RP Photonics Buyer‘s Guide &

RP Photonics Virtual Exhibition

and the

RP Photonics Encyclopedia

The photonics industry’s leading source of technical, product and supplier information.

Table of Contents

	Page
▪ The RP Photonics website:	
▪ containing an encyclopedia and a photonics buyer's guide	3
▪ the high popularity and its reasons	5
▪ the virtual exhibition	7
▪ search engine ranking and web traffic	8
▪ how users find suppliers for photonics products	10
▪ How suppliers can present their company and products:	
▪ ad packages for enhanced company profiles and product entries	11
▪ special promotions	19
▪ skyscraper banners	20
▪ how to get started	21

The RP Photonics Website

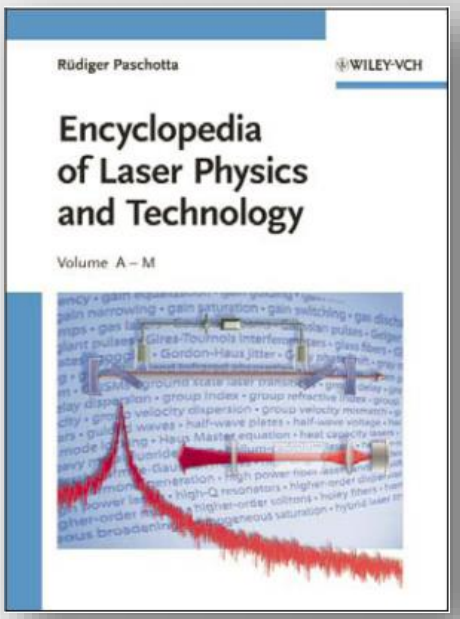
www.rp-photonics.com

contains

- the famous **RP Photonics Encyclopedia**,
  a scientific/technical information source
  with over 1000 high-quality articles
- the **RP Photonics Buyer's Guide**,
  listing >700 photonics products and ≈1500 suppliers
- the **RP Photonics Virtual Exhibition**

and

- has a **very high reputation** in the field and
- is the **most popular website on laser technology!**



In 2008, the encyclopedia also appeared as a book.

Photonics suppliers *must* be there to promote their products!

Two Powerful Resources, Uniquely Combined:

RP Photonics Encyclopedia		RP Photonics Buyer's Guide
Article on fiber amplifiers	↔	Suppliers for fiber amplifiers
Article on lasers	↔	Suppliers for lasers
Article on OCT	↔	Suppliers for OCT equipment
Article on spectrometers	↔	Suppliers for spectrometers
(>1000 articles)	↔	(for >700 products)

→ Direct correspondence between articles and supplier listings for many hundreds of photonics topics and products!

And your product descriptions can appear in both parts!

Encyclopedia ↔ Buyer's Guide

RP PHOTONICS ENCYCLOPEDIA ... combined with a great BUYER'S GUIDE!

Sponsors: EKSMA OPTICS, LIGHT CONVERSION and others

HOME | SPONSORS | QUIZ | BUYER'S GUIDE
SEARCH | CATEGORIES | GLOSSARY | ADVERTISING
PHOTONICS SPOTLIGHT | TUTORIALS
SHOW ARTICLES A-Z

Article keyword

Encyclopedia > letter B > broad area laser diodes

Broad Area Laser Diodes

Definition: laser diodes with a strongly asymmetric shape of the emitting region
Alternative terms: broad stripe emitters, high-brightness diodes
More general term: laser diodes
German: Breitstreifen-Laserdioden
Categories: optoelectronics, lasers
How to cite the article; suggest additional literature
Author: Dr. Rüdiger Paschotta

Broad area laser diodes (also called *broad stripe* or *broad emitter laser diodes*, *single-emitter laser diodes*, and *high **brightness** diode lasers*) are edge-emitting laser diodes where the emitting region at the front facet has the shape of a broad stripe (see Figure 1), with dimensions of e.g. 1 µm × 100 µm. Due to the asymmetry of the emitter, the beam properties are also completely different for the two directions:

- In the vertical (short) direction, the height (e.g. 1 µm) is small enough to obtain single-mode guidance and thus an essentially diffraction-limited beam quality with an M^2 factor only slightly above 1. Because of the small aperture size, the beam divergence in this direction is relatively high, with a beam divergence half-angle of e.g. 370 mrad, corresponding to an FWHM angular range of 25°. Due to that fast divergence, this is called the *fast axis*

19 suppliers for broad area laser diodes
are found in the RP Photonics Buyer's Guide. Among them:

rpmc
TOPTICA eagleyard

Find more supplier details at the end of this encyclopedia article, or go to our

List of suppliers for broad area laser diodes

You are not yet listed? Get your entry!

Corona Virus Crisis

It is interesting and instructive to realize certain analogies between the spread of an epidemic and elementary processes in lasers. In particular, one can **learn about the power of exponential growth** and the **threshold behavior**.

Read the article:
"Laser Physics Helps to Understand the Corona Virus Crisis"!

Comments are welcome – see the input form below the article.

with one click, get to the corresponding buyer's guide page

RP PHOTONICS BUYER'S GUIDE ... the one with the ENCYCLOPEDIA!

FIND SUPPLIERS | EXHIBITION | ADVERTISING | NEWS

Buyer's guide > Products > broad area laser diodes

Where to Buy Broad Area Laser Diodes

Broad area laser diodes, also called high-brightness or broad-stripe diodes, have an elongated emitter for higher output power – typically a few watts. They can be used for pumping solid-state lasers, for example.

E See also our encyclopedia article on broad area laser diodes!
Related articles: laser diodes, diode bars

Related products: laser diodes

Related product category: lasers and laser am

19 suppliers for broad area laser diodes are lis
manufacturers and distributors can be registe

get scientific & technical information

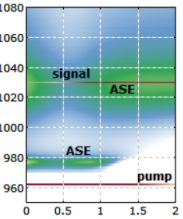
Suppliers with Ad Package

Company	Product Description
TOPTICA eagleyard *Engineering and beyond.* TOPTICA eagleyard eagleyard Photonics GmbH Chaussee 29 Berlin SO 9001:2015 ptica-eagleyard.com	 Broad area lasers operate spatially and longitudinally multimode. They are used for solid-state laser pumping, sensor technology, material processing, medical applications (e.g. photodynamic therapy), as well as in scientific research. eagleyard offers broad area lasers at wavelengths between 670 and 1120 nm and output powers between 1 and 18 W in cw mode. Stripe widths from 60 µm to 400 µm are available to optimize beam structure and power for your application.

RP Fiber Power – the versatile Fiber Optics Software

An Amazing Tool

This amazing tool is extremely helpful for the development of passive and active fiber devices.



Watch our quick video tour!

< | | | >

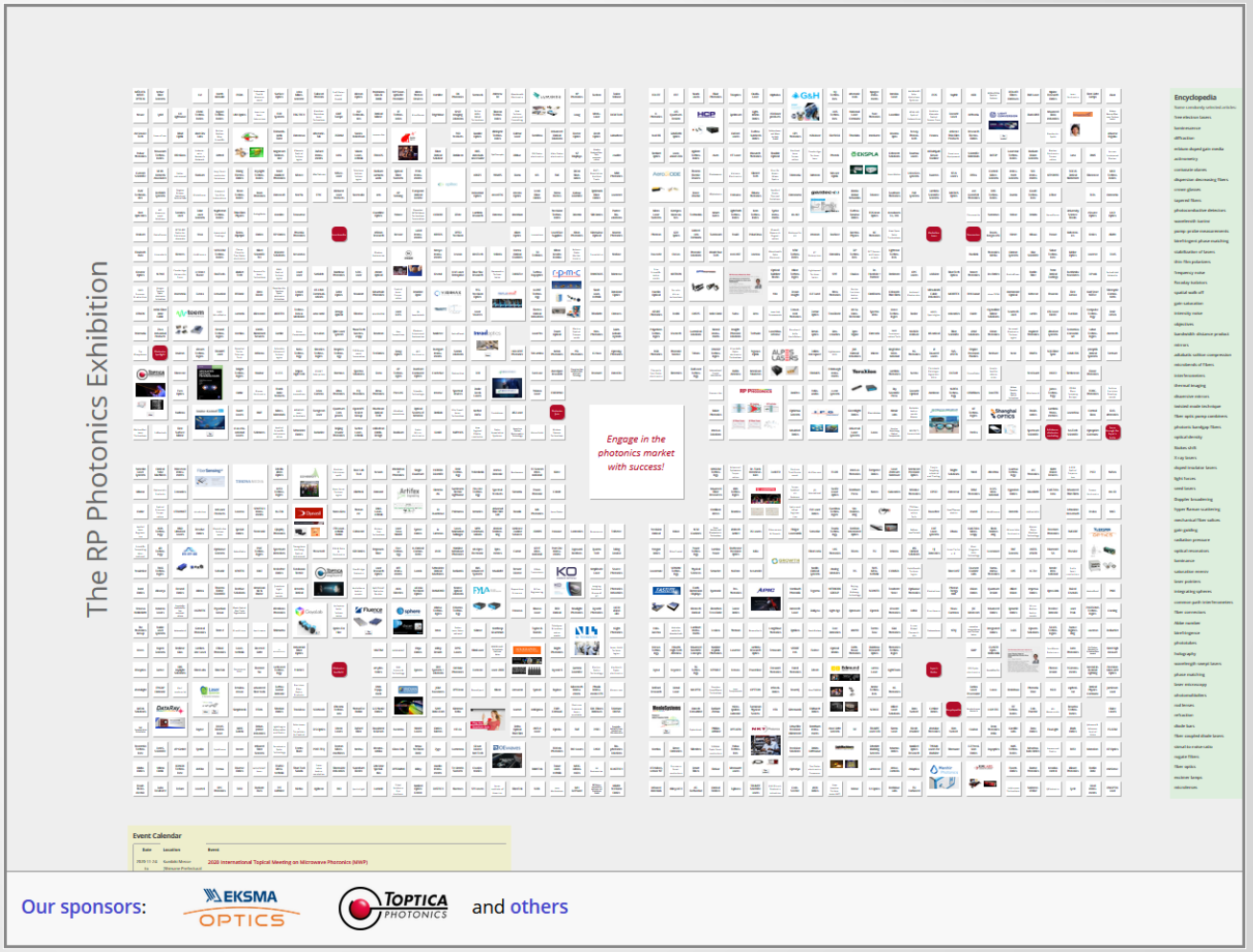
See our detailed description with many case studies!
Contact us to get a quotation!

The RP Photonics Virtual Exhibition

Introduced in 10/2020, the virtual exhibition is a digital tool for exhibiting primarily information on suppliers, mixed with various informational items to make it more attractive:

- various helpful articles
- event calendar
- photonics quiz
- …

It is strongly linked with the buyer's guide and the encyclopedia, creating useful synergies.



RP Photonics Web Traffic

The RP Photonics website is the probably **most popular website for laser technology**:

- **typically >250,000 page views** per month on the encyclopedia and buyer's guide pages
- **>>10,000 referrals to supplier websites** per month

We regularly publish traffic data:

www.rp-photonics.com/bg_statistics.html

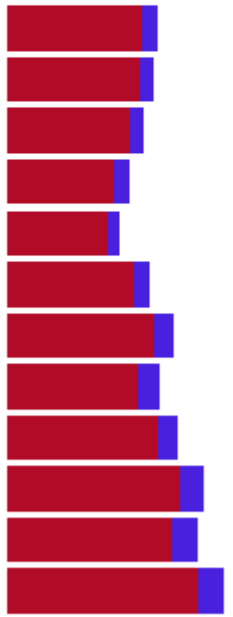
Note: We publish honest, non-inflated traffic data!

Clients comparing the data with Google Analytics, for example, confirm our data while finding huge discrepancies for others.

Traffic on this Website

This website is enormously popular. The page views of the **encyclopedia** and the **buyer's guide** in the last 12 months:

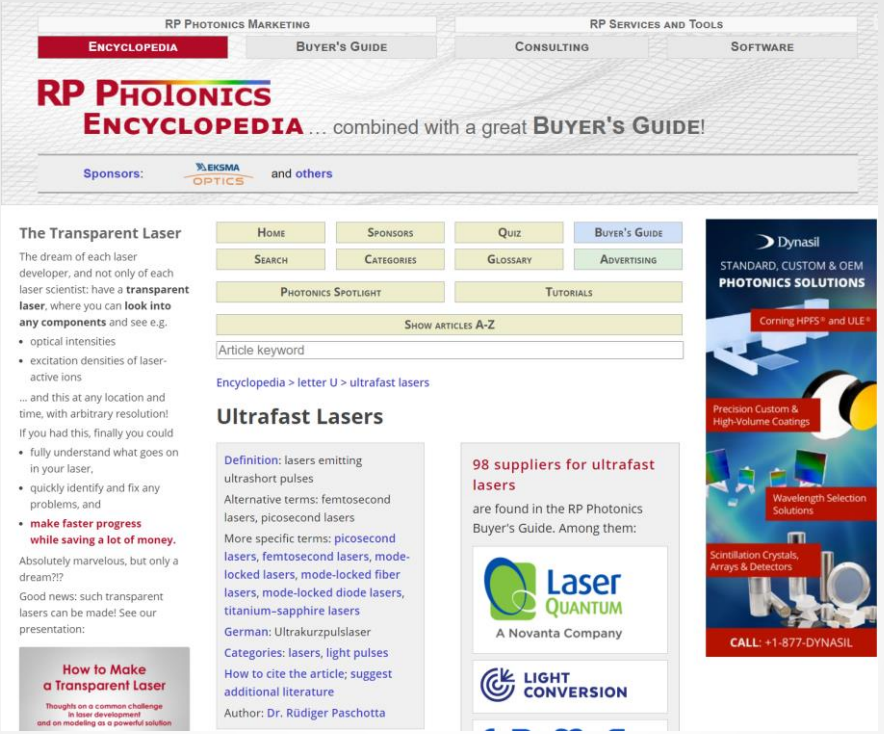
Month	Page views
2020-04	239,946
2020-05	236,587
2020-06	219,899
2020-07	196,078
2020-08	183,158
2020-09	226,897
2020-10	267,712
2020-11	241,641
2020-12	271,836
2021-01	313,484
2021-02	302,829
2021-03	347,169



Total: **3,047,236 page views** within 12 months.

Why is That Website So Popular?

Returning Visitors
using high-quality encyclopedia articles in their daily work







thousands of websites linking to RP Photonics





Google

and other search engines

The crucial asset of the **RP Photonics** website:
a huge amount of **high-quality content**, open for free use by anyone and serving the laser community worldwide.

Search engines see the content and the links
→ **excellent ranking!**

Superior Value for Users

is the key for the high popularity of our website:

- detailed **high quality technical content**
  (who else has got such a photonics encyclopedia?)
- **high quality supplier data**
  (e.g., we allow product listings only when these products appear on the supplier's own website)
  → don't frustrate users with inaccurate data
- **clear page layout**, not cluttered with ads
- **high-performance web server**, delivering the pages fast
- respecting the users' **privacy** (https://www.rp-photonics.com/privacy.html)
  (no user tracking, no cookies, encrypted transmission, …)

We are used to work hard …

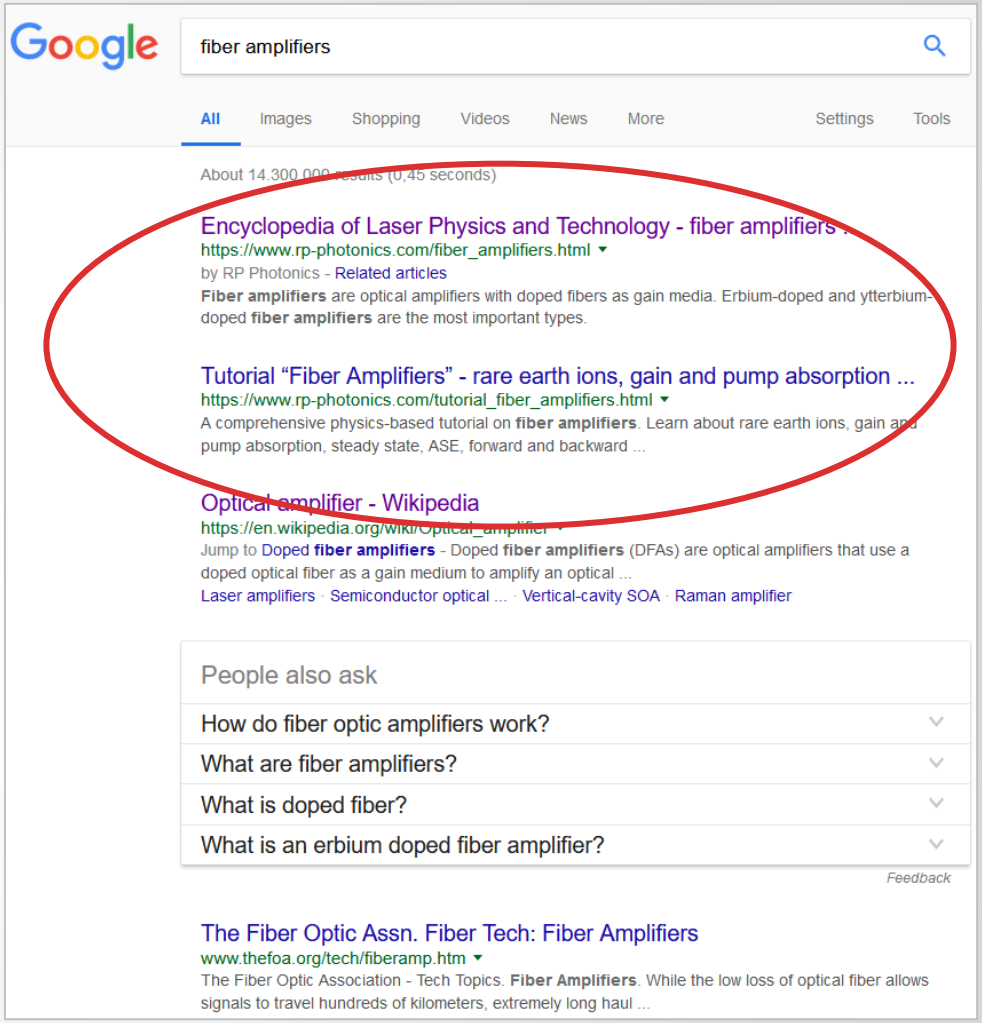
Search Engine Ranking

Our **search engine ranking** is extraordinary because Google and other search engines find the **comprehensive content and the many inbound links**.

Try yourself searching for

- technical details: femtosecond laser, fiber amplifiers, …
- scientific keywords: laser noise, laser pulse amplification, …
- suppliers: buy fiber laser, suppliers for nonlinear crystals, …

and you will see that RP Photonics ranks much higher than any other website.

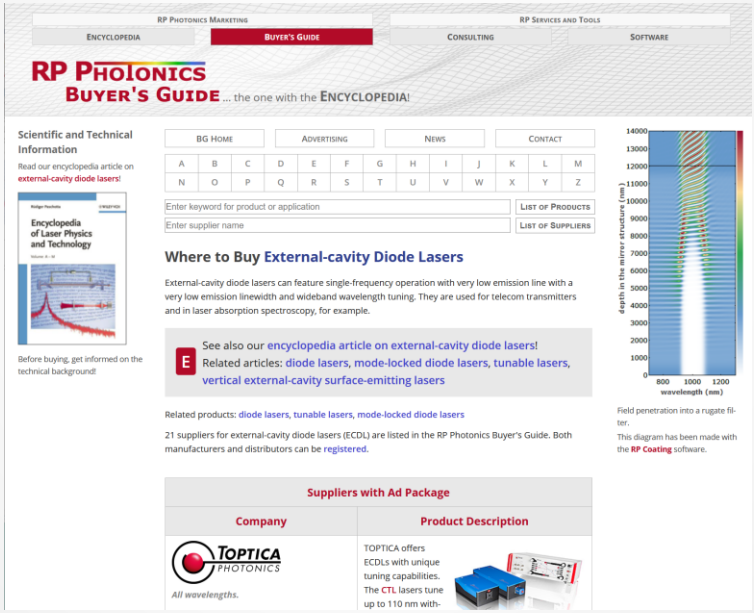


How Do People Find Photonics Suppliers?

search for products with **Google** or other search engines

directly go for the **best buyer's guide**

search for technical information with **Google** or other search engines



Users get reliable technical information, overview on suppliers, etc.

Don't consider traffic numbers only – **branding is also important!**

Referral traffic can be maximized with our **ad package**.

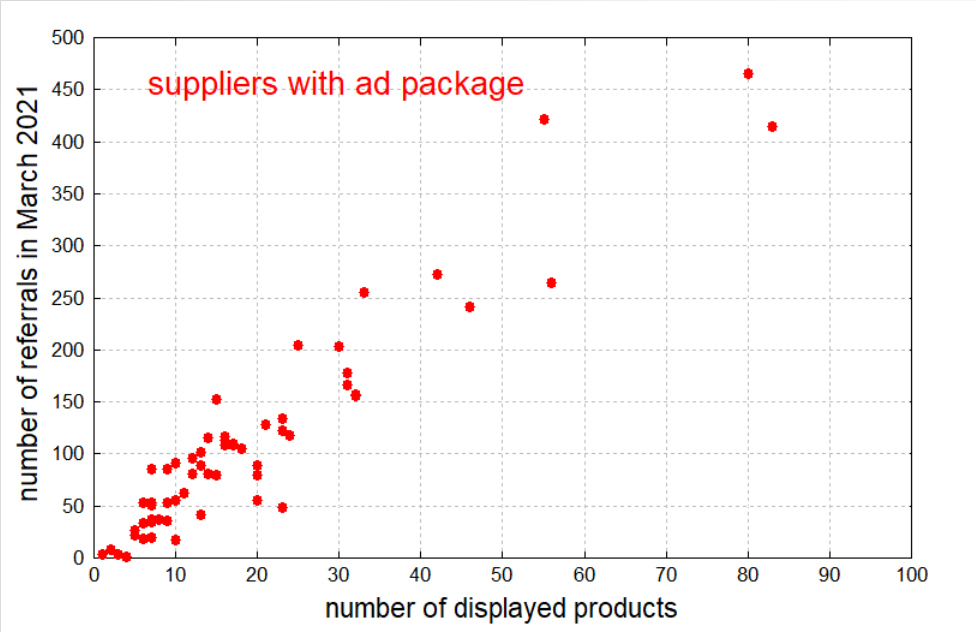
supplier websites

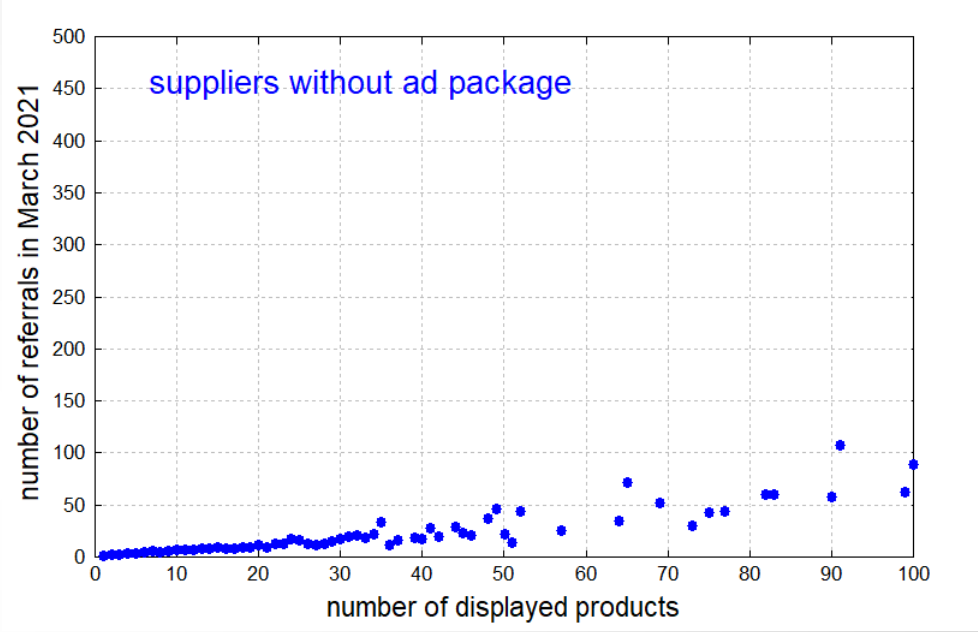
Advertising with RP Photonics

- Free entries: basic company profile and basic product entries for up to 100 products – but without product descriptions.
- **Ad package**: one price for a bunch of essential improvements:
  - **much improved product entries (with product descriptions and images – appearing even in encyclopedia articles!)**
    → the effective way to **generate far more sales leads**
  - **much improved company profile**
  - included: one **promotion** for **white paper** or **video,** placed in an encyclopedia article → **perfectly targeted!**
  - various extras, such as skyscraper banner, publishing company news, etc.
  - NEW: much improved presence in our **virtual exhibition**!

The Ad Package Works

Suppliers with the ad package get much more referral traffic to their websites:





You can get thousands of additional referrals per year, which leads to a very moderate cost per lead.

How Does the Ad Package Work?

The ad package comes with a whole bunch of nice features:

- improved display of your products
- much enhanced company profile page
- enhanced presence in the RP Photonics virtual exhibition
- white paper or video promotion
- advertising banner
- can publish company news

(For details: https://www.rp-photonics.com/bg_ad_package_features.html)

However, just one feature does much of the benefit in terms of lead generation: the **publication of product descriptions** in your company profile, in the listings of suppliers for those products and in the encyclopedia. Learn more on the next page!

Getting to the Short List of Suppliers

- Users searching for suppliers of a product (e.g. laser diodes) get a long list of suppliers – sometimes more than 100.
- They absolutely need to **make a short list for closer inspection** – but based on what criteria?
  Most relevant are the **published product descriptions**!
- If 5 out of 100 suppliers, for example, have the ad package, those do not only appear with more space, company logo etc., but also with their product descriptions. That highly relevant information aids the users in determining which suppliers have suitable products.
- Mostly for that reasons, suppliers with the ad package get several times more referrals to their website!
- Key insight: opportunity to provide vital information in the moment the users need it! That way, you get far more attention.

Price of Ad Packages

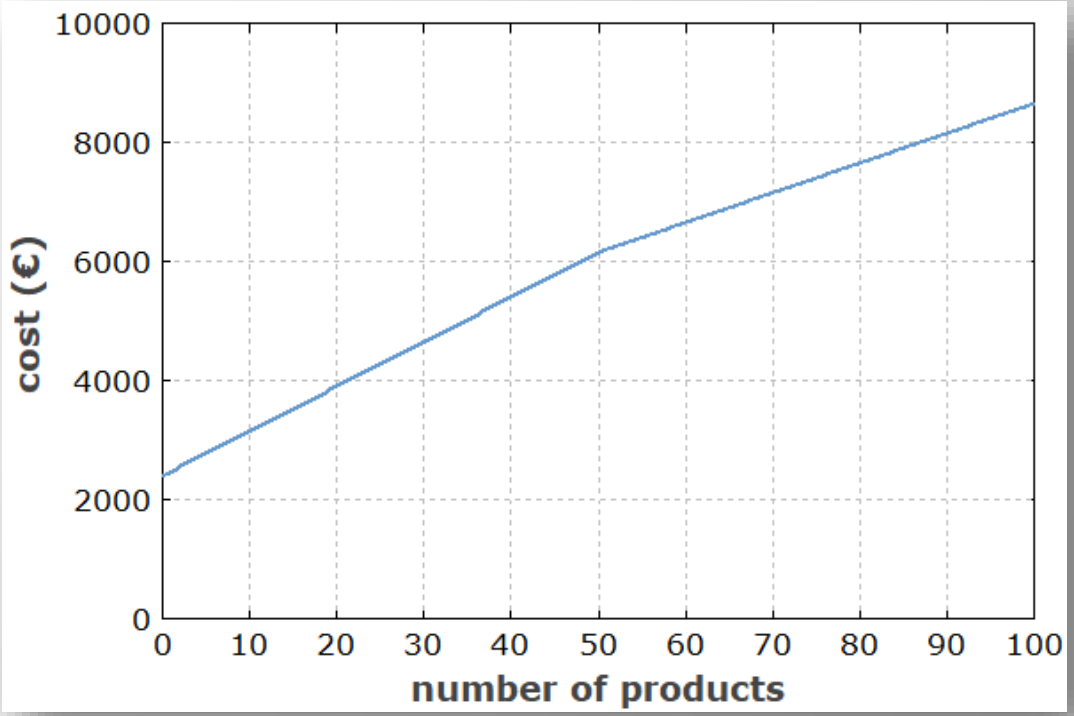
Simple rules for the cost per year:

- base price: 2400 € (2750 USD)
- add 75 € (90 USD) for each registered product (up to 50)
- add 50 € (60 USD) for each further product (beyond 50)

Examples:

- 20 products: 3900 € (4550 USD)
- 50 products: 6150 € (7250 USD)
- 100 products: 8650 € (10250 USD)

Pay extra only for special additions like additional white paper or video promotions (one is included).



How to Get Started

- If your company doesn't have an entry on the RP Photonics website yet, register here: https://www.rp-photonics.com/new.html
- If you have an entry already, go to your company profile and click on the button **"Edit profile data"**.
  (To find your company profile, go to the buyer's guide, click on **List of Suppliers**, find your company in the list.)
- Fill out the form and finally click on "**Send the data to RP Photonics**".
  I will then soon contact you and help you to get your ad package installed quickly and easily.



Get it done now!

In case of any questions, contact us:
www.rp-photonics.com/marketing_contact.html