

About Us

Optical Connections has been providing the fibre optic community with the latest industry news and reports since 2011 via our website, monthly newsletter and bi-annual magazine.

We provide coverage of market influencing technology advancements, commercial prospects, product developments and unique insight from our editorial team, making Optical Connections an essential source of information for our readers from across the industry.

With links to the ECOC Exhibition, the Optical Connections magazine is the only publication to be included in both visitor and exhibitor bags during the show each September, reaching over 5,500 attendees, as well as being distributed at a range of events throughout the year including FTTH Council Europe in February, OFC in March and CIOE in September. Digital copies of the magazine are available for download from the news website.

Editorial Team

Editor

Matthew Peach

Contributing Journalists:

Antony Savvas

Ellen Manning

John Williamson

Per Danielsen

Roy Rubenstein

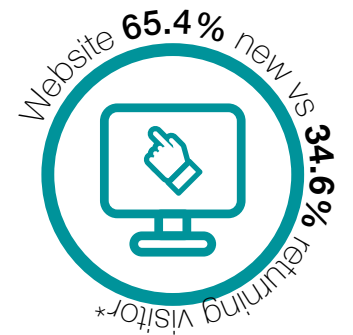
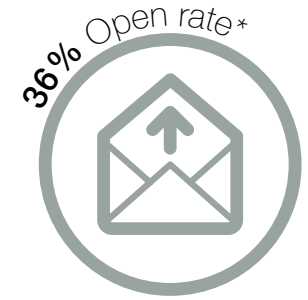
Contact Us:

editor@opticalconnectionsnews.com

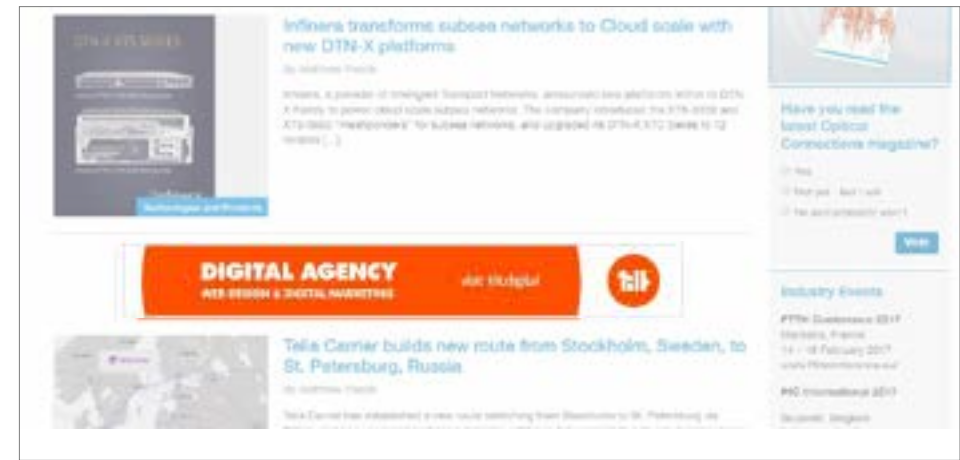
+44 (0) 1732 752127

The editor also welcomes contributions or editorial proposals from industry about the following subjects:

New technical developments, technologies, case studies, network problem-solving, business developments and standards affecting the industry.



Marketing Opportunities - Website



Website

The Optical Connections website is editorially led, with three key advertising elements:

The **main banner** can be rented on a monthly basis, tenancy is split between a maximum of three companies, with the advert featuring on all pages of the website.

The **secondary banner** can be rented on a monthly basis, tenancy is split between a maximum of three companies and the advert also features across all pages of the website.

The **news story banner** can also be rented on a monthly basis with tenancy split between a maximum of two companies. The advert will feature on the homepage of the website.

Website advertising

	Size	1 month	3 months	6 months	Details
Main banner	468 x 90px	£825	£775pm	£675pm	Shared tenancy between 3 advertisers
Secondary banner	240 x 400px	£725	£675pm	£575pm	Shared tenancy between 3 advertisers
News story banner	728 x 90px	£625	£575pm	£475pm	Shared tenancy between 2 advertisers

Marketing Opportunities - Newsletter



Optical Connections Newsletter

The Optical Connections Newsletter is sent out twice monthly to over 12,000 subscribers.

Monthly Sponsorship

Sponsoring the Optical Connections Newsletter give you a huge amount of visibility. Now sent twice each month, you can get twice the publicity and feature on two branded html email newsletters.

Sponsorship includes:

- a banner in each newsletter header with hyperlink
- Word from our Sponsor - 50 words of text with a hyperlink, placed under the banner
- a button advert with hyperlink in the side panel
- a main banner advert on the opticalconnectionsnews.com website for the month of your newsletter sponsorship.

Newsletter Button Advertisement

Located on the right hand side of the Optical Connections eNewsletter, facing the key industry stories of each month.



Newsletter advertising		1 month	3 months	6 months
Advert	Specification			
Newsletter sponsorship	Newsletter banner, button advert, 50 words and URL, plus main website banner	£2000	£1750pm	£1250pm
Newsletter button advertisement	150x150px gif, jpg	£525	£475pm	£375pm

Marketing Opportunities - Magazine

Magazine

The Optical Connections Magazine is now printed four times a year, and distributed at some of the largest events in the industry including FTTH Conference (February), OFC (March), CIOE (September) and ECOC Exhibition (September). With content tailored to each event, the magazines are the perfect opportunity to get seen by industry professionals from around the globe.

Full and half page advertisements



Magazine advertising

Advert	Rate	Specification
Full page	£1,905	180mm x 267mm
Full page inside cover	£2,405	180mm x 267mm
Half page	£1,095	180mm x 120mm

A full or half page advertisement can be placed into the full print magazine. A [digital version of the magazine](#) is distributed to all 12,000 requested recipients, so there is huge exposure on offer.

Marketing Opportunities - Magazine

Event Focus

Each edition of Optical Connections magazine will include a feature detailing the highlights of the three main events covered, with a section showcasing the 'must see manufacturers' for this year. The feature will be spread over a minimum of six pages and exhibitors can secure up to 350 words of space, with article header and a corresponding image, to promote their latest products and invite attendees to visit their stand.



Industry News

The magazine also includes an Industry News section, which highlights major industry stories from the last few weeks. We utilise our pool of journalists to create the content, but can also provide paid editorial space for 'news worthy' content. This feature should be used to highlight major product launches, R&D findings and company mergers / acquisitions.

Advertisers can secure up to 200 words of space, with article header and a corresponding image.



Magazine advertising

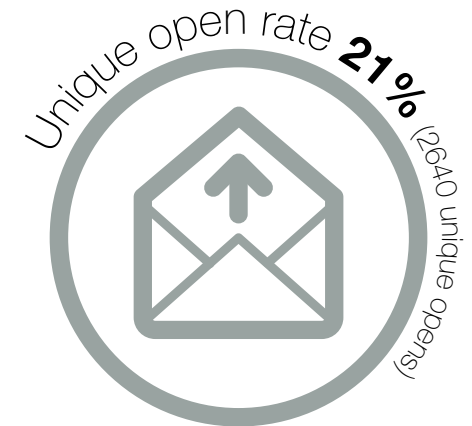
Advert	Rate	Specification
Event Focus	£695	300 words+one image
Industry News	£635	200 words+one image

Email Broadcasts

The Optical Connections database includes over 12,000 subscribers who have requested to receive third party marketing and the list can be rented for a company specific message.

Email broadcasts provide a fantastic platform for you to promote multiple products, services and news. Each email can include as much text and as many images and link as are required. The email can be sent at a specific date and time, at any point of the year, so offers the perfect opportunity to become part of a wider, time sensitive marketing campaign.

Statistics from the latest email broadcast:



	Specification	1 email	3 emails	6 emails
Email broadcast	HTML file plus text version and subject line Required one week before broadcast	£2550	£2050 per email	£1555 per email

Spring issue

Optimised Network Design for Traffic Flexibility

400G to 1TB Development

US Network Provider Focus

Test & Measurement: Testing in Low-Latency Systems

Publication date: March 2018

Deadline date: February 2018

Distributed at: OFC, PIC International and DataCentre World

Summer issue

Investing in New National Networks

Software Defined Networks Making the Most of Existing Infrastructure

Datacentre Interconnects: Improving Performance, Whilst Cutting Energy and space Requirements

Fibre Devices Evolve to Support Faster, More Flexible Networks

Publication date: May 2018

Deadline date: May 2018

Distributed at: ANGA Com and Next Generation Optical Networking

Autumn issue

Network Function Virtualisation Optimal Traffic Management

Benefits and Market Opportunities of Multi-Core Fibre

Network and Mobile Interface: 5G and Beyond Supporting Next Generation of High Bandwidth Apps

Signal Processing Minimising Errors

Publication date: September 2018

Deadline date: August 2018

Distributed at: CIOE and ECOC Exhibition

Winter issue

Silicon Photonics Integrated Devices

Improving the Electro-Optics Interface

Testing & Measurement Systems

FTTx Gets Closer to the Consumer

Publication date: December 2017

Deadline date: November 2018

Distributed at: FTTH Conference Europe

Copy and artwork deadlines 2018/19



Magazine	Deadline	Published		Deadline	Published
Spring 2018	20 February 2018	13 March 2018	Autumn 2018	29 August 2018	5 September 2018
Summer 2018	22 May 2018	12 June 2018	Winter 2018	28 November 2018	05 December 2018

Newsletter

	Deadline	Newsletter published		Deadline	Newsletter published
January 2018	Friday 5th January	Wednesday 10th January	July 2018	Friday 6th July	Wednesday 11th July
	Friday 19th January	Wednesday 24th January		Friday 20th July	Wednesday 25th July
February 2018	Friday 9th February	Wednesday 14th February	August 2018	Friday 3rd August	Wednesday 8th August
	Friday 23rd February	Wednesday 28th February		Friday 17th August	Wednesday 22nd August
March 2018	Friday 9th March	Wednesday 14th March	September 2018	Friday 31st August	Wednesday 5th September
	Friday 23rd March	Wednesday 28th March		Friday 14th September	Wednesday 19th September
April 2018	Friday 6th April	Wednesday 11th April	October 2018	Friday 5th October	Wednesday 10th October
	Friday 20th April	Wednesday 25th April		Friday 19th October	Wednesday 24th October
May 2018	Friday 4th May	Wednesday 9th May	November 2018	Friday 9th November	Wednesday 14th November
	Friday 18th May	Wednesday 23rd May		Friday 23rd November	Wednesday 28th November
June 2018	Friday 8th June	Wednesday 13th June	December 2018	Friday 30th November	Wednesday 5th December
	Friday 22nd June	Wednesday 27th June		Friday 14th December	Wednesday 19th December

Contact us:

Advertising and Sponsorship

Liam Taylor
John Steward

E: liam.taylor@opticalconnectionsnews.com
E: john.steward@opticalconnectionsnews.com

T: +44 (0)1732 752 127
T: +44 (0) 7742 570 064

Marketing and Media Partnerships

Emma Harvey

E: emma.harvey@opticalconnectionsnews.com

T: +44 (0) 1732 752126

Editorial

Matthew Peach

E: matthew.peach@opticalconnectionsnews.com

Full rate card



Website	1 month	3 months	6 months	Details
Main banner	£825	£775pm	£675pm	Shared tenancy between 3 advertisers
Secondary banner	£725	£675pm	£575pm	Shared tenancy between 3 advertisers
News story banner	£625	£575pm	£475pm	Shared tenancy between 2 advertisers

Magazine

Full page	£1,905
Full page inside cover	£2,405
Double page spread	POA
Half page	£1,095
Event Focus	£695
Industry News	£635

Newsletter	1 month	3 months	6 months
Newsletter sponsorship	£2000	£1750pm	£1250pm
Newsletter button	£525	£475pm	£375pm
Email broadcast	£2550	£2050 per email	£1555 per email

Technical specifications - Digital

Website

	Specification
Main banner	468 x 90px gif, jpg or png Max initial file load size 100kb Max video animation frame rate 24fps Maximum animation length 15 seconds
Secondary banner	240 x 400px gif, jpg or png Max initial file load size 100kb Max video animation frame rate 24fps Maximum animation length 15 seconds
News story banner	728 x 90px gif, jpg or png Max initial file load size 100kb Max video animation frame rate 24fps Maximum animation length 15 seconds



Newsletter sponsorship

	Specification
Newsletter Banner	Static 72dpi RGB JPG or 72dpi Indexed Colour GIF. Dimensions - 240px Wide X 60px High Words 50 words with hyperlink – supplied in word or via email
Button advert	Static 72dpi RGB JPG or 72dpi Indexed Colour GIF. Dimensions - 150px Wide X 150px High
Website Banner	468 x 90px gif, jpg or png Max initial file load size 100kb Max video animation frame rate 24fps Maximum animation length 15 seconds
Newsletter button advert	Static 72dpi RGB JPG or 72dpi Indexed Colour GIF. Dimensions - 150px Wide X 150px High

Email Broadcast

	Specification
Email broadcast	HTML file plus text version and subject line - required one week before broadcast



Technical specifications - Magazine

Magazine

	Specification
Full page	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Type area 180mm x 267mm Bleed dimensions 216mm x 303mm Trim dimensions 210mm x 297mm
Full page inside cover	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Type area 180mm x 267mm Bleed dimensions 216mm x 303mm Trim dimensions 210mm x 297mm
Double page spread	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Type area 390mm x 267mm Bleed dimensions 426mm x 303mm Trim dimensions 420mm x 297mm
Half page	Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths) Type area 180mm x 120mm (Horizontal half page advert) Type area 93mm x 250mm (Vertical half page advert)
Event Focus	Words: 350 words – supplied in word or email Image Picture supplied as a 300dpi, CMYK in JPG (preferred) or TIF format. A minimum of 60mm wide X 50mm high
Industry News	Words: 200 words – supplied in word or email Image Picture supplied as a 300dpi, CMYK in JPG (preferred) or TIF format. A minimum of 60mm wide X 50mm high.

