

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 quarterly 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

Peter Dykes

Contributing Journalists:

Matthew Peach

Antony Savvas

Ellen Manning

John Williamson

Per Danielsen

Roy Rubenstein

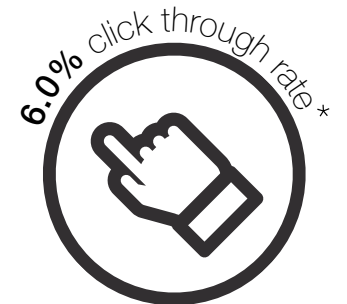
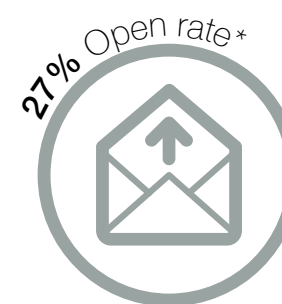
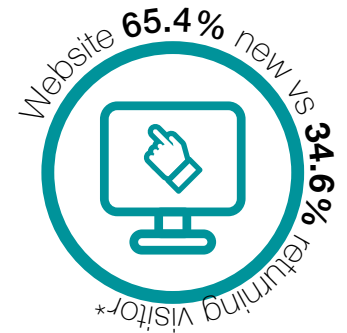
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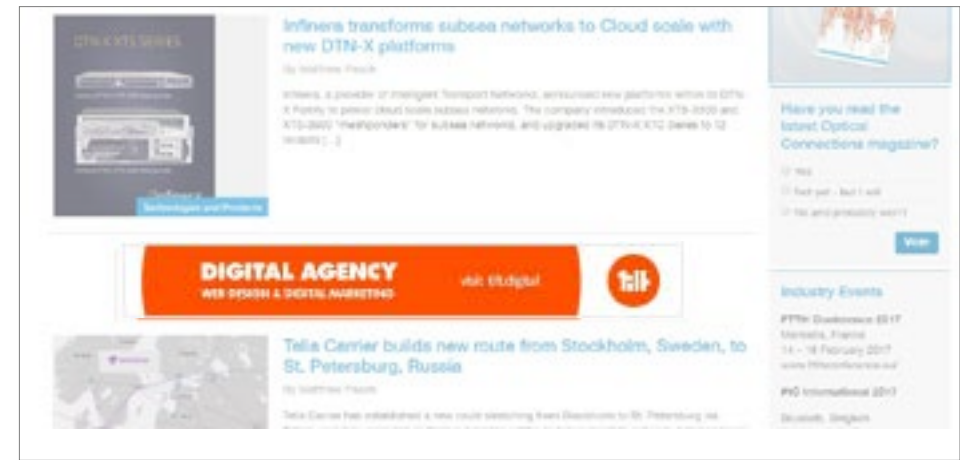
The editor also welcomes contributions or editorial proposals from industry about the following subjects:

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



*average statistics throughout 2017

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 - Newsletter

Technical Feature or Key Industry Announcement

Promote recent product developments, case studies and thought leadership with a company-specific and digitally exclusive Technical Feature or Key Industry Announcement.

The article, which can be written by you, or with help from one of the Optical Connections team (charges apply), should be approximately 800 words in length and can be supported with up to four relevant images.

Articles are promoted through our monthly e-newsletter, so a 100 word 'teaser' paragraph should also be supplied, and will be published on the homepage of opticalconnectionsnews.com, as well as the new 'technical features' or 'key industry announcement' sections.

Each story will be promoted on the homepage with a news banner advertisement along with a 'highlighted news' box at the top of the page (shared tenancy between two companies).

Both the news banner and highlighted news will feature on the website for a minimum of two weeks.

Individual stories will be pinned to the top of their respective page for two weeks.



Magazine advertising

Advert
Technical Feature

Rate
£1150

Specification
800 words+four images

Advert
Key Industry Announcement

Rate
£1150

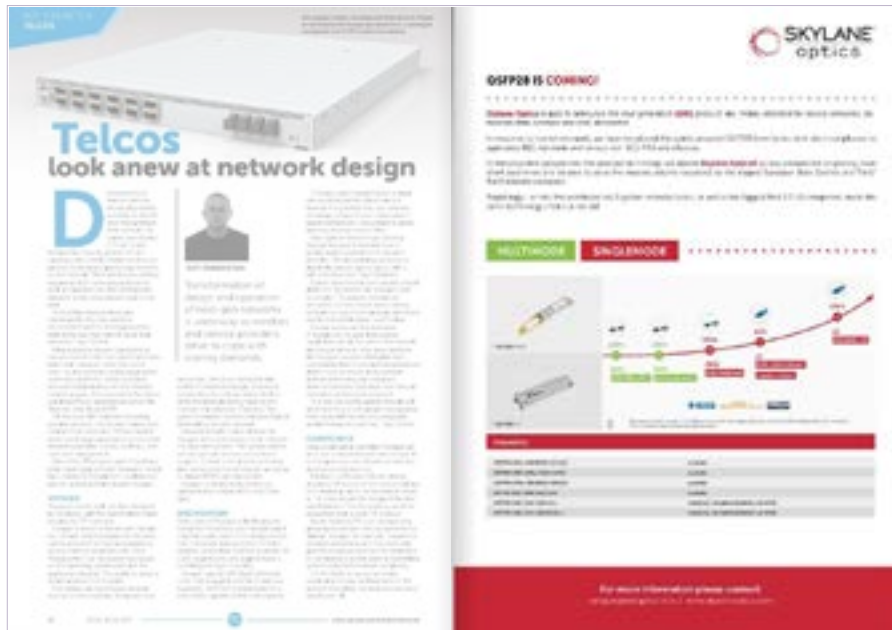
Specification
800 words+four images

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.



Magazine advertising

Advert	Rate	Specification
Event Focus	£695	300 words+one image

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: February 2018

Deadline date: January 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 2018

Deadline date: November 2018

Distributed at: FTTH Conference Europe

Copy and artwork deadlines 2018/19



Magazine

Spring 2018 Issue	January 2018	Autumn 2018	August 2018
Summer 2018	May 2018	Winter 2018	November 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

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Editorial

Peter Dykes

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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 cover	£2,405
Double page spread	POA
Half page	£1,095
Event Focus	£695

Newsletter	1 month	3 months	6 months
Newsletter sponsorship	£2000	£1750pm	£1250pm
Newsletter button	£525	£475pm	£375pm
Technical Feature	£1150		
Key Industry Announcement	£1150		

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 6 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 6 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 6 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 6 seconds
Newsletter button advert	Static 72dpi RGB JPG or 72dpi Indexed Colour GIF. Dimensions - 150px Wide X 150px High

Technical Feature/Key Industry Announcement

	Specification
Article	800 words and up to 4 images (plus 100 word teaser paragraph)
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 6 seconds



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
Technical Feature	Words: 800 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.

