

LIGHTWAVE®

HOW TO SUBMIT PRESS RELEASES TO LIGHTWAVE

New product and other announcements are reviewed by the senior editorial staff, who select which releases will be included on our website. Products are evaluated for their applicability to fiber-optic communications and their potential interest to our readers.

NEW PRODUCTS:

To help ensure that we use your release:

- Clearly spell out the product's name and model number, the function it performs, why it is unique or differentiated, and who the intended customer is.
- Also include price and delivery information, company contact, and name and address of someone who can answer any questions we might have.
- We strongly recommend that you include a high-res color photograph. Simple photos of the product against a neutral background are ideal. Engineering diagrams or artist's renderings of products will be used at the editorial staff's discretion.
- Note: Products that have already been covered by LIGHTWAVE or that have been available to the market for more than two months will not be used.
- Please send your releases electronically in a format compatible with Microsoft Word or embedded in an email. The use of PDFs is strongly discouraged.

OTHER PRESS RELEASES:

All other press releases will be considered for use as appropriate, or may be selected for expansion into a staff-written news article. What should be included in these press releases naturally depends on the subject of the release. In all cases, the name and phone number of someone at your company who can provide us with additional information are essential. We also welcome photos, diagrams, and other graphics as appropriate. Again, please send your releases electronically in a format compatible with Microsoft Word or embedded in an email. As with products, general press releases are reviewed by the senior editorial staff. If accepted, we'll post something based on your release as soon as feasible.

PRE-BRIEFINGS:

The staff of LIGHTWAVE accepts pre-briefing invitations as our schedules permit. Pre-briefings are a particularly good idea before major announcements and trade shows. Our company policy discourages the signing of non-disclosure agreements. However, we haven't broken an embargo agreement yet and don't plan to.

SEND PRESS RELEASES, BRIEFING REQUESTS AND OTHER QUERIES TO:

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