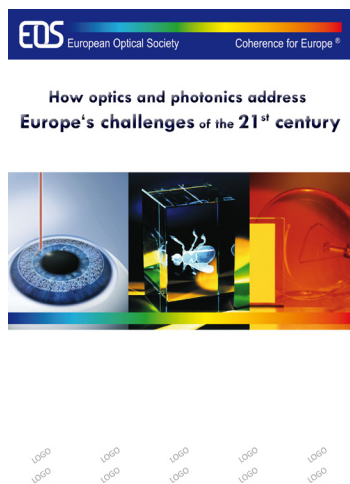


## New EOS Brochure:

„How optics and photonics address Europe's challenges of the 21<sup>st</sup> century“



The brochure **How optics and photonics address Europe's challenges of the 21<sup>st</sup> century** demonstrates to politicians and the broad public how optics and photonics address Europe's challenges in the 21<sup>st</sup> century by providing solutions for health, energy, environment, production, IT, security and transport.

**Publication date: Summer 2010**

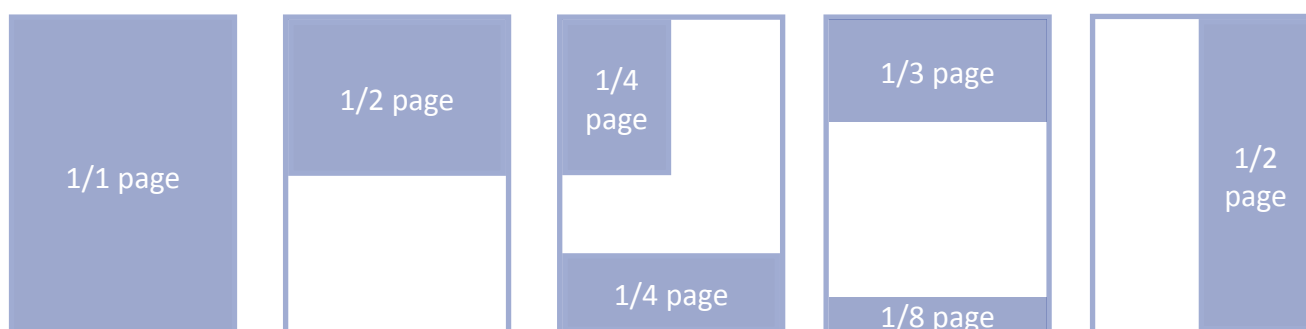
**Circulation:** 6,000. The brochure will be mailed to representatives of the European Commission, European Parliament, the EOS membership and to the leaders of other European organisations. In addition, the brochure will be distributed at the following events: AIT 2010, ANGEL 2010, EMVPO, EOSAM 2010 etc.

Make sure your company or institute is recognized as an important stakeholder in optics and photonics. **Book your advertisement today!**

### Brochure advertising rates:

Ad Size	Rates / €
1/1 page	3171
1/2 page	1902
1/3 page	1374
1/4 page	1141
1/8 page	685
Inside Front Cover	3600
Inside Back Cover	3600
Outside Back Cover	3700

### Advertisement examples:



# Advertising Specifications

## Panel format

### **1/1 page:**

- 210 mm (h) x 148 mm (w)
- 4/4 colours

### **1/2 page:**

- 210 mm (h) x 74 mm (w)
- 4/4 colours

### **1/3 page:**

- 148 mm (h) x 70 mm (w)
- 4/4 colours

### **1/4 page:**

- 105 mm (h) x 74 mm (w)
- 4/4 colours

### **1/8 page:**

- 52,5 mm (h) x 74 mm (w)
- 4/4 colours

## Banner ad at [www.myeos.org](http://www.myeos.org)

**fixed electronic ad (260 x 600 pixels)**

**fixed electronic ad (260 x 400 pixels)**

**fixed electronic ad (260 x 200 pixels)**

## Landscape format

### **1/2 page:**

- 105 mm (h) x 148 mm (w)
- 4/4 colours

### **1/3 page:**

- 70 mm (h) x 148 mm (w)
- 4/4 colours

### **1/4 page:**

- 105 mm (h) x 74 mm (w)
- 4/4 colours

### **1/8 page:**

- 26,25 mm (h) x 148 mm (w)
- 4/4 colours

## **rate**

750 €

575 €

300 €

**10% discount / banner-  
plus printed ad!**

## **All advertising offers include:**

- your company logo linked to your homepage on the EOS web gallery „How optics and photonics address Europe's challenges in the 21<sup>st</sup> century“

## **Technical specifications**

- High-End-PDF, version 1.3 or higher (embedded fonts, CMYK)
- EPS or JPEG (300 dpi, CMYK)
- we also need a binding proof (screenshot or print-out)

## **Data transfer**

- Send an e-mail to : [sender@myeos.org](mailto:sender@myeos.org)
- or a CD / DVD to:  
European Optical Society (EOS)  
Nadine Sender  
Hollerithallee 8  
30419 Hannover

Phone: + 49 511-277-2679

Fax: + 49 511-2788-119

## **Deadlines**

- advertisement bookings: 21/05/10
- provision of ad files: 28/05/10

# ADVERTISING BOOKING FORM

## New EOS Brochure "How optics and photonics address Europe's challenges of the 21st century"

[www.myeos.org](http://www.myeos.org)

### COMPANY CONTACT DATA

Company	Department
First name	Name
Street	City
Country	Postal Code
Telephone	Fax
Email	URL

### CONTACT

European Optical Society  
Nadine Sender  
Hollerithallee 8  
D - 30419 Hannover  
Tel.: +49 (0) 511-277-2679  
E-Mail: [sender@myeos.org](mailto:sender@myeos.org)  
[www.myeos.org](http://www.myeos.org)

### PLEASE RETURN THIS FORM BY FAX TO

+49 (0) 511-2788-119

### ADVERTISING OPPORTUNITIES

Please select your preferred advertising:

#### Brochure ad\*

Outside Back Cover	3700 € <input type="checkbox"/>
Inside Back Cover	3600 € <input type="checkbox"/>
Inside Front Cover	3600 € <input type="checkbox"/>

#### Advertising page, diff. sizes\*

1/1 page	3171 € <input type="checkbox"/>
1/2 page	1902 € <input type="checkbox"/>
1/3 page	1374 € <input type="checkbox"/>
1/4 page	1141 € <input type="checkbox"/>
1/8 page	685 € <input type="checkbox"/>

#### Banner ad at [myeos.org](http://myeos.org)

#### Electronic advertising at project-website\*\*

260 px x 600 px	750 € <input type="checkbox"/>
260 px x 400 px	575 € <input type="checkbox"/>
260 px x 200 px	300 € <input type="checkbox"/>

### POLICY

Cancellations: Requests for cancellations must be made in writing to the EOS Office (address see at the top of this page). Refunds are subject to a processing fee of 10% of the total amount.

\*Cancellations received by 21 May 2010: full refund minus processing/after 21 May 2010: no refund.

\*\*Cancellations received before publication of the advertising: full refund minus processing fee/after publication of the advertising: no refund.

### PAYMENT METHOD

Payment can either be made by bank transfer or credit card. An invoice will be sent to you after receipt of this registration form.

Please select:

Payment will be made by bank transfer ☐

Payment will be made by credit card ☐

Signature

Date