

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 OFC, FTTH Council Europe, DataCentre World, Broadband World Forum, IP Expo, PIC International and AngaCom. Digital copies of the magazine are available for download from the website.

Editorial Team

Editor

Peter Dykes

Contributing Journalists:

Matthew Peach

Antony Savvas

Ellen Manning

John Williamson

Per Danielsen

Roy Rubenstein

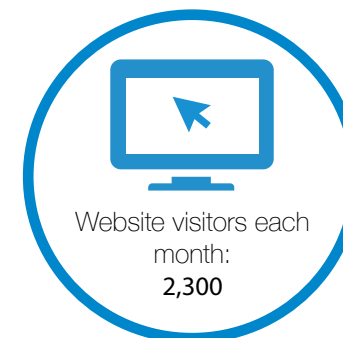
The editor also welcomes contributions or editorial proposals from industry about the following subjects:

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

Contact Us:

editor@opticalconnectionsnews.com

+44 (0) 1732 752127

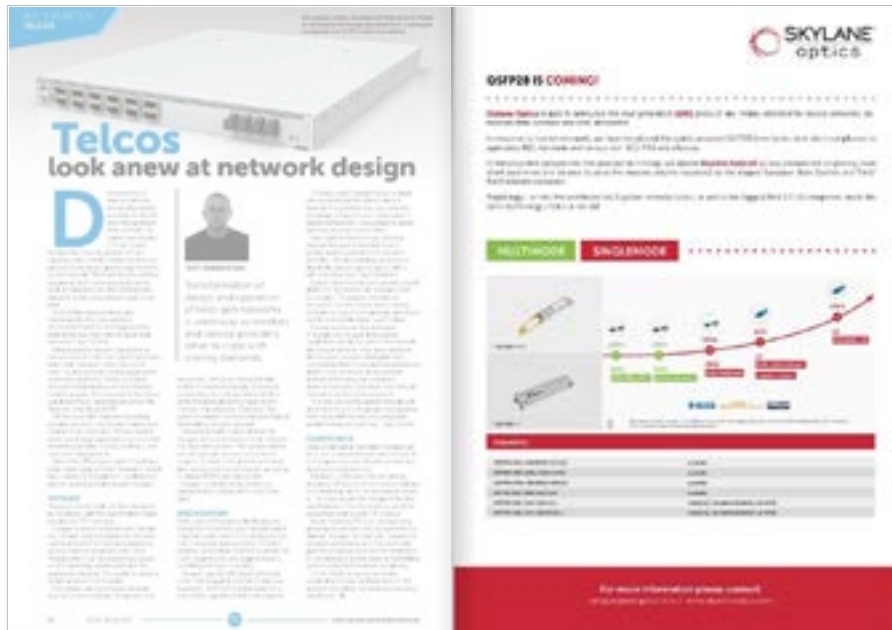


Marketing Opportunities - Magazine

Magazine

The Optical Connections Magazine is printed four times a year, and distributed at some of the largest events in the industry including FTTH Conference, OFC, Data Centre World, PIC International, ANGACOM, NGON, IP Expo, Broadband World Forum, CIOE and ECOC Exhibition. 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. The magazine (in print and digital) reaches over 13,700, so there is huge exposure on offer.

Marketing Opportunities - Magazine

Event Focus

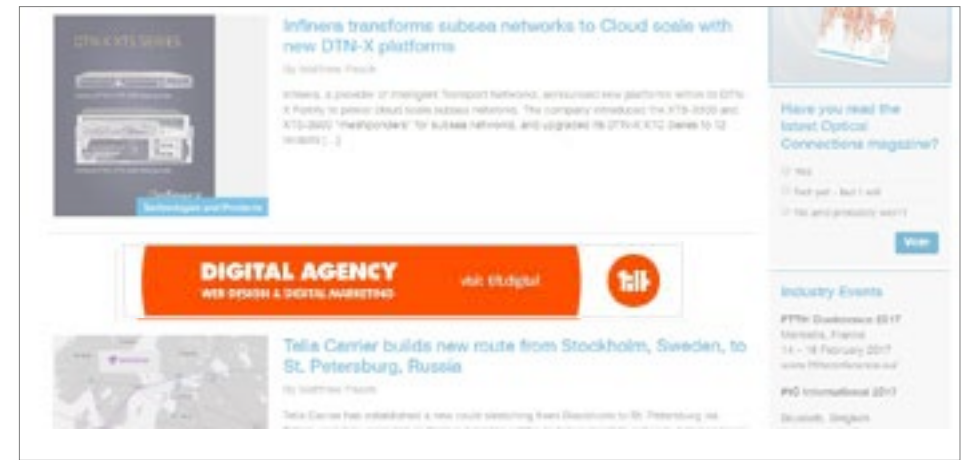
Each edition of Optical Connections magazine will include a feature detailing the highlights upcoming events events, with a section showcasing the 'latest exhibitor product news'. The feature will be spread over a minimum of six pages and exhibitors can secure up to 250 words of space, with article header and a corresponding image, to promote their latest products and invite attendees to visit their stand.



Magazine advertising

Advert	Rate	Specification
Event Focus	£695	250 words+one image

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 - Website

Technical Feature

The Technical Feature provides companies with an excellent platform to promote their latest developments in the form of a technical whitepaper or thought leadership article.

The article can be supplied or written with the assistance of one of the Optical Connections editorial team (charges apply). The article should be approximately 800 words in length, be accompanied with up to four supporting images and contain a link to your company website.

The article will be published on the Optical Connections website and promoted through the Optical Connections monthly e-newsletter. The Optical Connections e-newsletter will contain a 100 word introduction and a link taking readers to the full article located on the Optical Connections website.



Magazine advertising

Advert	Rate	Specification
Technical Feature	£1450	800 words+four images

Marketing Opportunities - Website

Product Focus

The Product Focus section provides the opportunity to promote company product development or a case study in an extended format and provide readers with additional in depth detail.

The article can be supplied or written with the assistance of one of the Optical Connections editorial team (charges apply). The article should be approximately 800 words in length and can be accompanied with up to four supporting images.

The article will be published on the Optical Connections website and promoted through the Optical Connections monthly e-newsletter.

The Optical Connections e-newsletter will contain a 100 word introduction and a link taking readers to the full article located on the Optical Connections website.



Magazine advertising

Advert	Rate	Specification
Product Focus	£995	800 words+four images

Marketing Opportunities - Digital

Optical Connections Partner Announcement

The Optical Connections Partner Announcement is sent out to over 7,400 subscribers via email, giving you a huge amount of visibility.

Partner Announcements are limited in availability with only two slots available per month.

Announcement includes:

- your message (up to 600 words) with images and three urls detailing your company or product announcement, set within our Optical Connections branded template and sent once to our subscribers
- a 50 word summary included in the following issue of the Optical Connections newsletter with a link to the full announcement.

Digital advertising

OC Partner Announcement

£2,550



Marketing Opportunities - Digital

Online Video Promotion

Get close to your customers with a live personalised presentation of your business. The Online Video Package includes a video up to 3 minutes in length, featured on the Optical Connections website home page, which, when clicked, opens up to a larger more easily viewable video.

The package also includes a product focus article of up to 800 words to accompany the video file, which will sit within the list of articles,.

Online video promotion includes:

- your video - up to 3 minutes in length
- dedicated article page with content to accompany the video - up to 800 words and four images



Digital advertising

Online Video Promotion

£1,995pm

Marketing Opportunities - Newsletter



Optical Connections Newsletter

The Optical Connections Newsletter is sent out twice monthly to over 7,500 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
- a button advert with hyperlink in the side panel
- Word from our Sponsor - 50 words of text with a hyperlink, placed above the button advert
- 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	£2000	£1750pm	£1250pm
Newsletter sponsorship	Newsletter banner, button advert, 50 words and URL, plus main website banner			
Newsletter button advertisement	150x150px gif, jpg	£525	£475pm	£375pm

Winter 2018 issue

Theme: New developments in opto-electronics

Developments in pluggable transceivers

Developments in Silicon photonics

Component miniaturisation and power reduction (COBO)

FTTH Testing

Publication date: 5th December 2018

Deadline date: 21st November 2018

Distributed at: FTTH Conference

Summer 2019 issue

Theme: Test and Measurement

Keeping up with new form factors

Testing PAM4

Polarity testing on increasingly dense fibres

End to end port monitoring systems

Publication date: 21st May 2019

Deadline date: 23rd April 2019

Distributed at: Next Generation Optical Networking and ANGACom

Spring 2019 issue

Theme: Long distance optical networking

Long distance data transmission

400G and beyond

Fibre management systems

DWDM developments

Publication date: 12th March 2019

Deadline date: 5th February 2019

Distributed at: OFC, DataCentre World and PIC International

Autumn 2019 issue

Theme: Datacentres

Connecting International Datacentres/subsea cables

Fibre and the move to hyperscale data centres

Will 400G be adequate for future datacentre connectivity?

Testing in the datacentre

Publication date: 19th September 2019

Deadline date: 26th August 2019

Distributed at: ECOC Exhibition, IP Expo and DataCentre World

Copy and artwork deadlines 2018/19



Magazine

Winter 2018 Issue	21st November 2018	Summer 2019 Issue	23rd April 2019
Spring 2019 Issue	5th February 2019	Autumn 2019 Issue	26th August 2019

Newsletter

	Deadline	Newsletter published			
November 2018	Friday 9th November Friday 23rd November	Wednesday 14th November Wednesday 28th November	April 2019	Friday 5th April Friday 19th April	Wednesday 10th April Wednesday 24th April
December 2018	Friday 30th November Friday 14th December	Wednesday 5th December Wednesday 19th December	May 2019	Friday 3rd May Friday 17th May	Wednesday 8th May Wednesday 22nd May
January 2019	Friday 4th January Friday 18th January	Wednesday 9th January Wednesday 23rd January	June 2019	Friday 7th June Friday 21st June	Wednesday 12th June Wednesday 26th June
February 2019	Friday 8th February Friday 22nd February	Wednesday 13th February Wednesday 27th February	July 2019	Friday 5th July Friday 19th July	Wednesday 10th July Wednesday 24th July
March 2019	Friday 8th March Friday 22nd March	Wednesday 13th March Wednesday 27th March	August 2019	Friday 9th August Friday 23rd August	Wednesday 14th August Wednesday 28th August

Contact us:

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Marketing and Media Partnerships	Emma Harvey Catherine Williams	E: emma.harvey@opticalconnectionsnews.com E: catherine.williams@nexusmediaevents.com	T: +44 (0) 1732 752126 T: +44 (0) 1732 752123
Editorial	Peter Dykes	E: peter.dykes@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

Digital

Online video promotion	£1,995
OC Partner Announcement	£2,550

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	£1450		
Product Focus	£995		

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
Online video promotion	Video provided in mp4 format Product focus: 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.

Digital

Optical Connections Partner Announcement	150-600 words supplied in a word document One header image (max 600px wide) and up to 3 images included within text (max 300 px wide) Requested URL for 'Find out more' plus up to 3 additional hyperlinks within the text 50-60 summary text for inclusion in the Optical Connections Newsletter
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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
Newsletter button advert	Static 72dpi RGB JPG or 72dpi Indexed Colour GIF. Dimensions - 150px Wide X 150px High
Word from our sponsor	Up to 50 words with a hyperlink, supplied in word or via email
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

Technical Feature/Product Focus

	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)
Technical Feature/ Product Focus	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.

