



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

Media Kit

2019

2019 Editorial Calendar and Trade Shows

	Editorial Calendar	Featured Trade Shows	Location	Dates
January	Photonic Trends and Forecast Application of Electronic Imaging Lidar in Robotics and Autonomous Technologies Case Study	IS&T International Symposium on Electronic Imaging	Burlingame, CA, USA	13 - 17 January
		A3 Business Forum	Orlando, FL, USA	14 - 16 January
February	Spectroscopy in Forensics Advanced Technologies for Mobile Applications Trends in Lighting Case Study	SPIE BIOS Expo	San Francisco, CA, USA	2 - 3 February
		SPIE Photonics West	San Francisco, CA, USA	2 - 7 February
		SPIE Medical Imaging	San Diego, CA, USA	16 - 21 February
		SPIE Advanced Lithography	San Jose, CA, USA	24 - 28 February
		PHOTOPTICS	Funchal, Portugal	25 - 27 February
		Mobile World Congress	Barcelona, Spain	25 - 28 February
March	Non-destructive Food Testing Laser Safety Optical Networks of the Future Case Study	Strategies in Light + LED Show + Lightspace	Las Vegas, NV, USA	27 Feb - 1 Mar
		SPIE Smart Structures+Nondestructive Evaluation	Denver, CO, USA	3 - 7 March
		OFC	San Diego, CA, USA	3 - 7 March
		Image Sensors Europe	London, UK	13 - 14 March
		Pittcon	Philadelphia, PA, USA	17 - 21 March
		International Laser Safety Conference	Kissimmee, FL USA	18 - 21 March
April	Security & Surveillance Industrial Automation Update on Quantum Technologies Case Study	LASER World of PHOTONICS China	Shanghai, China	20 - 22 March
		SPIE Optics + Optoelectronics	Prague, Czech Republic	1 - 4 April
		Automate	Chicago, IL, USA	8 - 11 April
		EPIC Annual General Meeting	Glasgow, UK	10 - 12 April
		SPIE Defense & Commercial Sensing	Baltimore, MD, USA	14 - 18 April
		Laser Optics & Photonics	Dubai, UAE	15 - 17 April
May	GaAs-based Lasers for 3D Sensing Technologies for Quality Assurance Lighting in Autonomous Applications Case Study	CLEO	San Jose, CA, USA	5 - 10 May
		Control - International Trade Fair for Quality Assurance	Stuttgart, Germany	7 - 10 May
		SID Display Week	San Jose, CA, USA	12 - 17 May
		Intersolar Europe	Munich, Germany	15 - 17 May
		Lightfair International	Philadelphia, PA, USA	19 - 23 May
		Photonics North	Quebec City, Canada	21 - 23 May
June	Lasers and Electro-Optics Optical Component Update Wafer-Scale Manufacturing Case Study	Biomedical Optics	Munich, Germany	23 - 27 June
		LASER World of Photonics	Munich, Germany	24 - 27 June
		SPIE Optical Metrology	Munich, Germany	24 - 27 June
		SPIE Digital Optical Technologies	Munich, Germany	24 - 27 June
		Sensor + Test	Nuremberg, Germany	25 - 27 June
		Sensors Expo & Conference	San Jose, CA, USA	25 - 27 June
July	Trends in Polarization Photovoltaics in the Agricultural Industry Application of Deep Learning Case Study	SEMICON West	San Francisco, CA, USA	9 - 11 July
		Intersolar North America	San Francisco, CA, USA	9 - 11 July
		Fiber Optics Expo (FOE)	Tokyo, Japan	17 - 19 July
August	Optical Prototyping State-of-the-Art Security Technologies Application of UV-C LEDs Case study	Microscopy & Microanalysis	Portland, OR, USA	4 - 8 August
		SPIE Optics & Photonics	San Diego, CA, USA	11 - 15 August
September	400G Optical Data Center and Beyond Advanced Solar Technologies Lasers in Autonomous Technologies Case study	ECOC	Dublin, Ireland	23 - 25 September
		Solar Power International	Salt Lake City, UT, USA	23 - 26 September
		LASER World of Photonics India	Bangalore, India	26 - 28 September
		China International Optoelectronic Expo (CIOE)	Shenzhen, China	
October	Light Technologies in Neuroscience Trends in Optical Fabrication Lighting and Vision in Health and Medicine Case Study	Photonex	Coventry, UK	9 - 10 October
		OSA Frontiers in Optics	Washington, DC, USA	13 - 17 October
		SCIX 2019	Palm Springs, CA USA	13 - 18 October
		Optifab	Rochester, NY, USA	14 - 17 October
		Neuroscience	Chicago, IL, USA	19 - 23 October
		InterOpto Japan	Yokohama, Japan	
November	The Smart Factory Update on European Photonics Industry Packaging Technologies for the Food Industry Case Study	Productronica	Munich, Germany	12 - 15 November
December	Infrared LED Applications Advances in Cell Biology Autonomous Applications for Defense and Security Case Study	ASCB EMBO 2019 Meeting	Washington, DC, USA	7 - 11 December

Novus Light Application Newsletters



Medicine and Healthcare

Medical applications will include diagnostics, surgery, pathology and patient monitoring. These will be incorporating technologies such as microscopy, fiber optics, tomography, ultrasound, lasers, machine vision, detectors, image processing and spectroscopy amongst others.



Food and Agriculture

Applications will cover packaging inspection, robotic harvesting, pharmaceutical quality control, and spectral sensing for food safety. These are just a few of the many food and agricultural applications utilizing cameras, imaging, sensors, robotics, spectroscopy, OCR scanners amongst others.



Security and Surveillance

From home and consumer use, to mission critical infrastructure monitoring and defense procedures, security and surveillance applications include video, detectors, cameras, adaptive optics, lasers and infrared.



Autonomous Technologies

Autonomous technologies are at work in self driving vehicles, underwater exploration, combat surveillance, drones, space probes, even our homes. They are making use of vision sensors, lidar, infrared detection, laser scanners, adaptive optics, robotics and many more.



Solar photovoltaic

These applications include solar plant surveillance, solar illumination, concentrating solar, test and measurement, robotic operations & maintenance, manufacturing technologies. These applications incorporate optics, mirrors, lasers, camera systems, lighting, machine vision, semiconductors, nanotechnology and more.

Our Editorial Sections

Novus Light Technologies Today features a full spectrum of news and opinion, providing readers with quick access to the information and insight they want and need.

Light Research: Focuses on the latest developments from R&D labs around the globe.

Enlightening Applications: Case studies highlighting new applications.

Illuminating Products: Surveys offerings from companies around the globe.

Lightning News: Provides a quick summary of key stories of the day.

From the Trade Show Floor: Brings you live reports from the major shows.

People in the Limelight: Features news about who is doing what and where in the industry.

All of this and much, much more today and every day on novuslight.com

Our Readers

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

- They are senior level decision makers, focused on long term success
- They have purchasing authority across a full range of light-based products and systems
- They are passionately dedicated to being on the forefront of tomorrow's leading technology. Readers will find original, cutting edge editorial content that makes them better informed and more competitive.

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

Research Page



Home Page

Advertising Rates 2019

Our decades of experience in publishing affirm that Novus Light Technologies Today and the Light Conversation newsletter offer our readers unmatched content – including news, analysis and free-flowing exchange of ideas – all with a global perspective.

Novus Light Technologies Today Banner Advertising - 2019 Rates

Frequency/Monthly Rates	Dimensions	1x	3x	6x	12x	24x
Leaderboard	(728 x 90)	\$1,450	\$1,380	\$1,310	\$1,235	\$1,160
Medium Rectangle	(300 x 250)	\$1,205	\$1,145	\$1,085	\$1,025	\$965
Wide Skyscraper	(160 x 600)	\$1,205	\$1,145	\$1,085	\$1,025	\$965
Full Banner	(468 x 60)	\$895	\$850	\$805	\$765	\$720
Vertical Banner	(120 x 240)	\$630	\$595	\$565	\$535	\$505

Promotional Video

Showcase your product or application in real time	1x	3x	6x	12x	24x
	\$350	\$335	\$320	\$305	\$290

Light Conversation and Application Newsletters Sponsorships

Rate per Issue	Dimensions	1x	3x	6x	12x	24x
Full Banner	(468 x 60)	\$350	\$335	\$320	\$300	\$280
Vertical Banner	(120 x 240)	\$275	\$260	\$250	\$235	\$220
Square Button	(125 x 125)	\$210	\$200	\$190	\$180	\$170

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 rates above are for a calendar month. Frequency rates apply to a 12 month period.



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Novus Light Technologies Today is the only publication of its kind.

Created by, and specifically for, thought and business leaders in the fast-moving photonics industry.

Novus Light Technologies Today and its complementary fortnightly newsletter, Light Conversation, combine the best of traditional journalism and today's online technology to inform and inspire current and future generations of optics professionals.

With reporting by a world-wide staff of renowned scientists and recognized industry experts, Novus Light Technologies Today

offers authoritative commentary, perspective, and vital on-line discussions on a comprehensive array of technologies including:

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



Lighting the Way

Novus Light Technologies Today, with its state-of-the-art website, is easy and fast to use. It puts the world of light at your fingertips.

Key focus areas include:

- Business
- Research
- Applications
- Products

In addition, standard features include:

- Lightning News - The top story of the day
- Exclusive articles - Unique perspective from around the world
- Blog - The latest developments in the photonics industry
- Latest from the Trade Show Floor - Updates from key shows from around the world
- Light Solutions and Case Studies
- People in the Limelight - News on the movers and shakers of the photonics industry

Novus Light Technologies Today covers the entire spectrum of the photonics industry around the globe, 24/7, 365 days a year. With an unmatched team of editors on every continent, readers enjoy a full spectrum of knowledge and get the information they need to do their jobs every day.

Novus Light Technologies Today. A wealth of illuminating information framed by a global perspective. All at the speed of light.

Products Page



Home Page

Some recent articles from Novus Light Technologies Today.

Lasers & Light Sources

Analyzing Performance for Laser Additive Manufacturing

Looking at additive manufacturing, which is the new trend in metal parts manufacturing, the significant role that lasers play is very clear. Many technologies are involved in making a laser additive manufacturing (LAM) machine, but this article focuses specifically on critical parameters and their measurements for better performance. Learn about measurement instrument systems, their design and how they can be integrated as a part of the LAM machine.



Optics

Virtual Prototypes Speed Time to Market for Solid-State Lidar

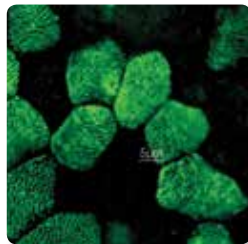
Lidar will be the differentiating technology between vehicles that are fully autonomous and those that are not, if, as some experts think, lidar is the most important optical technology in the race toward mainstream self-driving cars. Lidar solves many industry challenges and this article highlights the current leaders in the industry and the innovative design approaches that each brings to the table.



Measurement & Sensing

No More Compromise: The state of deconvolution & super-resolutions

With today's commercial microscopes offering a variety of user-friendly technologies, deconvolution and super-resolution are now within the reach of lab staff who may not have extensive optical backgrounds. With this new level of imaging support, experiments that once felt out of reach are now a possibility. Fewer experimental sacrifices need to be made, and existing fluorophore labeling protocols can be used to integrate super-resolution technologies into workflows without disruption.



Vision, Imaging and Automation

Deep Learning Teams up with Vision

Vision systems have relied on the ability of the system developer to select the algorithms that will most efficiently extract data from images to enable different dimensions, features or qualities. However, deep learning has recently stepped in, offering a new breed of industrial image analysis software. Novus Light's vision expert, Dave Wilson, details the possibilities, from identifying complex features and objects as well as classifying them, thus dramatically reducing the time it takes to develop new systems and speeding time to market.



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