



optical connections



Media Pack 2024

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. 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

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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.



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 over 11,000 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 ECOC Exhibition, along with TOP Conference, FTTH Conference and Data Centre World. 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 11,000 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-incident 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, one image of your product development and Company logo 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 be replicated on the Optical Connections website and receive coverage in the Optical Connections newsletter.

£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 3,300 visitors each month, viewing over 6,500 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 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.

£995pm



Promotional Feature Article

Share up to 600 words, one image of your product development and Company logo on the Optical Connections News website. This could coincide with a new product launch or attendance at a particular industry event. The Promotional feature will receive coverage in the Optical Connections newsletter

£1,795



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

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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:
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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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Optical Connections Webinars: Hosting Options

Optical Connections Partner Webinars

As a partner to Optical Connections we can host your webinar. With promotion via our website, newsletters and dedicated emails, as well as via your own channels, Optical Connections can assist you to run a webinar on the topic of your choice.

Webinar hosting includes:

- Registration and zoom webinar link created by the Optical Connections Team including your company logo alongside Optical Connections webinars logo (zoom link will be created one month prior to the webinar date)
- A dedicated web page containing the full details of the webinar - including the summary of the session, individual talk overviews as well as speaker photos and biographies
- One Partner Announcement email to the Optical Connections database promoting your webinar (7-10 days prior to the webinar date)
- Webinar summary and link to register included in up to two Optical Connections newsletters (webinar date dependant)
- Button banner inclusion in up to two Optical Connections newsletters
- One test session for speakers to join and test the various settings
- One full page advert or preview / review of the webinar in the Optical Connections magazine (issue date dependent)

After the webinar:

- The recorded webinar will be hosted on the Optical Connections webinar pages and our YouTube channel. We can provide the embed code for you to add to your website.
- The contact details of the registrants who opted in to communications from your company
- One post-webinar summary inclusion in the Optical Connections newsletter following the webinar will include links to watch on demand

Information required:

- Corporate logo (supplied as jpg or eps)
- Required date, time and length of the webinar
- Title and summary of the webinar (up to 300 words) to be supplied at least one month prior to the webinar date
- Speaker details - name, job title, company name and email address as well as their photo, biography (100 words), title and summary of presentations (up to 150 words)
- Moderator details (to be arranged by the client) - please supply their name, job title and email address

For more information

Contact John Steward for further details or to discuss your requirements:
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Hosting webinar cost: PoA



Editorial Calendar 2024

2024 Spring

- How to speed up FTTH rollouts
- Utilising the C and L bands for log-haul/submarine routes

Publication date: 24 March 2024

Advertising deadline date: tbc

Distributed digitally and at OFC and FTTH Conference

2024 Summer

- Deep Space Optical Comms/Free space optics
- Manufacturing processes for PICs/InP vs SiPh

Publication date: 14 May 2024

Advertising deadline date: tbc

Distributed digitally at ANGACOM

2024 Autumn: ECOC issue

- Linear drive pluggables and the need to reduce power consumption
- The rise of 800G pluggables and the decline of 200G and 400G

Publication date: 23 September 2024

Advertising deadline date: tbc

Distributed digitally and at ECOC Exhibition

Industry Focus

- Top news and products in 2024
- The year ahead. Predictions by industry leaders and analysts.

Publication date: December 2024

Advertising deadline date: tbc

Distributed digitally



Technical Specifications 2024

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
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

	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 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

	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 Advertisement	Up to 250 words provided in a word document One image included within text (max 300px wide) URL for 'Find out more'

Promotional Feature Article

	Specification
Article	600 words, 1 image and Company logo (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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