



# optical connections



Media Pack 2023

# About Optical Connections

Optical Connections has been providing the fibre optic community with the latest industry news and reports for more than 10 years via our website, regular email 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 and TOP Conference, Optical Connections magazine is the only publication to be included in both visitor and exhibitor bags during both events, reaching over 6,000 attendees. Optical Connections magazine is also distributed at a range of events throughout the year including OFC, DataCentre World, FTTH Conference, Broadband World Forum, PIC International and AngaCom. Digital copies of the magazine are also available for download from the Optical Connections 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 11,700 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 6,000 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

Optical Connections Magazine is produced four times a year, and distributed at some of the largest events in the industry including OFC, ANGAcom and ECOOC Exhibition, along with TOP Conference, FTTH Conference, Data Centre World, PIC International and Broadband World Forum. With content tailored to each event, the magazine provides the perfect opportunity to promote your company's products and services to industry professionals from around the globe. The magazine (in print and digital) reaches over 13,700 individuals offering extensive coverage.



## Display advertising

A display advertisement will be placed into the print and digital magazine. A 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.



**Full page £1,995 / IFC £2,495**

**Half page £1,195**



## Product News

Share up to 250 words and an image of your product in our dedicated Product News section. The Product News entry can 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 visited by over 4,200 visitors each month, viewing over 8,000 pages.



## 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 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.

**£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:  
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T: +44 (0) 7742 570064



# Optical Connections: Email

The Optical Connections newsletter is sent out twice each month to over 6,000 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 350 words with up to 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 Partner Announcement 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.

**£1,595**



## Text Advertisement

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

Up to 250 words + 1 image

**£1,095**

Contact John Steward for further details or to discuss your requirements:  
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T: +44 (0) 7742 570064



## Optical Connections webinar series

Optical Connections is pleased to continue our webinar series in 2023.

Developed in conjunction with the Market Focus Committee the webinar program will launch in Spring 2023.

29th March 2023 - Sustainability  
21st June - Support Systems

We have a number of opportunities to get involved – enter our Call for Speakers or find out about webinar sponsorship, further details below.

## Webinar sponsorship

Sponsorship of one or more of our 2023 webinar series will provide you with the opportunity to reach a targeted audience with a specific interest in the topic area.

One sponsor position is available for each webinar and includes:

- Company logo on all webinar content
- Mention as webinar sponsor in all webinar promotion across website, newsletters and social media, as well as in the magazine
- One full page advert in the Optical Connections Magazine
- Opportunity to submit a speaker proposal for consideration for the webinar
- Option to add a short advertising video to the beginning and end of the published webinar recording.

**Webinar sponsorship: from £5000**

## Call for Speakers

The webinars are a fantastic opportunity for 4 to 5 speakers to come together to discuss the latest developments in the industry.

If you would like to be considered for a 12-15 minute live presentation in the webinar followed by an in-depth panel discussion with our webinar hosts (two Market Focus Committee members) please email [john.steward@opticalconnectionsnews.com](mailto:john.steward@opticalconnectionsnews.com) with the following information:

- 100 word presentation proposal
- Company name
- Your name and job role

All entries will be reviewed and rated by our Committee and all accepted content will be published on our website, newsletters, social media and YouTube channels. We will also publish any associated white papers where relevant.

## Accepted author presentations

All speaking entries will be reviewed and rated by our Committee. Accepted presentations will include:

- 12-15 presentation and panel discussion within the webinar
- Presentation synopsis included in Optical Connections Magazine
- Publication of accepted content on our website, newsletter, social media channels and YouTube channel.

**Accepted author presentation participation fee: £750**

### For more information

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





# Editorial Calendar 2023

## 2023 Spring

- Sustainability
- Open Networking
- Optics and the Future of Data Centre Network Design
- Going to 800G

**Publication date:** 7 March 2023

**Advertising deadline date:** 7 February 2023

Distributed digitally and at OFC and FTTH Conference

## 2023 Autumn: ECOC issue

- Co-Packaging Developments
- Optical Network Disaggregation
- Optical Networks and the Growth of 5G
- Speeding Up Transceivers for the 1.6T Interface

**Publication date:** 2 October 2023

**Advertising deadline date:** 25 August 2023

Distributed digitally and at ECOC Exhibition

## 2023 Summer

- Support Systems for Optical Networks
- FTTx Rollout in Europe
- Line Plant/Distribution Equipment
- Future Fibre Optic Cable Design

**Publication date:** 23 May 2023

**Advertising deadline date:** 21 April 2023

Distributed digitally and at ANGACOM

## Industry Focus

- 2023 In Focus – top products and news
- The Year Ahead – expert predictions

**Publication date:** 6 December 2023

**Advertising deadline date:** 3 November 2023

Distributed digitally



# Technical Specifications 2022

## Website

	<b>Specification</b>
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
Side website 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

## Magazine

	<b>Specification</b>
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 250 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

	<b>Specification</b>
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

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Newsletter Button Advert	Static 72dpi RGB JPG or 72dpi Indexed colour gif Dimensions - 150px Wide X 150px High
Text Advertisement	Up to 250 words provided in a word document One image included within text (max 300px wide) URL for 'Find out more'

## Technical Feature Article

	<b>Specification</b>
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	Up to 350 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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