

RP PHOTONICS

MARKETING SOLUTIONS

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

- the **RP Photonics Encyclopedia** (<https://www.rp-photonics.com/encyclopedia.html>)
- the **RP Photonics Buyer's Guide** (<https://www.rp-photonics.com/buyersguide.html>)
- the **RP Photonics Virtual Exhibition** (<https://www.rp-photonics.com/exhibition.html>)

See also information on our website: <https://www.rp-photonics.com/marketing.html>

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1 Overview on the RP Photonics Website

The **RP Photonics Encyclopedia** is a huge open-access source of scientific and technical information, covering much of the area of photonics (including laser technology, non-laser light sources, nonlinear optics, fiber optics, classical optics etc.) in over 940 high-quality articles. Thousands of photonics professionals use it on a regular basis.

The **RP Photonics Buyer's Guide** is a database of suppliers for photonics products, which is intimately linked with the encyclopedia. Supplier listings present links to corresponding encyclopedia articles, and encyclopedia articles present a preview of supplier information. In particular, product descriptions and images of advertisers appear in the section "Suppliers" of corresponding encyclopedia articles.

The **RP Photonics Virtual Exhibition** (introduced in 10/2020) is a digital tool for exhibiting primarily information on suppliers, mixed with various informational items to make it more attractive.

The combination of such resources in the area of photonics is unique. It is not only that the encyclopedia makes the whole resource very popular: Advertisers can also let their **product descriptions appear in encyclopedia articles**.

2 RP Photonics Buyer's Guide

Free basic entries are available, but they contain only a basic company profile and listings. Huge improvements are available simply by purchasing an **advertising package**:

<p>Company profile</p>	<ul style="list-style-type: none"> • It contains your company logo (up to 300 × 250 px), a slogan and a company description. The description can be several sentences long and can contain links to specific pages on your website. • We can display a large image (e.g. 1200 × 800 px) – for example, a photograph of your main building, of a great exhibition booth, a collection of products, ... • You can display short (one-sentence) company news, product news and show a company video. • You can also have links to your social media pages (Facebook, LinkedIn, Twitter, YouTube) and quality certificates (e.g. ISO 9001) displayed. • You can list your distributors, or as a distributor you can list the companies you represent. • We will announce your participation in upcoming exhibitions, if you tell us about them. • You also get far more visibility in the list of all suppliers.
<p>Display of your products</p>	<ul style="list-style-type: none"> • You can display an unlimited number of products. • 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 various extras (upcoming exhibitions, social media links etc.). Note: The display of product descriptions and images helps users a lot for deciding which supplier websites to visit! • Your product information appears (a) on your company profile, (b) on the page listing suppliers for that product, and (c) even in the related encyclopedia article, if there is one for that kind of product. • On the supplier listing pages, products of suppliers with ad package additionally appear in a separate table above the table with all suppliers (in random order). • You are listed as an alternative supplier on the profile pages of other companies which offer such products without having an ad package! At the same, the display of alternative suppliers on your own profile page is suppressed.
<p>Special promotion</p>	<p>One special promotion (see section 3) for one of the registered products is included.</p>

Company news	You can occasionally publish longer company news items (e.g. a press release, announcement of a new product line, a new partnership, a rebranding etc.) on our company news page (https://www.rp-photonics.com/company_news.html).
Advertising banner	<p>Included in the ad package is one skyscraper banner (see section 4). 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 € (2500 CHF, 2750 USD)
- add 75 € (80 CHF, 90 USD) for each further product up to 50
- add 50 € (50 EUR, 60 USD) for each further product beyond 50

Examples:

- 3900 € (4100 CHF, 4550 USD) for 20 products
- 6150 € (6500 CHF, 7250 USD) for 50 products
- 8650 € (9000 CHF, 10,250 USD) for 100 products

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

3 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.

One such promotion is included in our ad package (see section 2). For further promotions, or for promotions without having an ad package, please contact us, and we will make an offer. Such promotions are also displayed on the company profile.

4 Virtual Exhibition

Every supplier displayed in the buyer’s guide also has a virtual booth in the exhibition. This also shows up in every “hall” for a corresponding product category, if the supplier offers at least one product in that category.

Suppliers with our ad package have a much improved booth with a larger size, showing their logo, a profile image or a tailored image for that purpose (if available), and some randomly chosen product images. Also, there can be additional gadgets for displaying a company video, company news or news on a particular product (as also displayed on the company profile page).

5 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">• width 234 px, height 500 to 600 px (extra-broad skyscraper)• display in the right column (as the only banner ad there) with a certain probability per page view• file format: JPG, PNG or GIF (animated graphics allowed, if they are not disturbing)
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.

6 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.