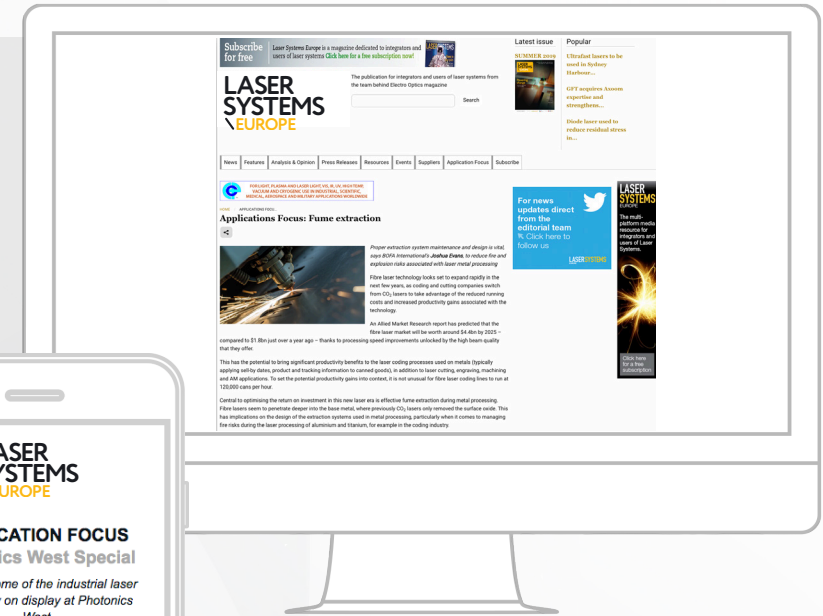


## APPLICATION/EVENT FOCUS

Every issue, Application Focus will concentrate on a particular application of industrial laser technology, deliver an editorial overview of that topic and then outline, in more depth, the available and relevant products and/or case studies for that application.

Application Focus will be distributed across all our platforms, including the magazine, online and via email. Free editorial submissions are welcome, but will be heavily edited to form part of the round-up.

To complement Application Focus, we will also run two Event Focus features, concentrating on the two most important shows in the calendar: Laser World of Photonics and Photonics West.



APPLICATION/EVENT FOCUS CALENDAR	
<p><b>Spring</b></p> <p>Application Focus: Medical</p>	<p><b>Autumn</b></p> <p>Application Focus: Beam delivery</p>
<p><b>Summer</b></p> <p>Application Focus: Safety</p> <p>Event Focus: Laser World of Photonics</p>	<p><b>Winter</b></p> <p>Application Focus: Marking</p> <p>Event Focus: Photonics West</p>

## OPTIONS

### LEAD SPONSOR

As a lead sponsor of 'Application Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One enhanced product entry in the magazine
- Top-line enhanced product on the email version.

### ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

## SPECIFICATIONS

### LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

### ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo

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