



**NOVUS LIGHT** TECHNOLOGIES TODAY  
NEWS AND ANALYSIS FROM THE WORLD OF LIGHT

Media Kit

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2024

## 2024 Editorial Calendar and Trade Shows

	Editorial Features	Applications Newsletters	Featured Trade Shows	Location	Dates
January	Cobots in Industrial Manufacturing Laser Rapid Prototyping Space Technology Opportunities in Silicon Photonics Machine Vision Lighting	Autonomous Technologies Vision & Imaging	Consumer Electronics Show (CES) Electronic Imaging A3 Business Forum Intersolar & Energy Storage North America SPIE Photonics West & Bios Expo SPIE AR   VR   MR	Las Vegas, NV, USA San Francisco, CA, USA Orlando, FL, USA San Diego, CA, USA San Francisco, CA, USA San Francisco, CA, USA	9 - 12 January 21 - 25 January 15 - 17 January 17 - 19 January 27 Jan - 1 Feb 29 Jan - 31 Jan
February	Medical Diagnostics Update on Positron Emission Tomography Quantum Materials Fiber-Based Communications	Medicine and Healthcare Materials Processing and Manufacturing	Medical Design & Manufacturing (MD&M) West PHOTOPTICS SPIE Medical Imaging PITTCON SPIE Advanced Lithography + Patterning APEC Mobile World Congress	Anaheim, CA, USA Rome, Italy San Diego, CA USA San Diego, CA USA San Jose, CA, USA Long Beach, CA, USA Barcelona, Spain	6 - 8 February 21 - 24 February 18- 22 February 24 - 28 February 25 - 29 February 25 - 29 February 26 - 29 February
March	Food Security Laser Processing of Solar Modules Optical Design Photonic Integrated Chips	Food and Agriculture Green Technologies	OFC SPIE Smart Structures+Nondestructive Evaluation World Agri-Tech Innovation Summit APEC LASER World of PHOTONICS China	San Diego, CA, USA Long Beach CA, USA San Francisco, CA, USA Orlando, FL, USA Shanghai, China	24 - 28 March 25 - 28 March 19 - 20 March 19 - 23 March 20 - 22 March
April	Gamma-Ray Telescopes Image and Data Processing in Security Applications Manufacturing Molded Glass Optics Interferometry Update	Security and Surveillance Materials Processing and Manufacturing	SPIE Photonics Europe Embedded World Conference ISC West EPIC Annual Meeting SPIE Defense & Commercial Sensing AUUVSI XPONENTIAL Control	Strasbourg, France Nürnberg, Germany Las Vegas, NV, USA Nice, France National Harbor, MD San Diego, CA, USA Stuttgart, Germany	7 - 11 April 9 - 11 April 9 - 12 April 16 - 18 April 21 - 25 April 22 - 25 April 23 - 26 April
May	Vision in Autonomous Applications Laser Damage Resistance Intelligent Vision Cobots Optical Alignment	Autonomous Technologies Vision & Imaging	CLEO Automate SID Display Week OPTATEC	Charlotte, NC, USA Chicago, IL, USA San Jose, CA, USA Frankfurt, Germany	5 - 10 May 6 - 9 May 14 - 16 May 14 - 16 May
June	State-of-the-Art Microscopy Patterning in the Electronics Industry Laser Beam Shaping Characterization of Materials	Medicine and Healthcare Materials Processing and Manufacturing	Autonomous Vehicle Technology Expo Sensor + Test Intersolar Europe Sensors Expo & Conference	Stuttgart, Germany Nuremberg, Germany Munich, Germany Santa Clara, CA, USA	4 - 6 June 11 - 13 June 18 - 21 June 18 - 20 June
July	Augmented Reality Update Applications in Nanolithography Agricultural Technology Semiconductor Sustainability Advances in OLEDs	Food and Agriculture Green Technologies	Electronica China SEMICON West Microscopy & Microanalysis	Shanghai, China San Francisco, CA, USA Cleveland, OH, USA	8 - 10 July 9 - 11 July 28 July - 1 August
August	Deep X-Ray Lithography Electro-Optical Remote Sensing Trends in Micro and Nano Technologies Coating Tiny Sensors	Security and Surveillance Materials Processing and Manufacturing	SPIE Optics & Photonics	San Diego, CA, USA	
September	Nano-Imaging Optics Advanced Vision Lighting Simplifying Robotic Operation Laser Line Profilers	Autonomous Technologies Vision & Imaging	ECOC Solar Power International China International Optoelectronic Expo (CIOE) PPMA Show	Frankfurt, Germany Anaheim, CA USA Shenzhen, China Birmingham, UK	22 - 26 Sept 9 - 12 Sept
October	Image Guided Medical Procedures Metrology Advances Applications of Terahertz Imaging Nanomanufacturing Laser Measurement Tools	Medicine and Healthcare Materials Processing and Manufacturing	VISION SCIX SPIE Photonex	Stuttgart, Germany Raleigh, NC, USA Coventry, UK	8 - 10 October 20 - 25 October
November	Drones in Agriculture Emerging Imaging and Sensing Technologies Imaging Spectrometry Photonics in Renewable Energy	Food and Agriculture Green Technologies	Neuroscience		
December	Adaptive Optics Mobile Robots Surveillance Technologies Electro-Optical and Infrared Systems	Security and Surveillance	Cell Bio (ASCB   EMBO Meeting)	San Diego, CA, USA	14 - 18 December

## 2024 Advertising Rates

### NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,755	\$1,665	\$1,575	\$1,490	\$1,390
Medium Rectangle (300 x 250)	\$1,485	\$1,390	\$1,330	\$1,260	\$1,185
Wide Skyscraper (160 x 600)	\$1,485	\$1,390	\$1,330	\$1,260	\$1,185
Full Banner (468 x 60)	\$1,160	\$1,095	\$1,045	\$985	\$925
Vertical Banner (120 x 240)	\$820	\$780	\$740	\$695	\$655

### PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$445

### LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$545
Full Banner (468 x 60)	\$520
Vertical Banner (120 x 240)	\$465

**Leaderboard:** Top and bottom of the page positions dominate every page for maximum impact.

**Wide Skyscraper:** The largest unit, it sits adjacent to top editorial on the left side of all pages except home.

**Medium Rectangle:** Strong mid-page presence in a much-viewed area of the right column.

**Full Banner:** Powerful presence just below key summaries.

**Vertical Banner:** Creates excellent brand recognition in right column.

**Promotional Video:** Showcase your product or application in real time.

All Novus Light rates above are for a calendar month. Frequency rates apply to a 12 month period. Newsletter rates are per issue.

## Newsletter Publication Dates

Month / Newsletter / Publication Dates	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Light Conversation	9 / 23	6 / 20	5 / 19	2 / 16	7 / 21	4 / 18	2 / 16	6 / 20	3 / 17	1 / 15	5 / 19	3
Autonomous Technologies	16				14				10			
Medical Applications		13				11				8		
Food and Agriculture			12				9				12	
Security and Surveillance				9				13				10
Green Technologies			26				23				26	
Vision & Imaging	30				28				24			
Materials Processing & Manufacturing		27		23		25		27		22		

## Our Readers

Widely dispersed geographically, our readers share many commonalities important to advertisers:

- 50,000 individual readers; 40,000 opt-in newsletter readers
- Optical, laser and electrical engineers, designers, scientists, researchers and purchasing agents that buy, use, specify and recommend light technology products and services
- 40% US, 40% Europe, 15% India and Asia, 5% ROW.

Novus Light Technologies Today's readers rely on Novus Light to stay at the forefront of tomorrow's leading technologies.

## Markets Served

Novus Light Technologies Today provides comprehensive information across a vast array of subject matter, keeping its readers fully informed and more competitive.

- Optics
- Automation
- Electronics
- Lasers
- MEMS/Nanotech
- LEDs
- Imaging and Machine Vision
- Displays
- Cameras
- Robotics

## Leading articles in Novus Light Technologies Today

### Lasers and Light Sources

#### Combatting Thermal Lensing in Ultrafast Laser Systems

Ultrafast lasers are particularly sensitive to thermal lensing. New low-thermal lensing, highly dispersive mirror technology can minimize thermal lensing while still maintaining high reflectivities and dispersion control.



### Optics and Optical Fabrication

#### Opto-Mechanical Instrumentation for Ground- and Space-Based Applications

A turning point for Officina Stellar came in 2013 when it received a request from Airbus for a space telescope, and what shaped the success of this Italian space factory.



### Imaging and Vision

#### Vision Inspection Aids in Green Energy Production

Imaging allows us to look for quality issues in important clean energy technologies such as solar panels, wind turbines, and energy storage that are driving the transition to renewables.



### Robotics and Automation

#### Robotics and Automation in PV Manufacturing

Automation often requires overcoming multiple challenges. The power electronics manufacturer SolarEdge implemented an automated assembly line for the production of Power Optimizers.



### Measurement and Sensing

#### The Critical Role of Metrology in Product Development

3D optical metrology tools were a key enabling technology that helped to drive a manufacturer's product innovation by providing valuable process and component information using data collection that was easily configurable and flexible.



### Quantum Computing

#### Optical Wiring for Large Quantum Computers

Researchers at ETH in Switzerland have demonstrated a new technique for carrying out sensitive quantum operations on atoms. In this technique, the control laser light is delivered directly inside a chip.



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