



optical  
connections

# Optical Connections News



Media Pack

# 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

### Contact Us:

[editor@opticalconnectionsnews.com](mailto:editor@opticalconnectionsnews.com)

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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.



# 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 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

**Telcos look anew at network design**

**OSFP28 IS COMING!**

**SKYLANE optics**

OSFP28 is coming! SkyLane Optics is glad to announce the next generation OSFP28 ports of its highly-reliable for cross-networks, 28-lane, 100Gbps OSFP28 transceiver and fiber optic solutions. In response to customer demands, we have introduced the newly enhanced OSFP28 form factor with 28 lanes and 100Gbps to support 400Gbps transmission. (28x100Gbps)

As the OSFP28 port is the latest technology of optical transceiver, it is highly demanded in pricing, low power consumption and its ability to meet the rapid growth demand in 400Gbps Ethernet. From October, SkyLane Optics will launch OSFP28 transceiver.

Technology, in fact, the OSFP28 port is the latest technology of optical transceiver, it is highly demanded in pricing, low power consumption and its ability to meet the rapid growth demand in 400Gbps Ethernet. From October, SkyLane Optics will launch OSFP28 transceiver.

**MULTIMODE SINGLEMODE**

**Subsea boost for Ireland**

**INNOVATIVE PACKAGING SOLUTIONS**

For more information please contact: [Marketing@opticalconnections.com](mailto:Marketing@opticalconnections.com) / [www.opticalconnections.com](http://www.opticalconnections.com)

**Unconventional laser could improve telecommunications**

**Subsea boost for Ireland**

**INNOVATIVE PACKAGING SOLUTIONS**

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**Industry partners commit to NFV interoperability testing initiative**

**THE ORIGINAL PUSH-PELL CONNECTOR**

**New silicon photonics player**

More than 1700 connector manufacturers

For more information please contact: [Marketing@opticalconnections.com](mailto:Marketing@opticalconnections.com) / [www.opticalconnections.com](http://www.opticalconnections.com)

### 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

## Product News

Each edition of Optical Connections magazine will include a feature detailing the highlights of upcoming events with a section showcasing the latest exhibitor product news. The feature will be spread over up to six pages and exhibitors can secure up to 300 words of space, with article header and a corresponding image, to promote their latest products.



**10 years and still the brightest event in the data centre calendar.**

**OFC**  
20th to 21st March, San Diego

**PIC International**  
20th to 21st March, San Diego

**Data Centre World**  
20th to 21st March, San Diego

Register for your free ticket today here:  
[www.datacentreworld.com/OFC](http://www.datacentreworld.com/OFC)



**OptoTest introduces advancements in multichannel meters**

**Intel delivers reach with QSFP28**

**Harting push connector challenges**

**Yokogawa adds power meters to its range**

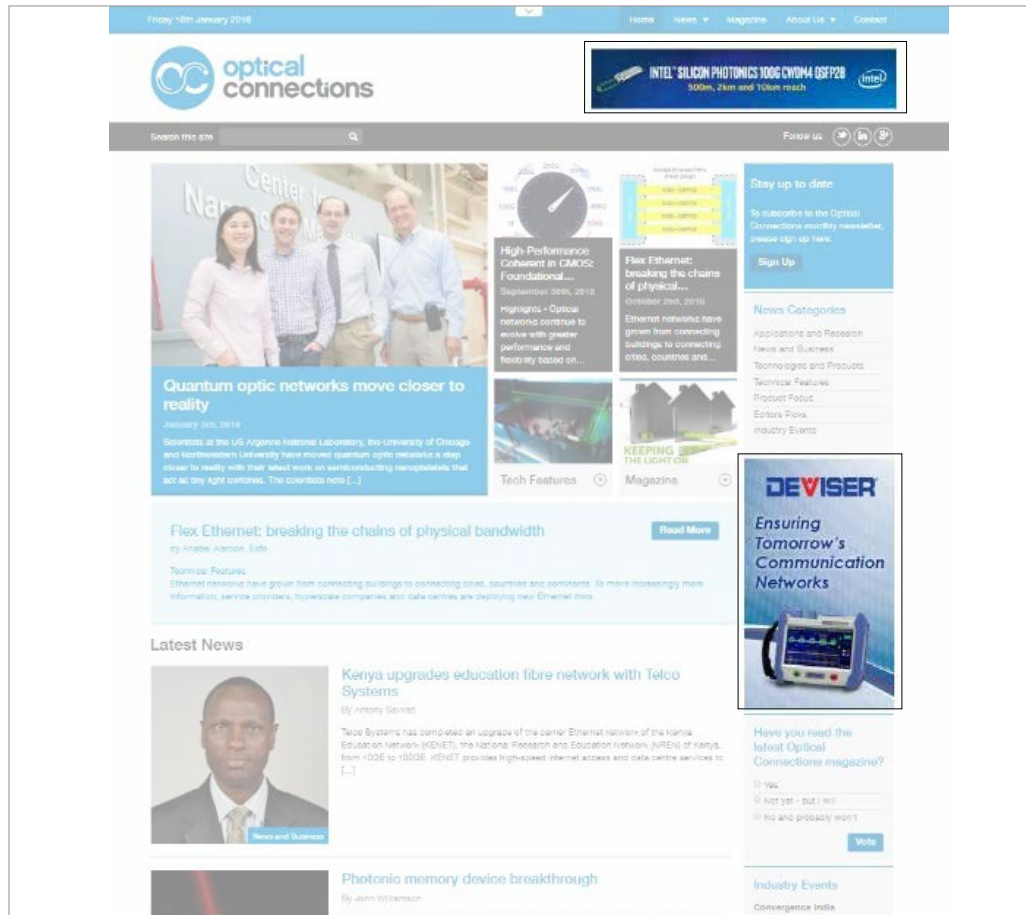
**Albis presents new 56 Gbaud PAM-4 photodiode**

**Devise tackles bandwidth demand**

**Xblue launches ModeBox-PAM-4**

Magazine advertising			
<b>Advert</b>	<b>Rate</b>	<b>Specification</b>	
Product News	£95	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.

### 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

# 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.

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

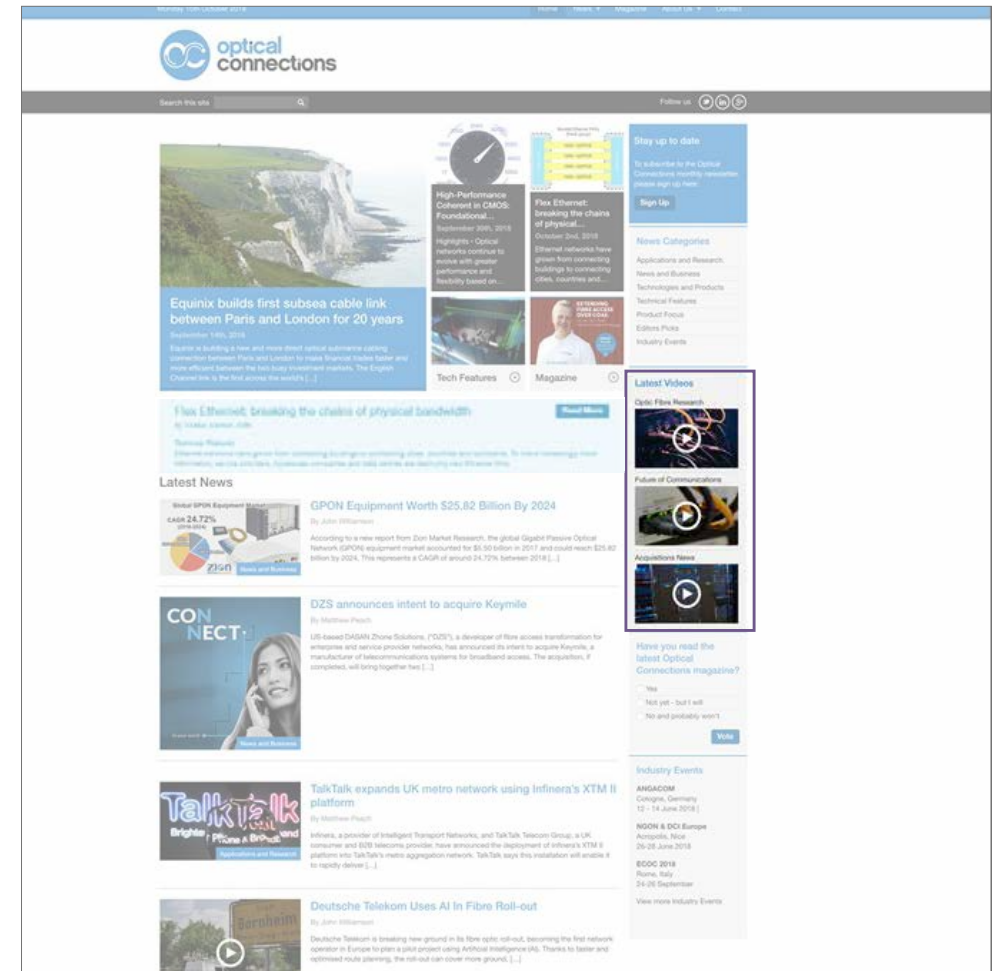
## Online Video Promotion

Get close to your customers with a live personalised presentation of your business. The Online Video Package includes a video 12-15 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 15 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

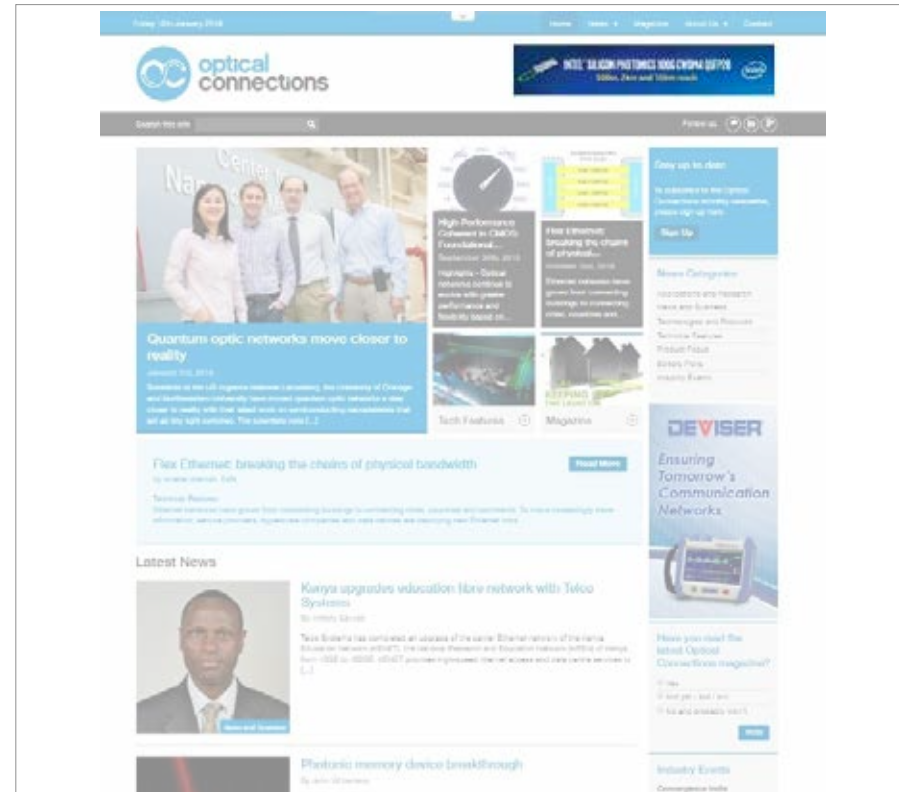
Sponsoring the Optical Connections Newsletter gives you a huge amount of visibility. Now sent twice each month, you can get twice the publicity and feature on two branded html email newsletters.

Sponsorship includes:

- a logo with 50 word of 'Word from our Sponsor' text with hyperlink
- a banner 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
<b>Advert</b>	Newsletter sponsorship	£2000	£1750pm	£1250pm
<b>Specification</b>	Logo, newsletter banner advert, 50 words and URL, plus main website banner			
	Newsletter button advertisement	£525	£475pm	£375pm
	150x150px gif, jpg			

## Spring 2019 issue

### Theme: Long distance optical networking

Long distance data transmission

400G and beyond

Fibre management systems

DWDM developments

**Publication date:** 5th March 2019

Deadline date: 12th February 2019

Distributed at: OFC, DataCentre World, PIC International, Next Generation Optical Networking

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## 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 Broadband World Forum

## 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:** 4th June 2019

Deadline date: 25th April 2019

Distributed at: ANGACom and LASER World of Photonics

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## Winter 2019 issue

### Theme: Connectivity

Whats new in connector technology

Patch panel design

Street enclosures, MDU distribution points and residential optical terminals

Splicing techniques/cleaning

**Publication date:** December 2019

Deadline date: 22nd November 2019

Distributed at: FTTH Conference

# Copy and artwork deadlines 2019



## Magazine

Spring 2019 Issue	12th February 2019	Autumn 2019 Issue	26th August 2019
Summer 2019 Issue	23rd April 2019	Winter 2019 Issue	22nd November 2019

## Newsletter

	Deadline	Newsletter published			
<b>January 2019</b>	Friday 4th January	Wednesday 9th January	<b>July 2019</b>	Friday 5th July	Wednesday 10th July
	Friday 18th January	Wednesday 23rd January		Friday 19th July	Wednesday 24th July
<b>February 2019</b>	Friday 8th February	Wednesday 13th February	<b>August 2019</b>	Friday 2nd August	Wednesday 7th August
	Friday 22nd February	Wednesday 27th February		Friday 16th August	Wednesday 21st August
<b>March 2019</b>	Friday 8th March	Wednesday 13th March	<b>September 2019</b>	Friday 30th August	Wednesday 4th September
	Friday 22nd March	Wednesday 27th March		Friday 13th September	Wednesday 18th September
<b>April 2019</b>	Friday 5th April	Wednesday 10th April	<b>October 2019</b>	Friday 4th October	Wednesday 9th October
	Friday 19th April	Wednesday 24th April		Friday 18th October	Wednesday 23rd October
<b>May 2019</b>	Friday 3rd May	Wednesday 8th May	<b>November 2019</b>	Friday 1st November	Wednesday 6th November
	Friday 17th May	Wednesday 22nd May		Friday 15th November	Wednesday 20th November
<b>June 2019</b>	Friday 7th June	Wednesday 12th June	<b>December 2019</b>	Friday 29th November	Wednesday 4th December
	Friday 21st June	Wednesday 26th June		Friday 13th December	Wednesday 18th December

## Contact us:

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# Full rate card



<b>Website</b>	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>	<b>Details</b>
Main banner	£825	£775pm	£675pm	Shared tenancy between 3 advertisers
Secondary banner	£725	£675pm	£575pm	Shared tenancy between 3 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
Product News	£695

<b>Newsletter</b>	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>
Newsletter sponsorship	£2000	£1750pm	£1250pm
Newsletter button	£525	£475pm	£375pm
Technical Feature	£1450		
Product Focus	£995		

# Technical specifications - Digital

## Website

**Main banner** **Specification**  
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

**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

## Newsletter sponsorship

**Newsletter Sponsor Logo** **Specification**  
Static 72dpi RGB JPG or 72dpi Indexed Colour GIF.  
Dimensions - Max. 150px wide

**Word from our sponsor** Up to 50 words with a hyperlink, supplied in word or via email

**Newsletter Banner** Static 72dpi RGB JPG or 72dpi Indexed Colour GIF.  
Dimensions - 150px Wide X 300px 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/Product Focus

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



# Technical specifications - Magazine

## Magazine

### Specification

Full page	<p>Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths)</p> <p>Type area 180mm x 267mm</p> <p>Bleed dimensions 216mm x 303mm</p> <p>Trim dimensions 210mm x 297mm</p>
Full page inside cover	<p>Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths)</p> <p>Type area 180mm x 267mm</p> <p>Bleed dimensions 216mm x 303mm</p> <p>Trim dimensions 210mm x 297mm</p>
Double page spread	<p>Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths)</p> <p>Type area 390mm x 267mm</p> <p>Bleed dimensions 426mm x 303mm</p> <p>Trim dimensions 420mm x 297mm</p>
Half page	<p>Artwork supplied as 300dpi, CMYK PDF (preferred), JPG or TIF (fonts embedded or converted to paths)</p> <p>Type area 180mm x 120mm (Horizontal half page advert)</p> <p>Type area 93mm x 250mm (Vertical half page advert)</p>
Product News	<p>Words: 300 words - supplied in word or email</p> <p>Image: Picture supplied as a 300dpi CMYK in JPG (preferred) or TIF format</p> <p>A minimum of 60mm x 50mm high on a clear or white background.</p>

