

2022 Advertising Rates

NOVUS LIGHT TECHNOLOGIES TODAY BANNER ADVERTISING

FREQUENCY/MONTHLY RATE	1x	3x	6x	12x	24x
Leaderboard (728 x 90)	\$1,590	\$1,525	\$1,430	\$1,360	\$1,275
Medium Rectangle (300 x 250)	\$1,345	\$1,275	\$1,195	\$1,145	\$1,075
Wide Skyscraper (160 x 600)	\$1,345	\$1,275	\$1,195	\$1,145	\$1,075
Full Banner (468 x 60)	\$1,050	\$995	\$945	\$895	\$840
Vertical Banner (120 x 240)	\$745	\$710	\$675	\$635	\$595

PROMOTIONAL VIDEO

MONTHLY RATE	
Promotional Video	\$410

LIGHT CONVERSATION AND APPLICATION NEWSLETTERS SPONSORSHIPS

RATE PER ISSUE	
Product Showcase	\$495
Full Banner (468 x 60)	\$475
Vertical Banner (120 x 240)	\$425

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	4 / 18	1 / 15	1 / 15	5 / 19	3 / 17	7 / 21	5 / 19	2 / 16	6 / 20	4 / 18	1 / 15	6
Autonomous Technologies	11				10				13			
Medical Applications		8				14				11		
Food and Agriculture			8				12				8	
Security and Surveillance				12				9				13
Green Technologies			22				26				22	
Vision & Imaging	25				24				27			
Materials Processing & Manufacturing		22		26		28		23		25		

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