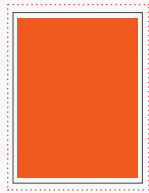


**Electro  
Optics**

**PRINT SPECIFICATIONS**





### FULL PAGE

**Trim** (Page size)  
213mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 288mm (H)

**Non bleed ad**  
189 (W) x 258mm (H)



### QUARTER PAGE

**Non bleed ad**  
92mm (W) x 129mm (H)

*Bleed ad not available*



### 1/2 PAGE ISLAND

**Non bleed ad**  
140mm (W) x 195mm (H)

*Bleed ad not available*

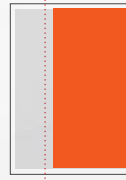


### QUARTER PAGE STRIP

**Trim**  
55mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
61mm (W) x 288mm (H)

**Non bleed ad**  
42mm (W) x 258mm (H)



### 2/3 PAGE VERTICAL

**Trim**  
136mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
142mm (W) x 288mm (H)

**Non bleed ad**  
124mm (W) x 258mm (H)



### 1/3 PAGE VERTICAL

**Trim**  
71mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
74mm (W) x 288mm (H)

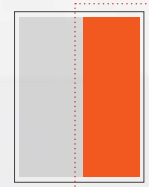
**Non bleed ad**  
59mm (W) x 258mm (H)



### 1/3 PAGE SQUARE

**Non bleed ad**  
125mm (W) x 125mm (H)

*Bleed ad not available*

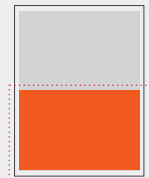


### HALF PAGE VERTICAL

**Trim**  
104mm (W) x 282mm (H)

**Bleed** (+3mm all around)  
110mm (W) x 288mm (H)

**Non bleed ad**  
92 (W) x 258mm (H)

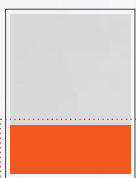


### HALF PAGE HORIZONTAL

**Trim**  
213mm (W) x 141mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 147mm (H)

**Non bleed ad**  
189 (W) x 129mm (H)



### 1/3 PAGE HORIZONTAL

**Trim**  
213 (W) x 94mm (H)

**Bleed** (+3mm all around)  
219mm (W) x 100mm (H)

**Non bleed ad**  
189mm (W) x 85mm

### Recommendation

If you are supplying a bleed ad we recommend that any text or important information is placed at least 10mm from the edge of the advert, to allow for any discrepancies when the magazine is trimmed at the printers.

### ..... Trim

These dimensions are where the page will be cut if you would like your advert to run right to the edge of the page, and represents the final dimensions of the printed magazine.

### — Bleed

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off.

### ■ Non bleed ad

This is the size to create your ad if you wish the advert to have white space all around it on the page, and not run to the edge of the page.

### Digital file requirements

PDF-X1a, PDF, EPS, TIFF files are all accepted. All high-resolution images and fonts must be embedded in files. Images must be 300dpi/cmyk

A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

#### Production team

Zoe Andrews or David Houghton  
+44 (0)1223 221035  
[production@europascience.com](mailto:production@europascience.com)

#### Advertising sales manager

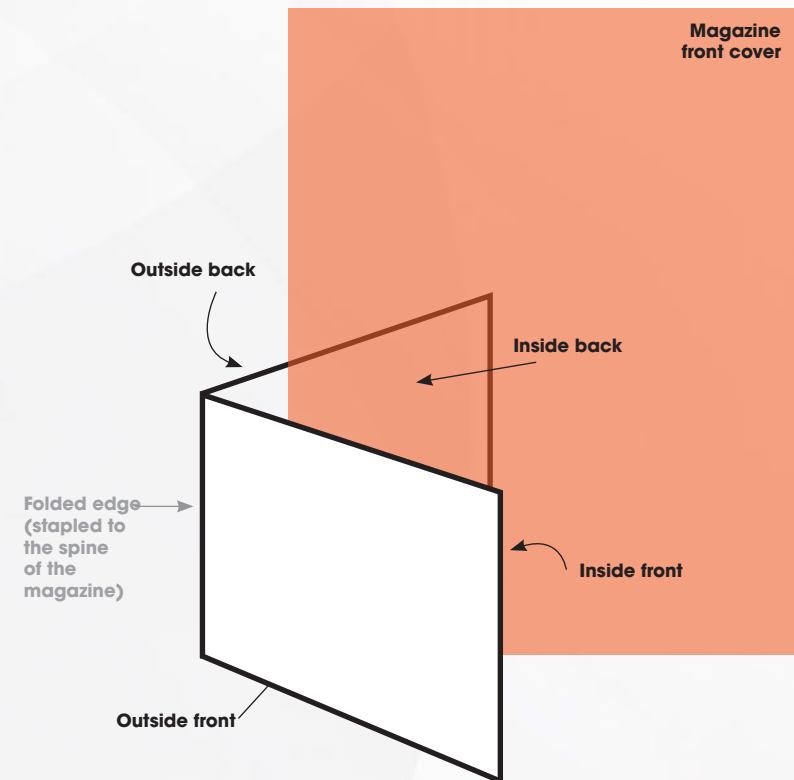
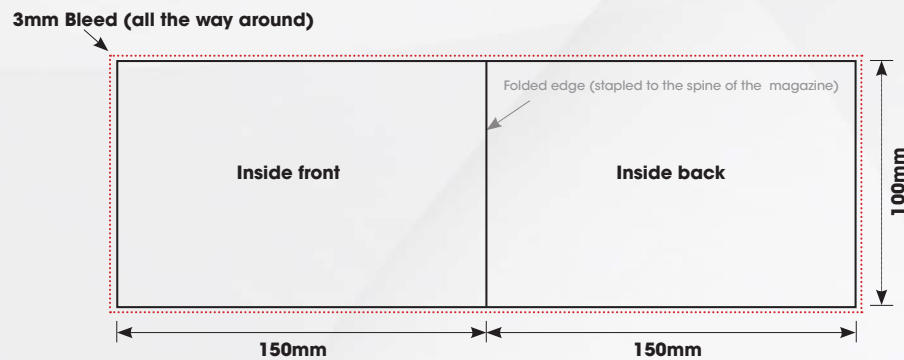
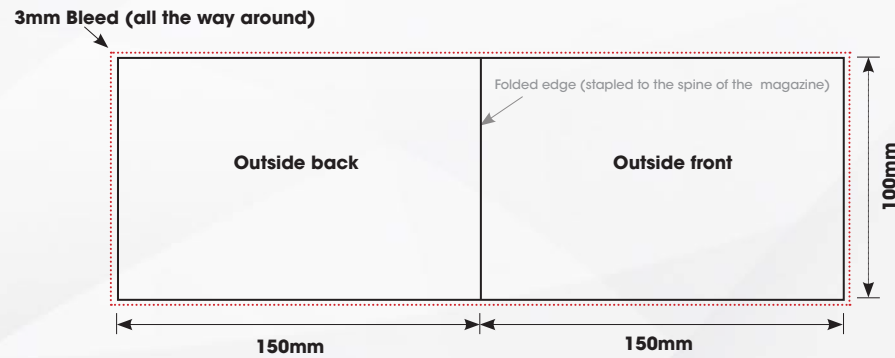
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**EUROPA  
SCIENCE**

Europa Science Ltd,  
4 Signet Court, Cambridge CB5 8LA, UK.

### FEATURED TECHNOLOGY – WHITE PAPER+

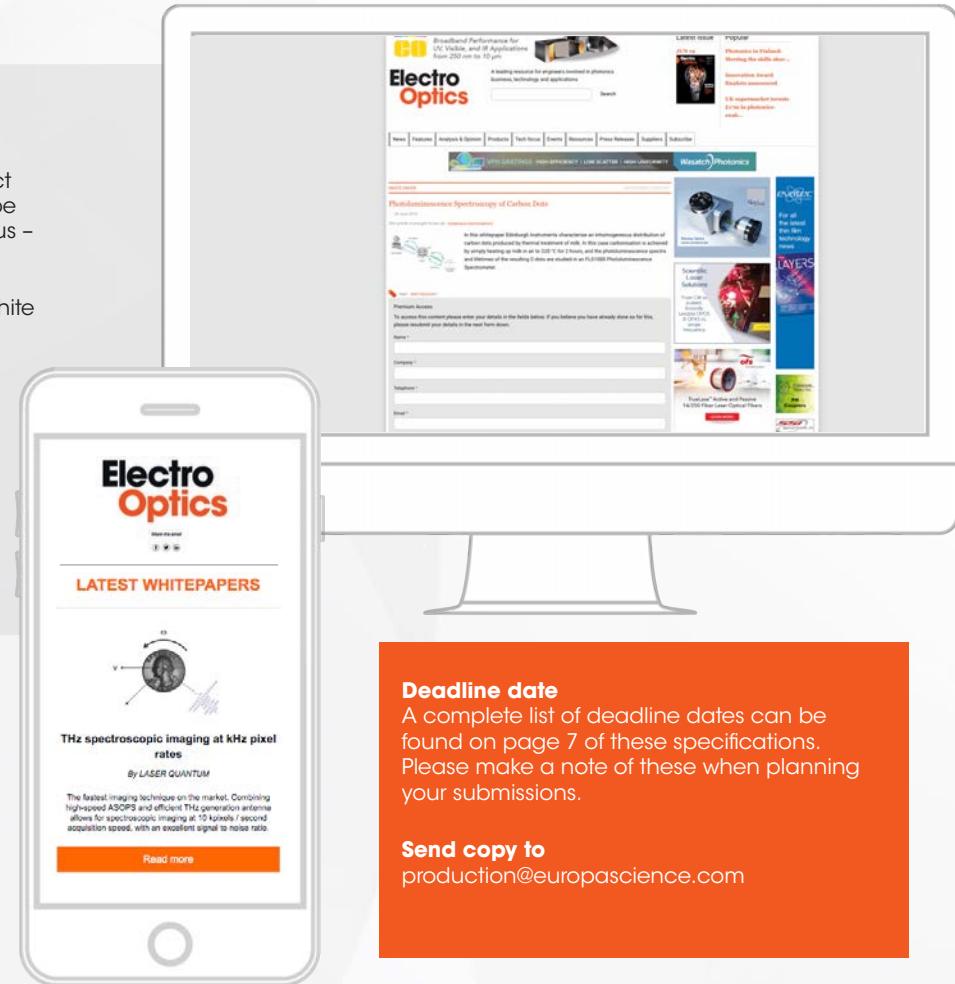
This option gives you all the benefit of a white paper promotion, but we will write an article based on the impact of the technology highlighted in the White Paper. The key here is communication. The *Electro Optics* team will be writing the feature, so we need as much information from you as possible, as early as possible. Sell the story to us – we want to highlight genuine impact, so let us know!

White papers have become a hugely important part of the marketer’s armoury. A well-written and interesting white paper transforms you very quickly from merely ‘involved’ in a technology, to ‘expert’.

- **Appears as two pages in the magazine, comprising a 1,200-word feature (written by us)**
- **Featured on our white papers page**
- **Also appears online as a feature, with a footer advert pointing towards your white paper.**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine, pointing towards your white paper**
- **Option to include data capture form to collect leads**

### SPECIFICATIONS

- .pdf of a white paper to base the written white paper on (max 10mb)
- Hi-res images where applicable
- Available for a phone interview with the editorial team for them to write up the article
- A lead image in 3:2 ratio, 72dpi, RGB



**Deadline date**  
A complete list of deadline dates can be found on page 7 of these specifications. Please make a note of these when planning your submissions.

**Send copy to**  
production@europascience.com

#### Production team

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#### EUROPA SCIENCE

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## FEATURED CASE STUDY

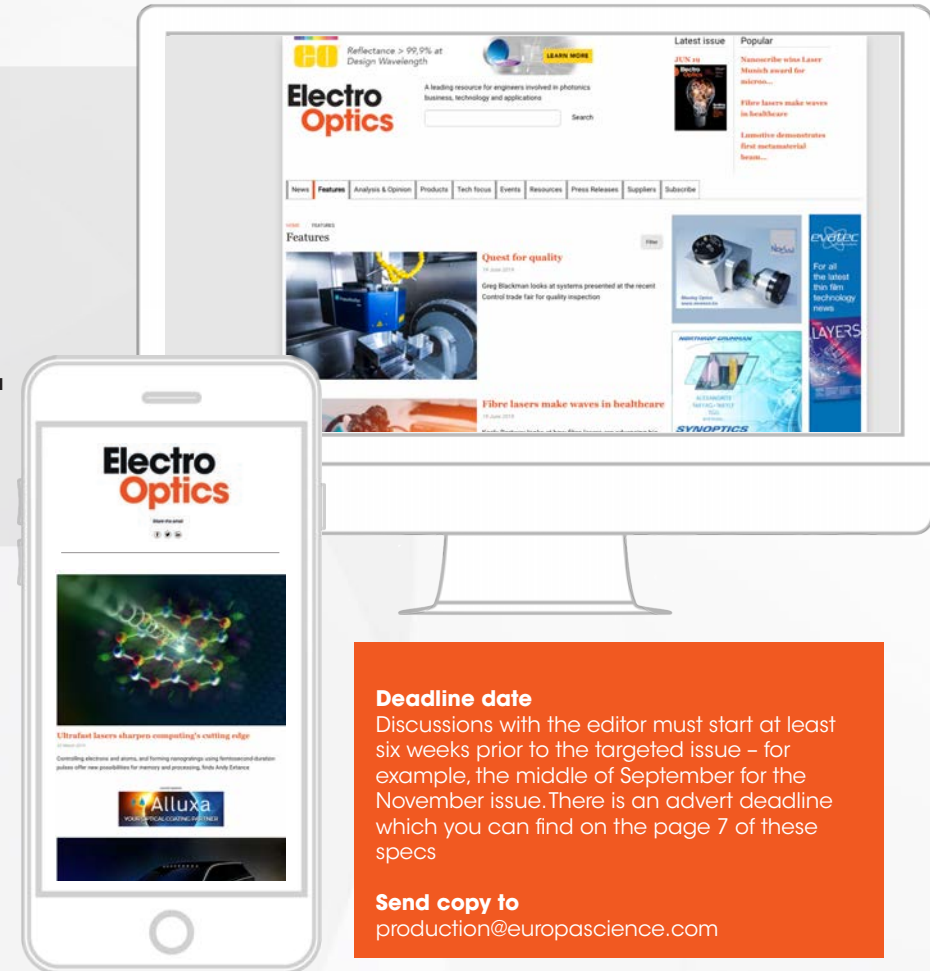
A featured case study is designed to place your real-world story alongside our existing editorial – this means that you should think hard about your submission.

Considerations to make your case study a success:

- **Is my case study in context with the associated article? Ask the editor – we can help.**
- **Is 750 words enough? If you've got a great story then make sure you let us know if you're struggling to fit it in. We could help edit, or we could increase the space. The point of this product is that between you and Electro Optics, we give the reader a better experience – if the story is great, let's tell it!**
- **Talk to us throughout. If you have more than one idea as to potential, relevant case studies, then let us know – we could advise on which to pick.**

## SPECIFICATIONS

- Comprising approximately 750 words and hi-res images where applicable
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



### Deadline date

Discussions with the editor must start at least six weeks prior to the targeted issue – for example, the middle of September for the November issue. There is an advert deadline which you can find on the page 7 of these specs

### Send copy to

production@europascience.com

#### Production team

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### TECH FOCUS

Tech Focus is a review of the current developments within a particular technology sector, along with a look at the latest relevant commercial products. While this is, at its core, an editorial offering, there are marketing opportunities to associate yourself with the product.

Each Tech Focus will be published in the magazine, but it will also be available online, via our social media channels and will be distributed as a standalone newsletter to a defined, product-specific email audience.

This means only the people who have expressed in interest in the technology will receive the email.



### OPTIONS

#### LEAD SPONSOR

As a lead sponsor of 'Tech Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

#### ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

### SPECIFICATIONS

#### LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

#### ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo

### TECH FOCUS CALENDAR

<b>July</b>	<b>Oct</b>
<b>Single photon counting</b>	<b>Beam analysis</b>
<i>Deadline 30th June</i>	<i>Deadline 12th Sept</i>
<b>Aug/Sept</b>	<b>Nov</b>
<b>Optical fibres</b>	<b>Spectroscopy</b>
<b>Photonic crystals</b>	<i>Deadline 17th Oct</i>
<i>Deadline 31st July</i>	

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Issue/date	Feature Content	Tech Focus	A&O
<b>Dec/Jan</b> Advert copy deadline: 21 Nov 2018	Microscopy Optical metrology	Optical polishing Positioning equipment	Future of photonics
<b>Feb</b> Advert copy deadline: 10 Jan	Lighting Optical coherence tomography (OCT)	Optical filters	Autonomous vehicles Virtual and Augmented reality
<b>March</b> Advert copy deadline: 14 Feb	Raman spectroscopy Ultrafast lasers	Beam analysis	Photonics West reports Women in Optics
<b>April</b> Advert copy deadline: 14 Mar	Defence and security Optics in space	OPOs and OPAs	EU funding Photonics21 AGM
<b>May:</b> Advert copy deadline: 18 Apr	Optical mirrors Displays	Optical coatings	Quantum devices
<b>June:</b> Advert copy deadline: 16 May	Fibre lasers Test and measurement	Optical software	Entrepreneurship and innovation
<b>July:</b> Advert copy deadline: 27 Jun	Laser optics Solar	Single photon counting	Laser World of Photonics reports
<b>Aug/Sept:</b> Advert copy deadline: 25 Jul	Automotive lidar Micro optics	Safety Optical fibres	Chinese market VCSELs in telecoms
<b>Oct:</b> Advert copy deadline: 12 Sep	Endoscopy Optical systems design	Prisms	Engineering skill gap
<b>Nov:</b> Advert copy deadline: 17 Oct	Environment Holography	Diode lasers Spectroscopy	Photonic integrated circuits (PICs)

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