

# RP Photonics Marketing Solutions

Here, we summarize what kinds of advertising are available on the RP Photonics website, which contains

- the Encyclopedia of Laser Physics and Technology
- the RP Photonics Buyer's Guide

You can find essentially the same information on our website:

<https://www.rp-photonics.com/marketing.html>

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# 1 RP Photonics Buyer's Guide

Free basic entries are available, but they contain only a basic company profile and listings for up to 10 products.

Huge improvements are available simply by purchasing an advertising package:

Company profile	<ul style="list-style-type: none"><li>• It contains your company logo (up to 200 × 100 px), a slogan and a company description. The description can be several sentences long and can contain links to specific pages on your website.</li><li>• We can display an image (up to 1000 × 800 px) – for example, a photograph of your main building, of a great exhibition booth, a collection of products, ...</li><li>• You can also have links to your social media pages (Facebook, Google+, LinkedIn, Twitter, YouTube) and quality certificates (e.g. ISO 9001) displayed.</li><li>• You can list your distributors, or as a distributor you can list the companies you represent.</li><li>• We will announce your participation in upcoming exhibitions, if you tell us about them.</li><li>• You also get far more visibility in the list of all suppliers.</li></ul>
Display of your products	<ul style="list-style-type: none"><li>• You can display an unlimited number of products. Each product appears (a) in your company profile and (b) on the page listing suppliers for a specific product. On the latter page, products of suppliers with ad package additionally appear in a separate table above the table with all suppliers (in random order).</li><li>• Each product is displayed with much improved visibility: with your company logo, slogan, product description (which can contain multiple HTML links to your web pages) and a product image (up to 250 × 250 px), plus</li></ul>

	<p>various extras (upcoming exhibitions, social media links etc.).</p> <p>Note: The display of product descriptions and images helps users a lot for deciding which supplier websites to visit!</p> <ul style="list-style-type: none"> <li>• Particularly important: every enhanced product entry includes an additional well visible advertisement displayed on the page of the related encyclopedia article, if there is one for that kind of product.</li> <li>• You are listed as an alternative supplier on the profile pages of other companies which offer such products without having an ad package!</li> </ul>
Special promotion	One special promotion (see section 2) is included.
Advertising banner	<p>Included in the ad package is one skyscraper banner (see section 3).</p> <p>Whenever a page of the buyer's guide or the encyclopedia is called, the web server randomly selects one of the banners. For the buyer's guide pages, the total display probability of those banners is limited to 50%, and the display probability for each banner is limited to 5%. For the encyclopedia pages, the total display probability of the banners is limited to 10%, and the display probability for each banner is limited to 1%.</p> <p>Banner dimensions: width: 234 px, height 500 to 600 px.</p> <p>HTML link connected to the banner: URL can be freely determined by the advertiser.</p> <p>Help for assembling the banners from your inputs are included in the price.</p>
Web statistics	We provide substantial statistical data for your advertisements through a password-protected website link. The data are regularly updated at the beginning of each month. The data include traffic by pages and traffic by months.

Cost per year:

- basic price: 2400 € (2750 USD)
- add 75 € (90 USD) for each further product up to 50
- add 50 € (60 USD) for each further product beyond 50

Examples:

- 3900 € (4550 USD) for 20 products
- 6150 € (7250 USD) for 50 products
- 8650 € (10,250 USD) for 100 products

We also offer a trial for 6 months, costing just half the amount of one year.

## 2 Special Promotions

We offer special promotions for white papers, application notes, videos and the like. These are highly targeted: each promotion is displayed only in a specific encyclopedia article on a related topic.

For example, if you have a white paper on optical frequency combs, or if you organize a conference on that specific topic, we can place that promotion in our [encyclopedia article on frequency combs](#). A preview is displayed, and the corresponding link allows the download of the corresponding document. The document can be hosted on our server or anywhere else.

Promotions are also displayed on the company profile.

One such promotion is included in our ad package (see section 0). For further promotions, or for promotions without having an ad package, please contact us, and we will make an offer.

## 3 Advertising Banners

Our advertising banners are effective for branding and for announcements where you need to address a large audience in photonics. Tens of thousands of people working in photonics use our website every month.

Banner format	<ul style="list-style-type: none"> <li>• width 234 px, height 500 to 600 px (extra-broad skyscraper)</li> <li>• display in the right column (as the only banner ad there) with a certain probability per page view</li> <li>• file format: JPG, PNG or GIF (animated graphics allowed, if they are not disturbing)</li> </ul>
Link	A HTML link can be associated with the image.
Technical support	Help for assembling the banner from some logo, text and URL, for example, is included in the price.
Statistics	On demand, we supply statistical information of the banner performance.
Display time	The display time can be 1, 3, 6 or 12 months, and can of course be prolonged thereafter.
Display probability and targeting	You can simply choose a display probability between 1% and 10% for all pages. In addition, you may modify the display probability based on criteria for the filenames of the corresponding pages in order to achieve better targeting.

Cost: the price will depend on the display time, the defined display probabilities in the degree of targeting. Tell us what you need, and we will send you a quotation.

#### 4 Technical Writing and Review Services

We offer to create or review your advertising materials such as brochures, catalogs and data sheets in order to make them fully convincing and effective. To that end, various aspects have to be considered – not only that the materials are technically sound, but also that they properly address the needs of the targeted audience.

Dr. Paschotta has a thorough understanding of how to publish convincing technical and scientific materials. His experience includes clear structuring of information, extracting points of highest importance, and explaining complicated details in an understandable way.