

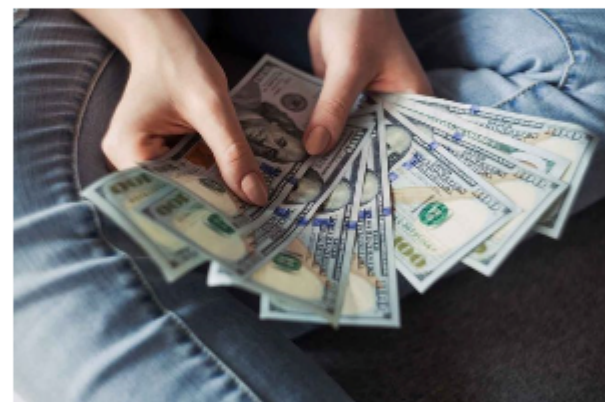
# PHOTONICS Marketing Newsletter



**Marketing advice for the photonics industry. A monthly newsletter from Photonics Media.**

## **4 Things That Financial Investing Can Teach Us About Advertising**

It often gets forgotten that advertising is not an expense, but an investment. Much like financial investing, the goal is to make back more money than you put in. Return on investment is the name of the game.



[Read Article](#)

---

We respect your time and privacy. You are receiving this email because you are a Photonics Media customer, subscriber, and/or a member of our website, Photonics.com. You may use the links below to manage your subscriptions or contact us.

Questions: [info@photonics.com](mailto:info@photonics.com)

[Unsubscribe](#) | [Subscribe](#) | [Subscriptions](#) | [Privacy Policy](#) | [Terms and Conditions of Use](#)

Photonics Media, 100 West St., PO Box 4949, Pittsfield, MA 01202-4949

© 1996 - 2020 Laurin Publishing. All rights reserved. Photonics.com is Registered with the U.S. Patent & Trademark Office. Reproduction in whole or in part without permission is prohibited.



LAURIN PUBLISHING