



*Only a few good magazines
bring a strong message to the market*

2012 Media Kit

DEMOGRAPHICS & CIRCULATION

IEEE Photonics Society News – reaching key decision-makers

IEEE Photonics Society News continues proving its success as the ideal print advertising partner to realize your business goals.

- Tap into new industry developments throughout the year with special features and unique highlights
- Complement your advertising with exclusive and authoritative editorial that connects your brand with the brightest minds in your business
- Powerful “heads-up” content approach to a “heads-up” audience
- Reach key IEEE Photonics Society members – major players in the development of the latest technology and engineering advances

THE IEEE COMMUNITY

IEEE Photonics Society comprises a global community of leading innovators who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

- They develop industry standards in a wide range of technologies
- Their articles and standards are the most highly-cited in U.S. and European patents and IEEE journals
- They sponsor annual conferences and meetings worldwide including the *IEEE Conference on Lasers and Electro-Optics*
- They are actively looking for solutions to complex problems
- They are where innovation begins

CIRCULATION:
7,632

Reach the largest concentration of high-tech professionals in the field.*

26% Senior Management

47% Engineering & Engineering Management

44% Business & Industry

Annual Subscription Cost:

- IEEE Photonics Society Member \$30
Included with membership dues
- Individual Nonmember NA



Access this highly-engaged IEEE member community through the most qualified bimonthly newsletter in the laser, opto-electronics, and photonics market – **IEEE Photonics Society News**

*Source: 2011 Photonics Society Membership Information

SPECIALIZED FOCUS

Designed for engineers at the forefront of technology.

IEEE Photonics Society News covers the application of lasers, optical devices, optical fibers and lightwave technology.

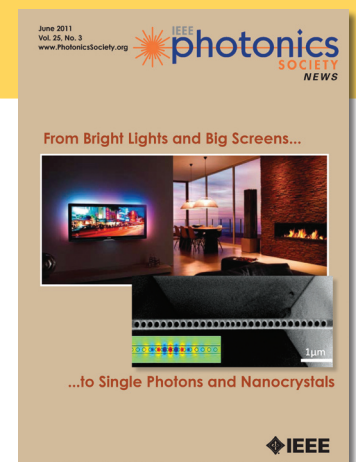
Explore the world of photonics technology with access to the leading engineers in the field, and reach the right buying influences!

3M Co., *Design Engineer*
Aerius Photonics, *Design Engineer*
Aerodyne Research, *Design Engineer*
Agilent Technologies, *Design Engineer*
Air Force Research Laboratory, *Engineering Manager*
Alcatel Thales III-V Lab, *Scientific Manager*
Anritsu Devices Co., Ltd., *Design Engineering Manager*
Apple, *Design Engineering Manager*
Australian National Univ., *Engineering Manager*
Avago Technologies, *Scientific Manager*
Bandwidth Semiconductor, *VP Engineering*
Bell Laboratories, *Scientific Manager*
Bell Labs Alcatel-Lucent, *Engineering Manager*
Beth Israel Deaconess Medical Center, *Software Engineer*
Boeing North, *Scientific Manager*
California Scientific, *VP Engineering*
Cisco Systems, *Chief Engineer/Chief Scientist*
Coherent, Inc., *Chief Engineer/Chief Scientist*
Communications Research Centre Canada, *Scientific Manager*
Coming Cable Systems, *Engineering Manager*
Coming Inc., *Scientific Manager*
CST Global Ltd., *Engineering Manager*
DARPA, *Scientific Manager*
DuPont Displays, *Engineering Manager*
Eastman Kodak Co., *Design Engineer*
Envisioneering, *Engineering Manager*
Ericsson, *Scientific Manager*
FAA, *Design Engineer*
Fibertek, Inc., *Design Engineer*
Ford Motor Co., *Design Engineer*
Fujitsu Laboratories Ltd., *Chairman of the Board/President/CEO*
General Dynamics, *Hardware Engineer*
Harris Corp., *Design Engineer*
Hitachi Ltd., Telecom & Network Systems Div, *Eng. Manager*
Hitachi Ltd., *VP Engineering*
HP Laboratories, *Chief Engineer/Chief Scientist*
Intel, *Engineering Manager*
ITT - Force Protection Systems, *Engineering Manager*
Jet Propulsion Lab, *Scientific Manager*
Johns Hopkins Applied Physics Lab, *Scientific Manager*
KDDI R&D Labs, *VP Engineering*
L-3 Communications, *VP Engineering*
Lawrence Livermore National Lab, *Scientific Manager*
Lockheed Martin Aeronautics, *Chief Engineer/Chief Scientist*
Lockheed Martin Space Systems, *Software Engineer*
Lockheed Martin, *Engineering Manager*
Los Alamos National Laboratory, *Scientific Manager*
Melles Girot Optics Group, *General Manager*
MIT Lincoln Lab, *Scientific Manager*

Mitsubishi Electric Research Lab, *VP Engineering*
Motorola Broadband Communications, *Design Engineer*
Nano Photonic Tech Center, *Chairman of the Board/Pres./CEO*
National Radio Astronomy Observatory, *Design Engineer*
National Science Foundation, *Engineering Manager*
Naval Research Laboratory, *Engineering Manager*
NIST, *General Manager*
Nokia Siemens networks, *VP Engineering*
Northern Optotronics Inc., *Chairman of the Board/Pres./CEO*
NTT Electronics Corp., *Engineering Manager*
NTT Photonics Labs., *General Manager*
Oak Ridge National Laboratory, *Design Engineer*
Oki Electric, *Chief Engineer/Chief Scientist*
Oki Semiconductor, Optical Component, *General Manager*
Palomar Medical Technologies, *VP Engineering*
Panasonic, *General Manager*
PMC Sierra, *Design Engineer*
Raytheon Space and Airborne Systems, *Hardware Engineer*
Raytheon, *Engineering Manager*
Samsung Electronics, *Scientific Manager*
Sandia National Laboratory, *Engineering Manager*
Santec Corp., *General Manager*
Samoff Corp., *VP Engineering*
Schlumberger, *Hardware Engineer*
Scottish Microelectronics Centre, *VP Engineering*
Sharp Corp., *Engineering Manager*
Siemens Corporate Research, *Engineering Manager*
Sigma Space Corp., *Chief Engineer/Chief Scientist*
Source Photonics, *Design Engineer*
Spectrolab, *Engineering Manager*
Stanford University, *Design Engineer*
Sumitomo Electric Industries, *General Manager*
Sun Microsystems, *Engineering Manager*
Tektronix Inc., *Hardware Engineer*
Texas Instruments, *Engineering Manager*
Thales Optronique, *Design Engineer*
The Aerospace Corp., *Scientific Manager*
The Dow Chemical Co., *Scientific Manager*
Thornlabs Quantum Electronics, *Hardware Engineer*
Tokyo Institute of Technology, *Chief Engineer/Chief Scientist*
Toshiba Corp., *Chief Engineer/Chief Scientist*
Toyota, *Design Engineer*
Tyco Telecommunications, *Engineering Manager*
University of Melbourne, *Chief Engineer/Chief Scientist*
US Army Research Lab, *VP Engineering*
Utah State University Space Dynamics Lab, *Scientific Manager*
Verizon Labs, *Scientific Manager*
Xerox, *Chief Engineer/Chief Scientist*
Yokogawa Electric Corp., *Design Engineer*

Key Products:

- Biomedical Lasers
- Displays
- Electro-optical Sensors & Systems
- Integrated Optics & Optoelectronics
- Microwave Photonics
- Nonlinear Optics
- Optical Communications
- Optical Fiber & Planar Waveguide Technology
- Optical Networks & Systems
- Optoelectronic Materials & Processing
- Optoelectronic Packaging
- Manufacturing & Reliability
- Optical Interconnects
- Photodetector & Imaging
- Semiconductor Lasers
- Solid-State Lasers
- Ultrafast Optics & Electronics
- Photonics Reference and Textbooks
- Photonics Programs and Courses



2012 EDITORIAL CALENDAR

Regular Features: Industry Research Highlights; Academic Research Highlights; Careers; Chapter Highlights; Conferences; Members; News; Publications

Columns: Editor's Column; President's Column; Photonics Leaders

ISSUE	RESERVATIONS	MATERIALS	BONUS DISTRIBUTION
Feb.	19 Dec. 2011	23 Dec. 2011	OFC 2012, 4-8 Mar., Los Angeles, CA
Apr.	14 Feb.	17 Feb.	HSD 2012, 29 Apr. - 2 May, Santa Fe, NM CLEO/QEC, 6-11 May, San Jose, CA
June	17 Apr.	20 Apr.	Summer Topicals, 9-11 July, Seattle, WA
Aug.	18 June	21 June	Optical MEMS/Nanophotonics, 5-8 Aug. Banff, CANADA GFP, 29-31 Aug., San Diego, CA AVFOP, 11-13 Sept., Cocoa Beach, FL ECOC, 16-20 Sept., Amsterdam, NETHERLANDS
Oct.	21 Aug.	24 Aug.	PHOTONICS 2012, 23-27 Sept., Burlingame, CA
Dec.	19 Oct.	23 Nov.	

Editorial calendar is subject to change without notice.

2012 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES — RATE CARD #8 — EFFECTIVE JANUARY 2012

Size/Frequency	1X	3X	6X	9X	12X	18X	24X	36X
FULL PAGE	\$1,315	\$1,260	\$1,240	\$1,210	\$1,160	\$1,090	\$1,010	\$920
2/3 PAGE	1,040	1,010	990	960	920	850	790	700
1/2 ISL.	820	780	750	720	700	670	640	600
1/2 PAGE	740	700	680	660	640	600	570	530
1/3 PAGE	530	500	470	460	430	410	390	370
1/4 PAGE	390	370	360	340	330	300	260	250
1/6 PAGE	330	320	310	290	280	250	240	220
COVER 2	\$1,485	\$1,430	\$1,400					
COVER 3	1,485	1,430	1,400					
COVER 4	1,595	1,530	1,500					
*COVER RATES APPLY TO COVER CONTRACTS ONLY. COLOR EXTRA.								
2 COLOR†	\$350							
4 COLOR†	650							

†EXTRA, PER PAGE OR FRACTION THEREOF.

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