Media Kit 2024

GO Photonics

The Leading Website for the Photonics Industry

www.GoPhotonics.com

Reach out to Engineers in the Photonics Industry

The largest database of Photonics Products

GoPhotonics — www.gophotonics.com is a new website that was launched in 2017. We keep users up to date with the Photonics Industry by providing the latest industry news and information on new product releases. We have developed a unique product search tool that enables users to find Lasers, Laser Diodes, CMOS Image Sensors, T&M Equipment and many other Photonics Products based on their requirement. Our search tool lists over **80,000 Products from more than 3,000 manufacturers**. The website has seen some great traction and is growing quickly with over **50,000 Registered users**.
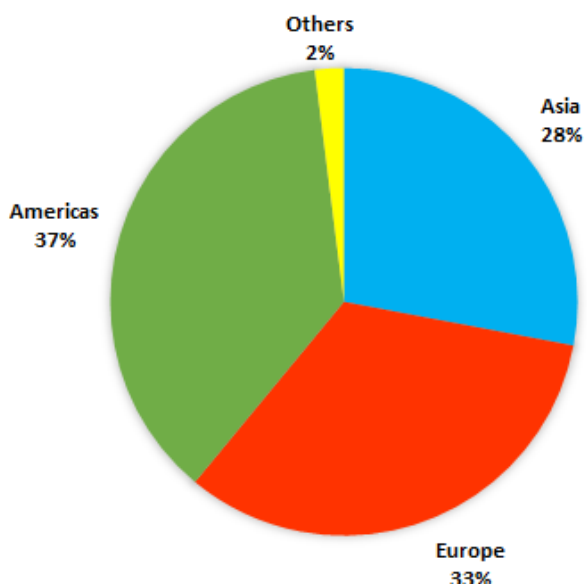
Pageviews & Users

100,000+
Pageviews/Month

35,000+
Users/Month

User Countries

Others 2%
Asia 28%
Americas 37%
Europe 33%

Companies that use us

Apple	Honeywell
Applied Materials	IBM
Boeing	Intel
Caltech	Level 3
Carnegie Mellon	Lockheed Martin
Delphi	MIT
Exelis	Northrop Grumman
Fujitsu	Samsung
General Electric	Siemens
General Motors	Sony
Google	Stanford
Hamamatsu	Texas Instruments
Harris	US Military
Hitachi	US Navy

The largest database of Photonics Products

Products & Manufacturers

80,000+
Products Listed

3,000+
Manufacturers Listed

Popular Categories

Laser Systems & Modules	Scientific & Industrial Cameras
Lasers Diodes	Optical Sensors
CMOS Image Sensors	Superluminescent Diodes
Photodiodes	Optical Filters
Spectrometers	Fiber Optics

Sectors & Topics
★

We cover a wide range of sectors and topics within Photonics & Lasers.

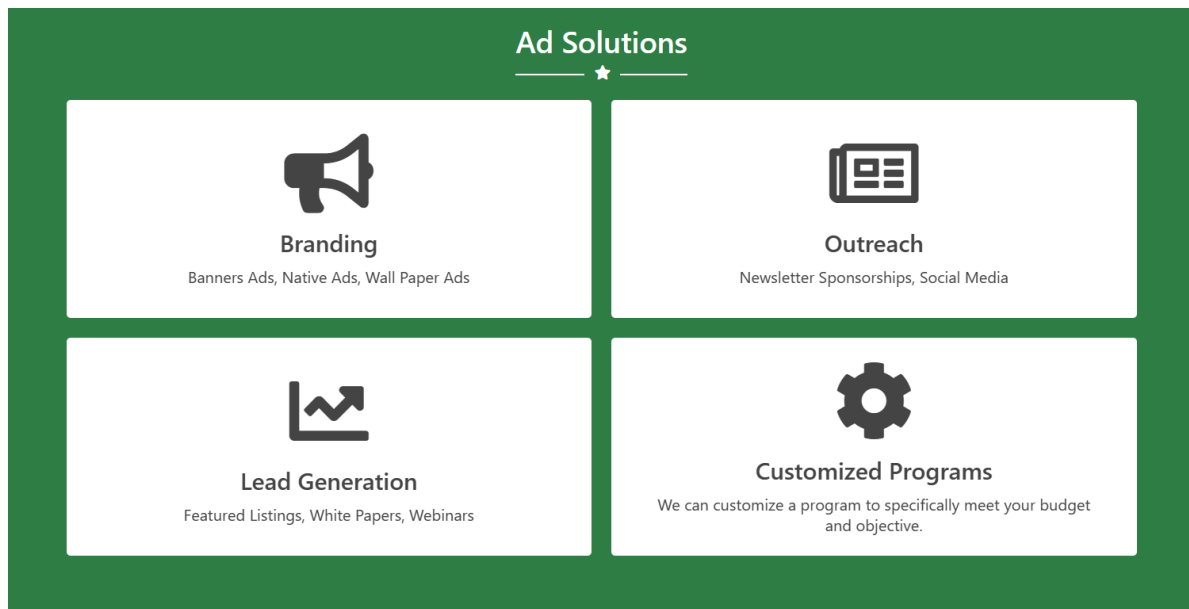| Medical	Industrial	Lasers
Test & Measurement	Spectroscopy	LEDs
CMOS Image Sensors	Research	Optical Components
Quantum Computing	Imaging	Marking & Cutting

Who Uses Us
★

Engineers	Engineering Management	R&D
Executie Management / CXOs	Professors / Students	Hobbyists / Makers

Ad Solutions

★

Branding

Banners Ads, Native Ads, Wall Paper Ads

Outreach

Newsletter Sponsorships, Social Media

Lead Generation

Featured Listings, White Papers, Webinars

Customized Programs

We can customize a program to specifically meet your budget and objective.

The Website Provides:

Parametric Search Tools: Find & compare products from the leading Photonics manufacturers on **GoPhotonics**. The search tool is an easy way to find products across multiple manufacturer catalogs based on specification. You can download datasheets, compare products and request quotations via the website.

Product Listings: View product specifications, download datasheets and get quotes.

Company Directory: Over 3,000 of the leading Photonics companies are listed in more than 100 product categories.

Latest Products & News: We keep users up to date with the latest products and new releases in the Photonics Industry.

White Papers & Videos: Our technical content library lists White Papers, Application Notes, Videos and Webinars on various Photonics topics. The content is sorted by tags and company making it easy to find.

Upcoming Events We list all up coming events in the Photonics Industry.

Parametric Search Tool

The parametric search tools on **GoPhotonics** have been specially designed for the Photonics industry. Users no longer need to go to individual manufacturer websites to find products that they need. Once they enter their requirement, our search tool shows them all matching products. They can view product specifications, download datasheets, compare products and request quotations.

For Example, in the Laser Diode Category, you can specify the Wavelength, Power, Voltage, Threshold Current, Technology, Package Type and Configuration of a Laser Diode. We have over 5,000 Laser Diodes from more than 100 manufacturers listed in our database.
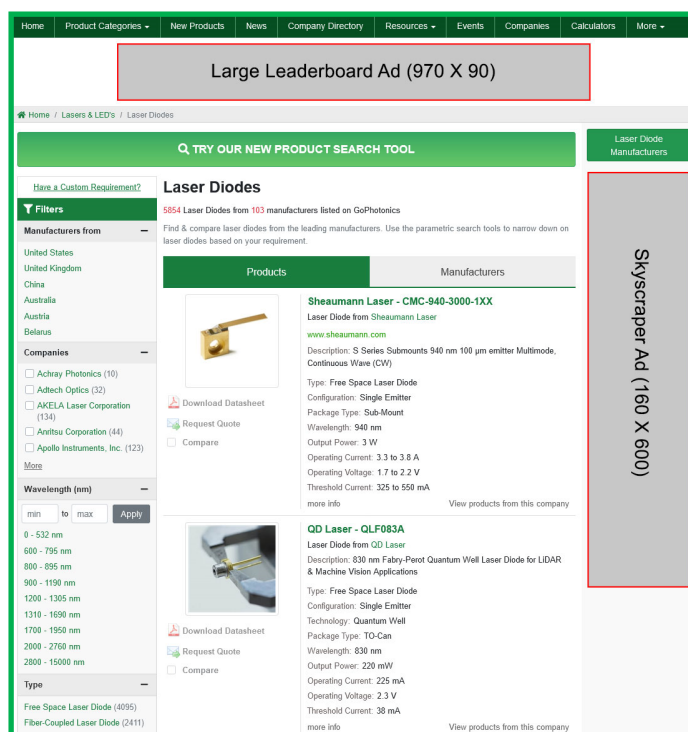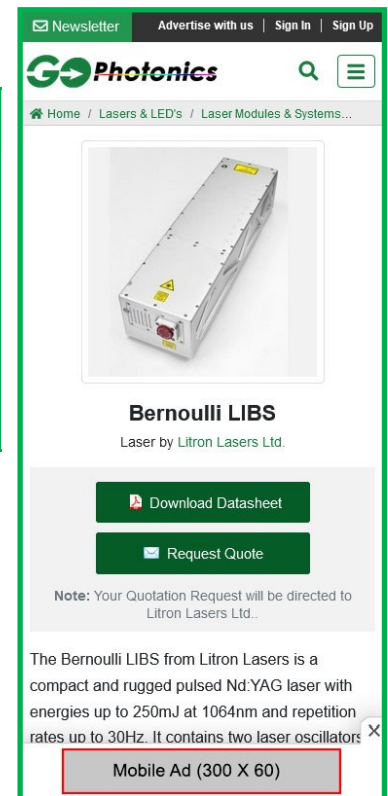
Banner Ads

Banner Ad Pricing: $125 CPM (**CPM**: *Cost Per Metric i.e Cost per 1000 Impressions)*

Banner ads are shown across the website and can also be targeted to show in specific sections based on topic. Banner Ads are sold as a package across multiple sizes to avoid ad blindness.
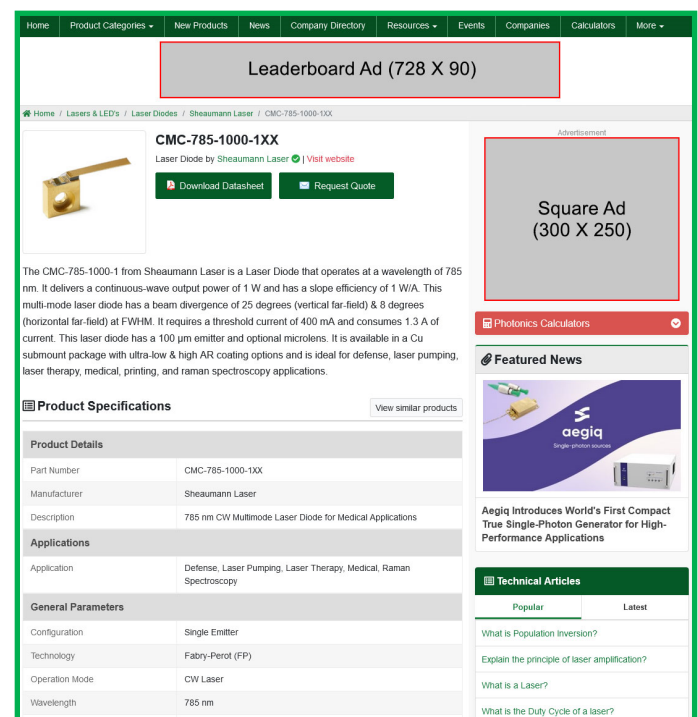
No.	Ad Type	Dimension	Location
1.	**Large Leaderboard Ad**	970x 90 px	All Pages
2.	**Leaderboard Ad**	728 x 90 px	All Pages
3.	**Skyscraper**	160 x 600 px	Homepage, Search Pages
4.	**Boom Box Ad**	300 x 250 px	All Pages except Search
5.	**Mobile Ads**	300 x 60 px	All Mobile Pages

High-Impact Wall Paper Ad

This ad is very effective as it is visible to users on every page of the website.

The Wallpaper Ad is a high impact ad that is displayed in the empty space on the left and right hand sides of the browser. This ad is shown on every page of the website on desktops and laptops, making it extremely effective.

Cost: $1,500/Month or $150 CPM *(Cost per 1000 Impressions)*   *Minimum Impressions/month: 10,000*
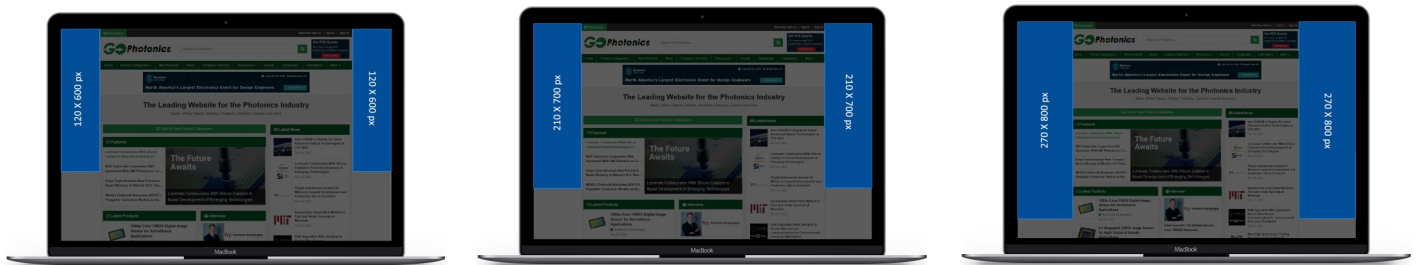
Header Ad

This ad shows on every page load of GoPhotonics in the header.

Rate: $3,500 / Month (1 Advertiser/month) | **Estimated Impressions: Over 40,000/Month**
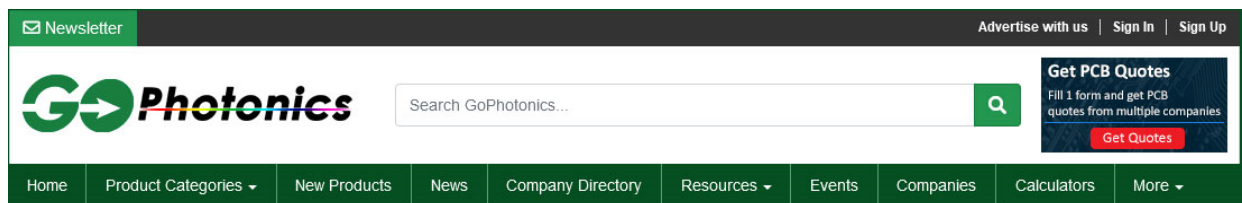
Normal

This expandable ad shows in the header of GoPhotonics. This ad is shown on every page of the site making it a high impact ad slot that gives you a mix of traffic and branding.

Expanded

For more information email info@gophotonics.com or call us at +1-312-436-0084
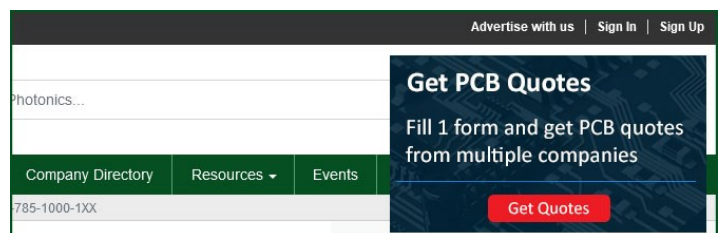
Native Ad

Native Ad Pricing: $125 CPM *(Cost per 1000 Impressions)*   *Minimum Impressions/month: 10,000*

Native Ads are embedded within content shown in multiple formats in various sections of the website.
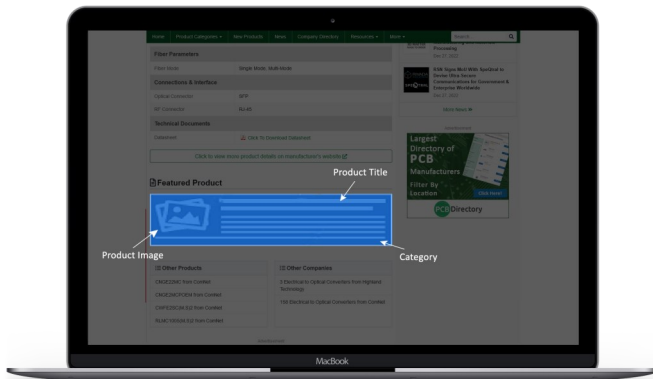
It will show below the content of the page
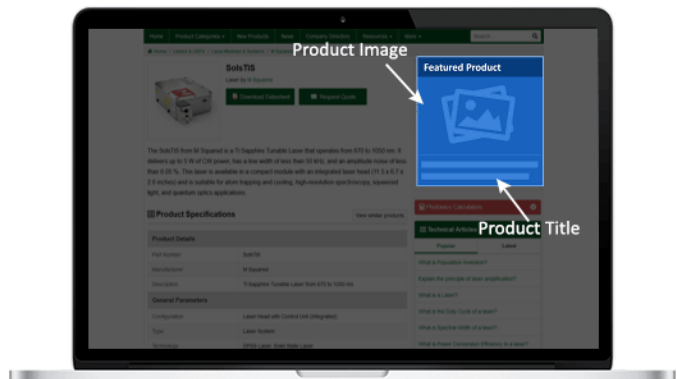
It will show at the Right side the content of the page

Newsletter Sponsorship

We keep users up to date with Industry News, Upcoming Events and New Product Releases. The weekly newsletters go out to over **45,000 Registered users** in the Photonics Industry. Each newsletter has one sponsor. As a sponsor you get three ad slots one at the top of the newsletter, one in the middle and one at the bottom of the newsletter—this makes sure that the users see your ad in the newsletter that you sponsor.

Cost: $2,000/Newsletter

3 Newsletter Bundle: $5,500/Year

6 Newsletter Bundle: $10,000/Year

12 Newsletter Bundle: $15,000/Year

For more information email info@gophotonics.com or call us at +1-312-436-0084

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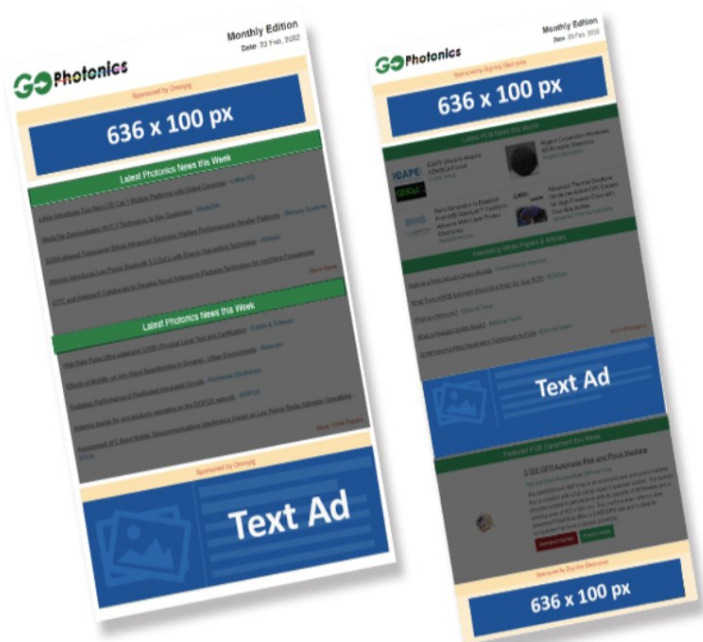
Product Promotion

This program has been designed to promote a product or series of products over a 30 day period via various ad formats on GoPhotonics. The program includes:

- Addition of the product to GoPhotonics
- Publication and promotion of a news story about the product
- Promotion of the product via a newsletter
- Promotion of the product via our Social Media Channels
- Sponsorship of 1x Newsletter
- Native Ad - 10,000+ Impressions
- Banner Ad Promotions (970 x 90, 728 x 90, 160 x 600, 300 x 250, 300 x 100 px) - 15,000+ Impressions

Price: $5,000/Product (30 day promotion)

Lead Details on Datasheet Downloads

Lead information on GoPhotonics is tracked with each quote request, inquiry and datasheet download. You will get a weekly email with lead information generated for your company. You will also get access to a lead management tool where you can review the details of leads that have been generated for your company.

Price: $50/Lead

Total Leads : 52					Date Range :	Start Date	End Date	APPLY Reset
								📄 Export to Excel
Sort By	Country: Select ▾	Category: Select ▾	E-mail:		SEARCH Reset			
All Leads	RFQ	Datasheet	Contact					
View Details	**S.No.**	**Request Type**	**Generation Date**	**Category**	**Part Number**	**User Email**	**User Company**	**User Country**
View Lead	1	DataSheet	5/10/2012 11:58:00 AM	Couplers	DDS1025	rayanelmir@gmail.com		United States
View Lead	2	DataSheet	5/9/2012 1:15:00 AM	Couplers	DCS302	rsubrahm@nrao.edu	National Radio Astronomy Observatory	United States
View Lead	3	DataSheet	4/26/2012 11:04:00 PM	Power Dividers	DL208	no@thankyou.com	cows	United States
View Lead	4	RFQ	4/26/2012 6:12:00 PM	Power Dividers	DMS646	pprot@reflexces.com	Reflexces.com	France
View Lead	5	RFQ	4/26/2012 11:41:00 AM	Power Dividers	DMS605	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	6	RFQ	4/26/2012 11:35:00 AM	Power Dividers	DL272	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	7	RFQ	4/26/2012 11:34:00 AM	Power Dividers	DL333	ahsetsail2@hotmail.com	Hefei Setsail Telecom,Co,Ltd.	China
View Lead	8	DataSheet	4/17/2012 7:50:00 PM	Power Dividers	DL207	jeromy@advantagepressurepro.com	PressurePro	United States
View Lead	9	RFQ	3/28/2012 12:14:00 AM	Couplers	DCS1085	klewis@saiteam.com	SAI Technology	United States
View Lead	10	DataSheet	3/28/2012 12:09:00 AM	Power Dividers	DMS210	Richard.Maltagliati@jhuapl.edu	JHUAPL	United States
View Lead	11	DataSheet	3/26/2012 7:13:00 PM	Hybrids	HS151	shallhanen@yahoo.fr	SHALL	France
View Lead	12	DataSheet	3/8/2012 8:17:00 PM	Power Dividers	DL305	enoughpower@126.com	XD	China
View Lead	13	DataSheet	3/8/2012 8:13:00 PM	Power Dividers	DL235	christopher.cooper@l-3com.com	I-3	United States
View Lead	14	DataSheet	3/8/2012 12:40:00 PM	Power Dividers	DMS407	fanquangle@gmail.com	institute of science and technology	Vietnam

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White Paper Lead Generation & Promotion Program

GoPhotonics White Paper Sponsorship is a highly effective program for companies interested in generating and following up on pre-qualified leads. There are over 1,000 White Papers and Articles listed in this section. Sponsorship is the best way to ensure that your content stands out and is seen by users.
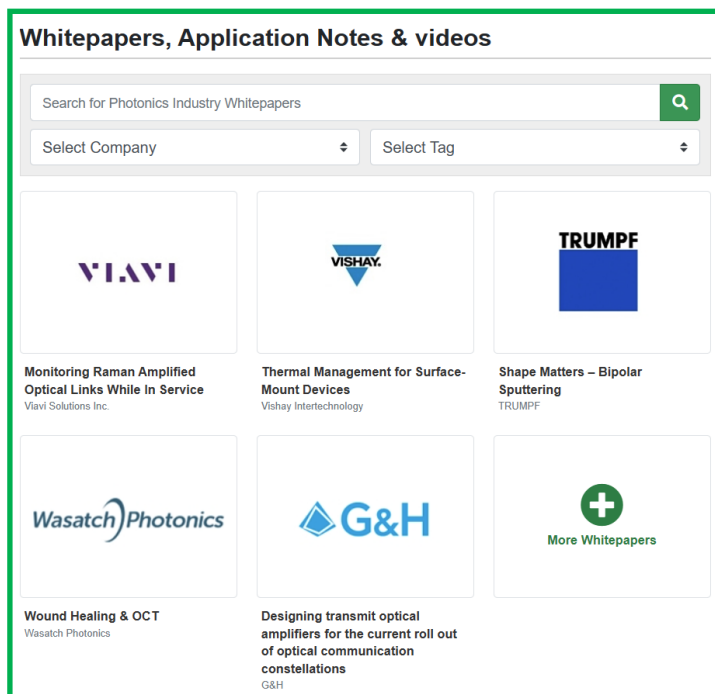
How it Works:

All relevant White Papers provided are added to the site and made searchable to users.

The benefit of a paid sponsorship is that your paper(s) will receive significant visibility across the entire GoPhotonics network – including promotion on the home page, in the White Pape section, via social media and to more than 20,000 subscribers of our weekly Newsletter.

You can promote one or multiple white papers which will show on GoPhotonics for a minimum of 30 days. Leads from the program will be shared with you each month. This will include leads from the promoted White Papers as well as any other papers you have listed on the site.

Performance Guaranteed:

We will guarantee a minimum of 50 leads during the sponsorship period. The white paper program will run for a minimum of 30 days till the 50 leads target is achieved.

 White Paper Program: $2,500/Program

Note: There is no limit to the number of white papers that you can list on GoPhotonics. The program lets you promote up to 4 different white papers till the target of 50 leads is reached.

White Paper Development Services

If you need help with creation of a white paper to promote on GoPhotonics and other publications, we can help—We work with a number of freelance technical writers who can assist with the creation of content such as white papers, product features and application notes.

Suggested Advertising Packages

Level of Sponsorship	Level 1	Level 2	Level 3	Level 4
Price	On Request	On Request	On Request	On Request
Banner Ads	✔	✔	✔	✔
Product Addition in Newsletters	✔	✔	✔	✔
Featured Directory Listing	✔	✔	✔	✔
Press Release Publication	✔	✔	✔	✔
Publish New Product Releases	✔	✔	✔	✔
Mobile Ad	✔	✔	✔	✔
Promotion in Search Tool	✔	✔	✔	✔
Show Website in Search Tool	✘	✔	✔	✔
Newsletters Ads	✘	✔	✔	✔
Wall Paper Ad	✘	✘	✔	✔
Lead Generation	✘	✘	✘	✔

Features Included in the Above Advertising Package

Banner Ads: Your company will get over 25,000 Banner Impressions throughout the year.

Product Additions in Newsletters: We will add new products from your company to our newsletters.

Featured Directory Listing: You company will show higher up in the directory for all supported categories.

Press Release Publication: We will publish all relevant news stories about your company in our news section.

New Product Releases: Add new products that you release to our database and new product feed on the website.

Mobile Ad: Your banner ad will be shown to users on mobile devices.

Promotion in Search Tool: Your products will show up higher in the search results of the product search tool.

Website in Search Tool: A link to your company website will show next to each product.

Newsletter Ad: You will be the exclusive sponsor of over 4 newsletters in 1 Year.

Wall Paper Ad: You will be shown in the Wall Paper Ad Slot for 4 Months.

Lead Generation: Every month you will get details on users who downloaded your product datasheets.

For more information email info@gophotonics.com or call us at **+1-312-436-0084**

Advertising Contacts

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Our Network

www.EMC-Directory.com

www.everythingRF.com

www.everythingPE.com

www.SatNow.com

www.PCBDirectory.com