Corporate Profile Program

June, July, August

Run a 1/3-page or larger display ad in two of the summer issues (June, July, and/or August) and earn a free full-page profile page

in the second summer month your paid ad appears. Take advantage of this great opportunity to highlight your products, applications, and/or company.

Ad Readership Study

July

As a July advertiser, your ad is automatically included in our annual ad readership study. Compare your ad with your competition, gather insight into the success of your current advertising, gather useful information for planning future advertising and more!



Fall Upgrade Program

October, November

Display advertisers in BOTH October and November can upgrade to the next larger size ad in November for the price of their smaller October ad. For instance, October 1/2-page advertisers can upgrade to a full page in November for the cost of their 1/2-page ad.



Profiles in Technology

December

All 1/3-page or larger display advertisers in December can run a full-page profile ad in our annual Technology Review within the December issue for \$2,250/gross. This is a great opportunity to highlight your products, applications, company, and/or website.



Manufacturers' Showcase Program

Every month

The Showcase section (included in every issue of the magazine) is the perfect place to promote your new products, services, literature, or website. Display advertisers in any issue receive a Manufacturers' Product Showcase ad for only \$990 net. We can even produce the ad for you at no charge!



Editorial Digest Program

Every month

Display advertisers running a full page in any 2011 issue can receive an Editorial Digest Sponsorship for only \$2250 net. A collection of related editorial articles compiled into one downloadable document, an Editorial Digest lets you align your brand around relevant editorial content from *Laser Focus World*. Viewing of the Editorial Digest requires registration with contact information, resulting in instant leads for you!

¹Publisher's own data



Manufacturers' Product Showcase

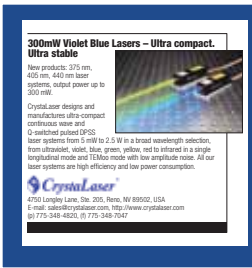
Promote your new products, literature, or website in the Manufacturers' Product Showcase section within every issue of *Laser Focus World* and online at www.laserfocusworld.com (1/4 page 4C ads; 4 ads per page). Simply send us the

following and we'll produce your ad for you!

- 100-word description
- Company logo (jpeg)
- Photo of your product, literature or website image (jpeg)

Contact Katrina Frazer for more information at 603.891.9231 or katrinaf@pennwell.com.

Rate: \$1,990 Net



Focus On Products

Published quarterly in print (Spring/March, Summer/June, Fall/September, and Winter/December) your ad will be seen by 71,002¹ engineers, engineering managers, researchers, and others worldwide who purchase, influence,

or specify your products. PLUS, your online ad will be posted within the Resource Section of the *LFW* website — all for one low price (1/6 page 4C ads; 6 ads per page)!

- 50-word description
- Company logo (jpeg)
- Photo of your product, literature or website image (jpeg)

Contact Katrina Frazer for more information at 603.891.9231 or katrinaf@pennwell.com.

Rate: \$1,785 Net

PACKAGE Rate: RESERVE ALL 4 ISSUES & EARN A 15% DISCOUNT



Business Resource Center

Included in every issue of *Laser Focus World*, this classified section is ideal for advertising business opportunities, consultants, recruitments, used equipment, or other optoelectronics services.

Contact Katrina Frazer for more information at 603.891.9231 or

katrinaf@pennwell.com.

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

1X: \$275 • 3X: \$230 • 6X: \$200 • 12X: \$150



Direct Mail / Email List Rental

Target your most desired prospects with *Laser Focus World's* direct mail and email list rental. Mix and match by job function, industry served, and/or purchase influence to bring your marketing message to the cream of the photonics and optoelectronics buying crop.

Rates: US Direct Mail: \$175/1,000 names

Email (Advertiser): \$425/1,000 names

Email (Non-advertiser): \$525/1,000 names

Contact Kelli Berry at 918.831.9782 or kellib@pennwell.com for more information.



Article Reprints and ePrints

Use printed reprints of *Laser Focus World* articles to your marketing advantage: include as promotional material, client literature, direct mail pieces, trade show and press kit material, public relations information, and business development. Or, post a PDF ePrint on your website

(in read-only format).

Contact Katrina Frazer for more information at 603.891.9231 or katrinaf@pennwell.com.

¹Laser Focus World
BPA Worldwide June 2010 statement

Rate Card #44

Worldwide Edition FOUR-COLOR Rates

	1x	3x	6x	9x	12x	18x	24x	36x
Full Page	\$14,550	\$13,105	\$12,265	\$12,035	\$11,740	\$11,250	\$10,875	\$10,430
2/3 Page	\$12,135	\$10,940	\$10,290	\$10,110	\$ 9,865	\$ 9,485	\$ 9,215	\$ 9,055
1/2 Island	\$11,165	\$10,330	\$ 9,785	\$ 9,630	\$ 9,520	\$ 9,165	\$ 8,935	\$ 8,680
1/2 Page	\$ 9,760	\$ 8,925	\$ 8,380	\$ 8,220	\$ 8,110	\$ 7,760	\$ 7,530	\$ 7,270
1/3 Page**	\$ 7,915	\$ 7,220	\$ 6,915	\$ 6,795	\$ 6,650	\$ 6,435	\$ 6,235	\$ 6,080
1/4 Page	\$ 6,595	\$ 6,055	\$ 5,835	\$ 5,710	\$ 5,650	\$ 5,465	\$ 5,315	\$ 5,200
1/6 Page	\$ 5,520	\$ 5,125	\$ 4,895	\$ 4,860	\$ 4,790	\$ 4,640	\$ 4,545	\$ 4,410

Advertisements in the 2011 *Buyers Guide* count toward frequency in the magazine in 2011; advertisements in the 2012 *Buyers Guide* count toward 2012 frequency. Space is billed at the one-time rate unless a written frequency agreement is on file.

RATES INCLUDE
FOUR-COLOR!

Discounts

BLACK & WHITE	-\$2,385
2-Color	-\$960

Covers

Cover II	+ 20%
Cover III	+ 15%
Cover IV	+ 25%

Special Positions

15% premium for specified position within the magazine. Premium position charge is added to the cost of space only (full-page, 4-color ads only and must be contracted for 12x or more).

**1/3 Horizontal: +10% premium

Cancellation by an advertiser requires notice to the publisher 90 days prior to cancelled issue.

Issuance:

Mails by the 15th of each month.

Special Discounts

25% off INCREASED ADVERTISING DISCOUNT

Increase your print advertising within *Laser Focus World* in 2011 and you will receive a 25% discount on incremental space. You must have run a minimum of three times in 2010 to be eligible in 2011. The 25% discount applies to space only; it does not apply to color.

COMBINED FREQUENCY DISCOUNT

Advertise in two or more magazines and you are eligible for combined frequency discounts. Participating publications include: *Industrial Laser Solutions*, *BioOptics World*, *Vision Systems Design*, *Solid State Technology*, and more.

INTERNATIONAL EDITION ONLY FOUR-COLOR RATES

Available every month. Distributed to circulation outside of North America (including all major trade shows).

	1x	3x	6x	12x
Full Page	\$6,535	\$6,335	\$5,975	\$5,735
1/2 Island	\$6,165	\$5,965	\$5,645	\$5,515
1/2 Page	\$4,815	\$4,615	\$4,290	\$4,160
1/3 Page**	\$4,405	\$4,315	\$4,200	\$4,700
1/4 Page	\$3,335	\$3,235	\$3,170	\$3,090

Discounts	
BLACK & WHITE	-\$1,670
2-Color	-\$835

INSERT ADVERTISING RATES

# of Pages	2	4	6	8	12	16	Postcard	CD Rom
Rate	less 50%	less 50%	less 50%	less 55%	less 65%	less 75%	\$3,975	Call for details

Postcard inserts are available only when accompanied by an insert or full-page advertisement. Each furnished insert page counts toward magazine frequency. Printing quotes are available upon request, contact Sales Representative. Tip-in charge \$25 per 1,000.

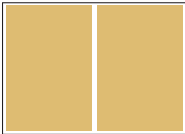


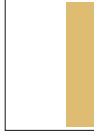

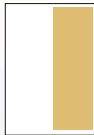

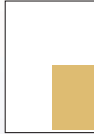


Closing Dates: Contracts/Insertion Orders: Refer to Editorial Calendar.

Ad Material: Refer to Editorial Calendar. For late charges see Mechanical Specifications: Production Charges.

Customer Supplied Inserts: 20th of the month preceding issue date.

Send electronic files to: PennWell Corporation
 Ad Services • LFW • 1421 S. Sheridan Rd., Tulsa, OK 74112 • Tel: 918-831-9100
OR email to: admateral@pennwell.com Please include magazine name and issue date in the subject line.

Publication trim size: 8" x 10.5" (203 x 267 mm). • No charge for bleed.

 <p>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)</p>	 <p>1/2 Page Live Area: 4.5 x 9.5" (114 x 241 mm) Bleed: 5.25 x 10.75" (133 x 274 mm)</p>	 <p>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)</p>	 <p>1/3 Page Vertical 2.25 x 9.5" (57 x 241 mm)</p>
 <p>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)</p>	 <p>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)</p>	 <p>1/3 Page Horizontal 7 x 3.3125" (178 x 84 mm)</p>	 <p>1/4 Page 3.375 x 4.875" (86 x 124 mm)</p>
	 <p>1/2 Page Horizontal Live Area: 7 x 4.875" (178 x 124 mm) Bleed: 8.25 x 5.5" (210 x 140 mm)</p>	 <p>1/3 Page Square 4.5 x 4.875" (114 x 124 mm)</p>	

Upload FTP site instructions for electronic submissions

Files will need to be stuffed or zipped prior to uploading. This site can accept files up to 100MB in size. Log onto to <http://digitalads.pennwell.com>, Select LFW in the scroll-down menu. Fill in the appropriate information, and select upload the ad. Once complete, please fax a copy of the ad to 918-831-9415.

Color Proof—We MUST have a high-resolution color proof of the ad to make sure we are producing it correctly. If one is not provided, then at a minimum you must provide a laser proof, but this is NOT preferred. (A fax cannot be substituted for a high-resolution proof.) If a high-resolution color proof is not supplied, publisher will not be responsible for accurate reproduction of ad.

Mechanical Specifications

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

InDesign – Version 3 through 5. Run InDesign's "Package" command to collect file. This is PennWell's preferred page layout software program.

QuarkXpress – File format version 6 through 8. Use the Collect for Output function to extract your document and artwork. Note: Collect for Output does not collect fonts.

PageMaker – Version 6.x; 7.x.

Adobe Illustrator – All versions.

Photoshop – Photoshop files should be saved in EPS format. Use CMYK colors at 254 or 300 dpi with preview of 8 bits/pixel and binary encoding.

PDF – Advertisers wishing to send a PDF file should send a test file to verify the PDF format meets PennWell specifications. We prefer PDF/X-1a verified PDF files. If PDF/X-1a files cannot be supplied, send "Press Optimized" files from the PDF Distiller.

Any guidelines or formats not followed in these specifications may cause an advertising file to not reproduce correctly, and may cause delays and/or additional charges. PennWell is not responsible for reproduction when files do not meet specifications

Specifications

File names should only consist of 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.

- Document size should be created to the final trim size of the page/ad.
- Use 9 points of bleed off of the page.
- 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 Type 1 or TrueType font for styles such as italic or bold.
- We do not accept TIFF/IT or JPEG files.
- No RGB images. All images should be CMYK and/or Pantone if needed.

Fonts – Please include all fonts when sending your documents for output. With Macintosh fonts, provide screen and printer fonts. With Windows fonts, provide PFM and PFB fonts. Use of TrueType or Type 3 fonts is not recommended, and Multiple Master fonts are not supported. If you use TrueType or Type 3 fonts in your document, desired results cannot be guaranteed and delays could result.

If you require more information regarding any of the above specifications, please contact your sales representative or see the "spec sheet" at our ad upload site: <http://digitalads.pennwell.com>.

January 24, 2011 • San Francisco, CA
The InterContinental San Francisco

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Register by
December 15th
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Analyzing the Business of Photonics

The Lasers & Photonics Marketplace Seminar, held in conjunction with SPIE's Photonics West, is the only event anywhere in the world that focuses on the entire laser marketplace. This one-day seminar, now in its 23rd year, provides a comprehensive market perspective that is unobtainable elsewhere, with market data segmented by application and laser technology from three of the photonics industry's leading resources: *Laser Focus World*, *Industrial Laser Solutions*, and *Strategies Unlimited*.

2011 Highlights

TECHNOLOGY FORUM: QUANTUM CASCADE LASERS FOR MID-IR APPLICATIONS: PRO VS. CON

Introduced and moderated by Dr. Tom Hausken, Director of Optoelectronic Components, Strategies Unlimited (Mountain View, CA)



Quantum cascade (QC) semiconductor lasers are emerging as a new technology to address applications in the mid-infrared range, from about 3.5 to 12 microns and beyond. In that range there is little competition to QC lasers, but there are other solutions outside that range that are relevant. Optical parametric oscillators (OPOs) are more

compact, more robust, and perform better than ever before at wavelengths up to about 4 microns. New diode and fiber laser products also offer solutions at shorter wavelengths where QC lasers cannot operate. Are these technologies competitive or complementary to each other? Which has the best opportunity for growth in the near future?

FORUM PANELISTS



Dr. Tim Day,
CEO & CTO
Daylight Solutions Inc.



Dr. Ken Kaufmann,
VP of Marketing
Hamamatsu, Corp.



Dr. Robert Afzal,
Senior Fellow & Director
Lockheed Martin
Laser Systems



Dr. Lars Hildebrand,
Director of Sales
Nanoplus GmbH

WHO SHOULD ATTEND?

- Presidents, CEOs, and COOs • Chief Technology Officers
- R&D Management • Sales and Marketing Executives
- Business Development Directors • Managing Directors
- Business/Technology Analysts

2011 Technology Forum: Quantum Cascade Lasers for Mid-IR Applications: Pro vs. Con

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Include all seminar sessions, full proceedings and all scheduled seminar meals.

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Multiple Registrations* \$895

After December 15, 2010

Seminar \$1,295
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*Multiple registration rate is per additional attendee.

Discount available only to colleagues registering at the same time from the same company. First registrant pays full rate.

QUESTIONS?

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