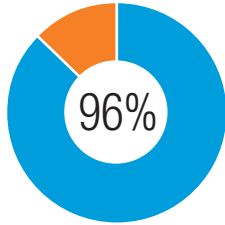




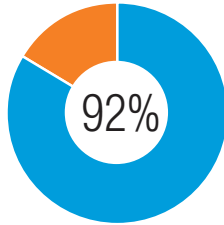
**Light & Laser** e-newsletter delivers timely and relevant content to readers interested in staying on top of the latest industry trends and events. It's the perfect platform to get your message out about new products, recent technology developments, application ideas for products, career opportunities, and more - all in the areas of:

- Light Sources
- Optics & Imaging
- Optoelectronics
- Research & Equipment

### Key Subscriber Facts:

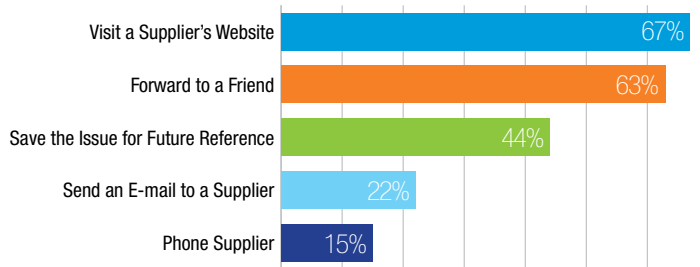


Make or influence company buying decisions

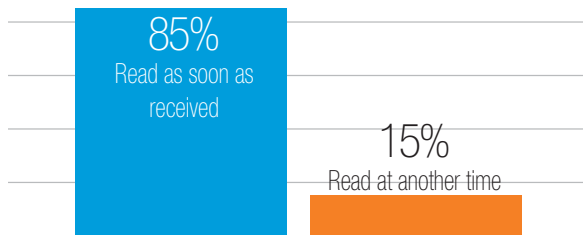


Use e-newsletter as a primary resource in early to middle buy cycle stage

### Key Actions Taken by Subscribers Upon Reading:



### Immediate Impact: (of subscribers who open)



Source of Readership Information: 2014 IEEE GlobalSpec Readership Survey

### Current Subscriber Base ..... 96,000+

Readership Profile by Industry	(No.)
Engineering/Tech Design Services	11,400+
Automotive	8,200+
Education	6,100+
Aerospace & Defense	6,000+
General Manufacturing	6,000+
Industrial Machinery/Tools & Equipment	4,700+
Consumer Products/Electronics	4,600+
Medical Equipment/Instrumentation	4,200+
Building & Construction	3,800+
Instrumentation & Controls	3,600+
Communications - Datacom/Telecom/Wireless/Network	3,100+
Utilities/Energy	2,700+
Semiconductor & Electronic Components	2,600+
Oil & Gas	2,500+
Computers, Systems & Peripherals	2,200+
Government	1,900+
Chemicals, Plastics & Rubber	1,600+
Fabricated Metals	1,500+
HVAC, Fire Control, Safety	1,300+
Biotechnology/Pharmaceuticals	1,300+
Food & Beverage	1,200+
Agriculture/Forestry	1,100+
Paper, Printing & Textiles	1,000+
Transportation	1,000+
Packaging Machinery	400+
Unspecified Engineering, Scientific and Technical	12,000+

### Readership Profile by Job Function

Engineering, Design	21,100+
Research & Development	9,000+
Engineering, Other	6,900+
Technical Support/Services	6,900+
Engineering, Consulting	6,700+
Marketing/Sales	5,100+
Engineering, Process/Production	4,900+
Manufacturing	4,700+
Engineering, Faculty/Staff/Student	4,600+
Maintenance/Facilities Management	3,600+
Purchasing	3,500+
General Corporate Mgmt	3,200+
Project Management	2,700+
Architect/Builder/Contractor	2,600+
Quality Control/Assurance	1,100+
Unspecified Engineering, Scientific and Technical	9,600+

as of June 2017

For more information, call 1-844-300-3098.

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Platinum	145 x 210 pixels	75 words	2	1	Top 1/2	<a href="http://www.globalspec.com/LtLaserP">www.globalspec.com/LtLaserP</a>
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Bronze	145 x 190 pixels	50 words	2	4	Bottom 1/3	<a href="http://www.globalspec.com/LtLaserB">www.globalspec.com/LtLaserB</a>