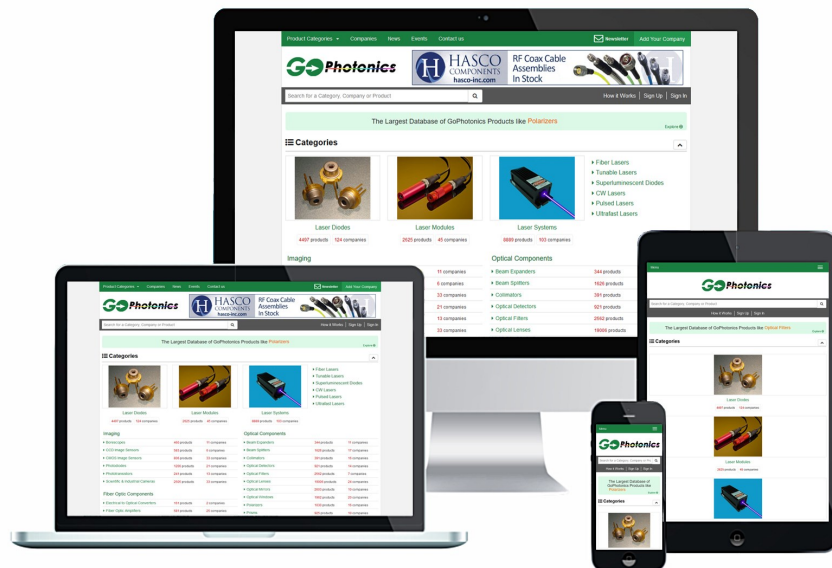# Media Kit 2021

GO➔Photonics

The Largest Database of Photonics Products

www.GoPhotonics.com

Reach out to Engineers in the Photonics Industry

The largest database of Photonics Products

GoPhotonics — www.gophotonics.com is a new website that was launched in 2017. We keep users up to date with the Photonics Industry by providing the latest industry news and information on new product releases. We have developed a unique product search tool that enables users to find Lasers, Laser Diodes, CMOS Image Sensors, T&M Equipment and many other Photonics Products based on their requirement. Our search tool lists over 75,000 Products from more than 500 manufacturers. The website has seen some great traction and is growing quickly.
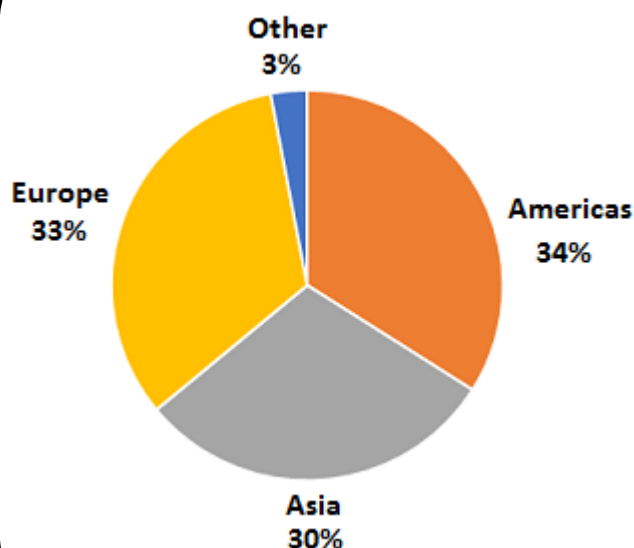
Pageviews & Users

50,000+

Pageviews/Month

15,000+

Users/Month

User Countries

Companies that use us

Apple	Honeywell
Applied Materials	IBM
Boeing	Intel
Caltech	Level 3
Carnegie Mellon	Lockheed Martin
Delphi	MIT
Exelis	Northrop Grumman
Fujitsu	Samsung
General Electric	Siemens
General Motors	Sony
Google	Stanford
Hamamatsu	Texas Instruments
Harris	US Military
Hitachi	US Navy

The largest database of Photonics Products

Products & Manufacturers

75,000+
Products Listed

500+
Manufacturers Listed

Popular Categories

Lasers	**Optical Lenses**
Lasers Diodes	**Spectrometers**
Fiber Lasers	**Fiber Optics**
DPSS Lasers	**Optical Filters**
Pulsed Lasers	**CMOS Image Sensors**

The Website Provides:

Parametric Search Tools: Find & compare products from the leading Photonics manufacturers on **GoPhotonics**. The search tool is an easy way to find products across multiple manufacturer catalogs based on your specifications. You can download datasheets, compare products and request quotations.

Product Details: View product specifications and download datasheets.

Company Directory: Over 500 of the leading Photonics companies are listed in more than 25 product categories.

Latest Products & News: We keep users up to date with the latest products and new releases in the Photonics Industry.

White Papers & Videos: Our technical content library lists White Papers, Application Notes, Videos and Webinars on various Photonics topics. The content is sorted by tags and company making it easy to find.

Upcoming Events We list all up coming events in the Photonics Industry.

Parametric Search Tool

The parametric search tools on **GoPhotonics** have been specially designed for the Photonics industry. Users no longer need to go to individual manufacturer websites to find products that they need. Once they enter their requirement, our search tool shows them all matching products. They can view product specifications, download datasheets, compare products and request quotations.

For Example, in the Laser Diode Category, you can specify the Wavelength, Power, Voltage, Threshold Current, Technology, Package Type and Configuration of a Laser Diode. We have over 5,000 Laser Diodes from more than 75 manufacturers listed in our database.

Banner Ads

CPM: Cost Per Metric i.e Cost per 1000 Impressions

No.	Ad Type	Dimension	Location	CPM Pricing	Monthly Cost
1.	**Leaderboard Ad**	728 x 90 px	All Pages	$99 CPM	$1,000/Month (1:3)
2.	**Skyscraper**	160 x 600 px	Homepage, Search Pages	$99 CPM	$500/Month (1:3)
3.	**Square Ad**	300 x 250 px	All Pages except Search	$99 CPM	$500/Month (1:3)

Note: The monthly rates will remain fixed for a period of one year, irrespective of the rise in traffic.

Newsletter Sponsorship

We keep users up to date with Industry News, Upcoming Events and New Product Releases. The weekly newsletter goes out to over 15,000 Registered users in the Photonics Industry. Each newsletter has one sponsor. As a sponsor you get two ad slots one at the top of the newsletter and one at the bottom of the newsletter—this makes sure that the users see your company in the newsletter that you sponsor.

Cost: $1,000/Newsletter

3 Newsletter Bundle: $2,700/Year

6 Newsletter Bundle: $5,100/Year

12 Newsletter Bundle: $10,000/Year
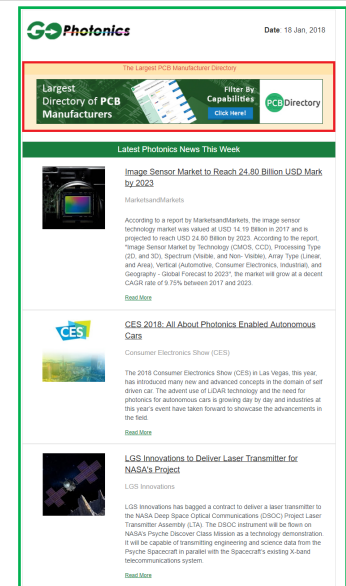
Wall Paper Ad

This ad is very effective as it is visible to users on every page of the website.

The Wallpaper Ad is a high impact ad that is displayed in the empty space on the left and right hand sides of the browser. This ad is shown on every page of the website, making it extremely effective.

Cost: $175 CPM or $1,250/Month (1:4)
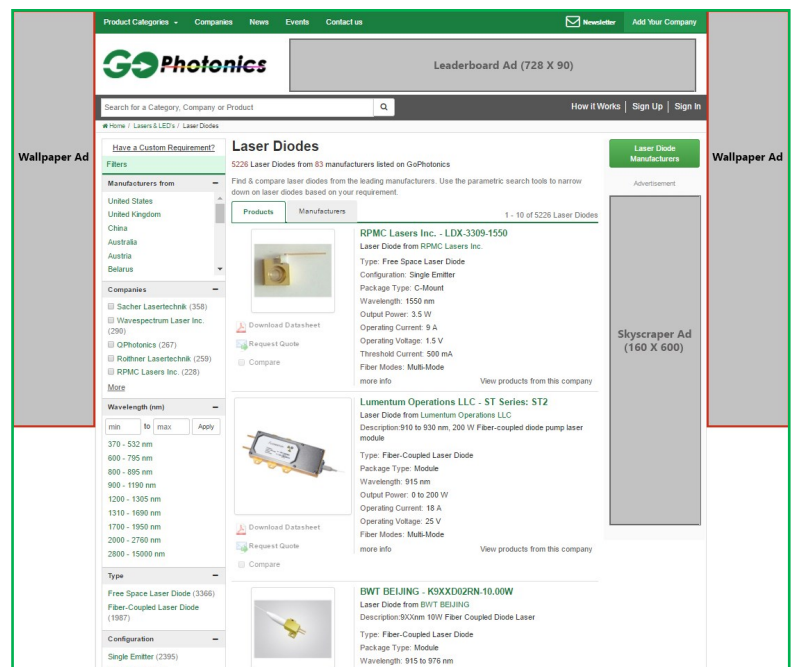
Suggested Advertising Packages

Level of Sponsorship	Level 1	Level 2	Level 3	Level 4
Price	$5,000/Year	$7,500/Year	$10,000/Year	$12,000/Year
Banner Ads	✔	✔	✔	✔
Product Addition in Newsletters	✔	✔	✔	✔
Featured Directory Listing	✔	✔	✔	✔
Press Release Publication	✔	✔	✔	✔
Publish New Product Releases	✔	✔	✔	✔
Mobile Ad	✔	✔	✔	✔
Promotion in Search Tool	✔	✔	✔	✔
Show Website in Search Tool	✖	✔	✔	✔
Newsletters Ads	✖	✔	✔	✔
Wall Paper Ad	✖	✖	✔	✔
Lead Generation	✖	✖	✖	✔

Features Included in the Above Advertising Package

Banner Ads: Your company will get over 25,000 Banner Impressions throughout the year.

Product Additions in Newsletters: We will add new products from your company to our newsletters.

Featured Directory Listing: You company will show higher up in the directory for all supported categories.

Press Release Publication: We will publish all relevant news stories about your company in our news section.

New Product Releases: Add new products that you release to our database and new product feed on the website.

Mobile Ad: Your banner ad will be shown to users on mobile devices.

Promotion in Search Tool: Your products will show up higher in the search results of the product search tool.

Website in Search Tool: A link to your company website will show next to each product.

Newsletter Ad: You will be the exclusive sponsor of over 4 newsletters in 1 Year.

Wall Paper Ad: You will be shown in the Wall Paper Ad Slot for 4 Months.

Lead Generation: Every month you will get details on users who downloaded your product datasheets.

For more information email info@gophotonics.com or call us at +1-312-436-0084

GOPhotonics

Advertising Contact

**Raghav Kapur**

E-mail: raghav@gophotonics.com