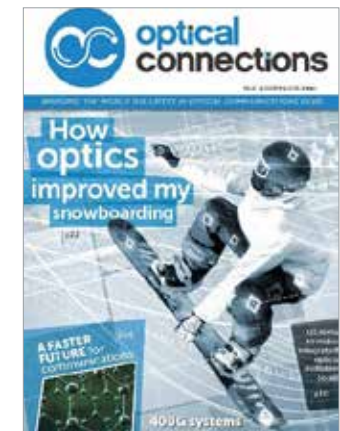
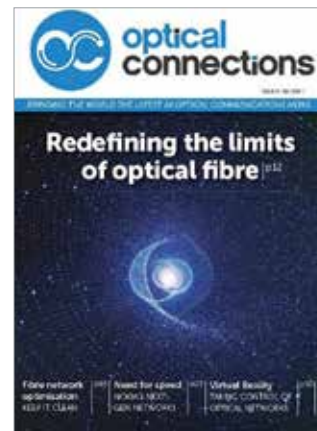
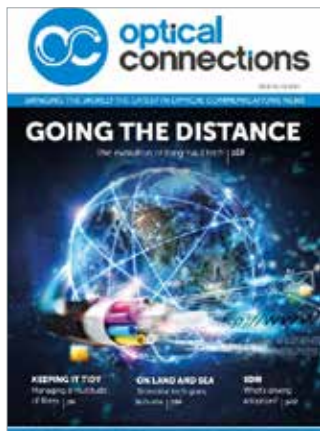




optical connections

2021 Media Pack



About Optical Connections

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 ECOOC 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 6,000 attendees, as well as being distributed at a range of events throughout the year including OFC, FTTH Council Europe, DataCentre World, Broadband World Forum, PIC International and AngaCom. Digital copies of the magazine are available for download from the website.

Editorial Team

Editor

Peter Dykes

Contributing Journalists:

Antony Sawvas

Ellen Manning

John Williamson

Contact Us:

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+44 (0) 7747 444 252



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.



Advertising opportunities

Optical Connections provides an exceptional opportunity to promote your business, products and services to your target audience, whether you want to increase brand awareness, launch a new product or share your latest company news. We have a range of stand alone advertising opportunities across our magazine, website and newsletter, which can also be combined to create the right package to suit your needs.



Magazine

Published four times a year to coincide with the biggest industry events.

Reach 13,700 readers and advertise with full or half page adverts, share your product news or a technical article.



Email Newsletter

Sent twice each month to over 7,000 email subscribers, containing the latest industry news.

Advertise with a button advert or raise the profile of your company as newsletter sponsor.



Website

Our website contains the very latest news and developments from across the industry and is visited by more than

Share your company announcement or product news, promote your company with a top or side web banner



Partner Announcements

Share your message directly with our readers in the form of our Partner Announcement email broadcasts.



Optical Connections: Magazine

The Optical Connections Magazine is produced four times a year, and distributed at some of the largest events in the industry including OFC, FTTH Conference, ANGAcom and ECOC Exhibition, along with Data Centre World, PIC International and Broadband World Forum. With content tailored to each event, the magazines are the perfect opportunity to get seen by industry professionals from around the globe.



Display advertising

A full advertisement will be placed into the print and digital magazine, and a custom URL can be included on the advert in the digital edition.

There is also the opportunity to feature your advert on the inside front cover of the magazine



The magazine (in print and digital) reaches over 13,700, so there is huge exposure on offer.

Full page £1,995 / IFC £2,495

Half page £1,095



Product News

Share up to 250 words and an image of your product in our dedicated Product News showcase section, to co-incide with your attendance at a particular industry event. Your news will also be shared on the Optical Connections website.

£695

Technical Feature Article

Promote your latest developments in the form of a technical white paper or thought leadership article. Approximately 800 words with up to four supporting images, your article will be reviewed by our editor and will be featured both on the Optical Connections website, and associated newsletter.

£2,495



Promotional Feature

Share up to 600 words and one image of your product development on a single page in Optical Connections News magazine. This could coincide with a new product launch or attendance at a particular industry event. The Promotional feature will also be replicated on the Optical Connections website.

£1,995

Package any of these with...

Newsletter sponsorship or a website banner and further raise the profile of your company.

Contact John Steward for further details or to discuss your requirements:
E: john.steward@opticalconnectionsnews.com
T: +44 (0) 7742 570064



Optical Connections: Website

The Optical Connections website is viewed more than 8,000 times each month by over 5,300 visitors.



Top website banner

Banners are a great way to reach a large number of customers quickly and the top banner features on every page of the website for maximum visibility. Campaigns can last from one to six months and the position will be shared between a maximum of three companies. The banner can include a URL of your choice.

- £825pm (1 month)**
- £775pm (3 months)**
- £675pm (6 months)**

Side website banner

The side website banner features in alongside our news stories in a high traffic area of the website. Campaigns can last from one to six months and the position will be shared with up to two other companies. The banner features across all pages of the website, and can include a custom URL.

- £725pm (1 month)**
- £675pm (3 months)**
- £575pm (6 months)**



Video promotion

Get close to your customers with a live personalised presentation of your business. 12-15 minutes in length, your video will feature on the Optical Connections website home page, and when clicked, opens up to a larger more easily viewable video. Your video will be accompanied with an article up to 800 words.

£1,995pm



Technical Feature Article

Promote your latest developments in the form of a technical white paper or thought leadership article. Approximately 800 words with up to four supporting images, your article will be reviewed by our editor and will be featured both on the Optical Connections website, and associated newsletter.

£1,595



Package any of these with...

An advert in the magazine or newsletter sponsorship to further raise the profile of your company or product announcement.

Contact John Steward for further details or to discuss your requirements:
E: john.steward@opticalconnectionsnews.com
T: +44 (0) 7742 570064



Optical Connections: Email

The Optical Connections newsletter is sent out twice each month to over 7,000 email subscribers.



Newsletter sponsor

Sponsoring the Optical Connections Newsletter gives you a huge amount of visibility. Sent twice each month, your content will feature on two email newsletters.

Include your company logo, banner with custom URL and 50 words of text. Sponsorship also includes a main banner on the Optical Connections website for the month/s of your sponsorship.

- £2000pm (1 month)
- £1,750pm (3 months)
- £1,250pm (6 months)

Newsletter button advert

Located on the right hand side of the Optical Connections newsletter, your button advert will face the key industry stories of each month.

- £525pm (1 month)
- £475pm (3 months)
- £375pm (6 months)

Partner Announcement

Share your message directly with our readers in the form of our Partner Announcement email broadcasts. Your message of up to 600 words with three images and three custom URLs will be set within our Optical Connections branded template and distributed once to our subscribers.

Your announcement will also be featured in the next Optical Connections newsletter with a link through to the full email

£2,550

Package any of these with...

A product news item, technical article and or/advert in the magazine further raise the profile of your company and announcement.

Contact John Steward for further details or to discuss your requirements:
E: john.steward@opticalconnectionsnews.com
T: +44 (0) 7742 570064



Optical Connections: Custom packages

We understand that our standard packages may not be the best fit for your promotional requirements, so if you cannot see what you are looking for, please get in touch to discuss your project. Examples of alternative promotional opportunities we have created in the past are below.



Online blog

Share insight, knowledge and developments with the Optical Connections audience via our Guest Blog. Each article allows for up to 600 words of text with accompanying images and a URL. The blog will sit in a dedicated section on the website, will be previewed on the homepage and featured in the newsletter.

POA



Text Advert

Ideal for shorter announcements with a specific call to action. Your text advert will feature in the newsletter and on the website.

POA

Contact John Steward for further details or to discuss your requirements:
 E: john.steward@opticalconnectionsnews.com
 T: +44 (0) 7742 570064



Editorial Calendar 2021

2021 Spring

- The Space Race: new component form factors for data centres
- Close to the Edge: Fibre for any-haul in 5G access networks*
- Developments in XGS-PON
- Developments in optoelectronics (lasers, diodes etc)

Publication date: End March 2021

Advertising deadline date: 15th March 2021

Distributed digitally

2021 Summer

- Subsea fibre developments
- MDU access technologies
- Size is everything: on-board optics*
- The light at the end of the Fibre: Developments in laser technologies

Publication date: Late May 2021

Advertising deadline date: 14th May 2021

Distributed digitally and at: ANGACOM, OFC, PIC International and Laser World of Photonics

2021 Autumn: ECOC issue

- External Plant Design
- Network automation*
- Test & Measurement update
- The Road to ROADM

Publication date: 13th September 2021

Advertising deadline date: 20th August 2021

Distributed digitally and at: ECOC Exhibition, Connected Britain and Photonic Integration Conference

Industry Focus

- 2021 In Ficus – top products and news
- The Year Ahead – expert predictions*
- FTTH rollout - past achievements and future targets
- R&D in progress

Publication date: January 2022

Advertising deadline date: 17th December 2021

Distributed digitally



Technical Specifications 2020

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
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.

Magazine

	Specification
Full page	Artwork supplied as 300dpi, CMYK PDF Type area 180mm x 267mm Bleed dimensions 216mm x 303mm Trim dimensions 210mm x 297mm
Double page spread	Artwork supplied as 300dpi, CMYK PDF Type area 390mm x 267mm Bleed dimensions 426mm x 303mm Trim dimensions 420mm x 297mm
Half page	Artwork supplied as 300dpi, CMYK PDF Type area 180mm x 120mm (horizontal half page) Type area 93mm x 250mm (vertical half page)
Product News	Max 300 words supplied in a word document One image supplied as a 300dpi CMYK in JPG (preferred) or TIF, 60mm x 50mm minimum on a transparent or white background.

Newsletter sponsorship

	Specification
Newsletter Sponsor Logo	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
Text Ad Package	Max. 200 word summary provided in a word document Full article (max 600 words) provided in a word document Two images included within text (max 300px wide) URL for 'Find out more'

Technical Feature Article

	Specification
Article	800 words Up to 4 images (max 300 px wide on a transparent or white background) (plus 100 word teaser paragraph for inclusion in the newsletter)

Digital

Optical Connections Partner Announcement	150-600 words supplied in a word document One header image (max 600px wide) Up to 3 images included within text (max 300 px wide) 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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