

PTB 2010 ADVERTISING RATES

Effective January 1, 2010

All rates shown are gross, and include placement in both the print and digital editions of *Photonics Tech Briefs*, plus a product listing in *Tech Briefs'* lead-gen e-mail (eResponse).

BLACK & WHITE DISPLAY RATES

	24x	16x	12x	8x	4x	1x
Page	\$5,300	\$5,510	\$5,645	\$5,840	\$6,190	\$6,645
2/3 Page	\$3,900	\$4,045	\$4,145	\$4,285	\$4,530	\$4,870
1/2 Island	\$3,455	\$3,600	\$3,670	\$3,815	\$4,030	\$4,315
1/2 Page	\$2,940	\$3,055	\$3,115	\$3,230	\$3,410	\$3,665
1/3 Page	\$2,150	\$2,245	\$2,295	\$2,380	\$2,520	\$2,690
1/4 Page	\$1,710	\$1,765	\$1,820	\$1,870	\$1,980	\$2,115
1/6 Page	\$1,305	\$1,330	\$1,360	\$1,430	\$1,500	\$1,620

For two-color, add 10% to above rates.

FOUR-COLOR DISPLAY RATES

	24x	16x	12x	8x	4x	1x
Page	\$6,830	\$7,015	\$7,255	\$7,740	\$8,045	\$8,545
2/3 Page	\$5,155	\$5,365	\$5,490	\$5,890	\$6,025	\$6,450
1/2 Island	\$4,725	\$4,910	\$5,040	\$5,420	\$5,550	\$5,900
1/2 Page	\$4,210	\$4,370	\$4,470	\$4,815	\$4,955	\$5,150
1/3 Page	\$3,425	\$3,565	\$3,640	\$3,860	\$4,035	\$4,280
1/4 Page	\$2,970	\$3,070	\$3,155	\$3,340	\$3,495	\$3,700
1/6 Page	\$2,570	\$2,650	\$2,725	\$2,885	\$3,010	\$3,145

WEB SITE BANNERS — www.ptbmagazine.com

Standard Sizes	Dimensions (Pixels)	Gross CPM
Medium Rectangle	300 x 250	\$200
Wide Skyscraper	160 x 600	\$190
Skyscraper	120 x 600	\$180
Leaderboard	728 x 90	\$170
Full Banner	468 x 60	\$100
Half Banner	234 x 60	\$75
Square Button	125 x 125	\$60

CPM = cost per thousand impressions. 25K file size limit. Banners rotate throughout the Web site.

PHOTONICS TECH BRIEFS E-MAIL NEWSLETTER SPONSORSHIPS (BI-MONTHLY, HTML FORMAT)

Top-Level Sponsorship	\$3,075
Co-Sponsor Position #1	\$1,995
Co-Sponsor Position #2	\$1,595
Sponsored Links & Event Alerts	\$700

E-newsletter frequency discount: 5% on 6x program; 10% on 12x program

BUYER'S GUIDE AND eRESPONSE BANNERS

	12x	6x	3x
	\$925	\$1,150	\$1,225

Combine print and online advertising for maximum frequency discounts.