

media kit 2024

# Lighting & Sound America

entertainment, presentation, communication

The entertainment technology magazine  
for the industry, by the industry

[www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com)

*Lighting & Sound America* is a monthly publication for the Americas for lighting, sound, and staging professionals working in theatre, music, theatre architecture, film and TV, corporate a/v, houses of worship, and much more. *LSA* is highly regarded for our in-depth and engaging features and high-quality presentation, including the popular monthly Technical Focus and New Technology sections, comprehensive product reviews, and daily LSA Online News feed.

Lighting • Sound • Staging • Projection

- Music
- Theatre & Theatre Architecture
- Film & TV
- Houses of Worship
- Corporate A/V
- Themed Entertainment

**TOTAL MONTHLY DISTRIBUTION: 6,500+**

- Lighting designers
- Sound designers
- Technicians
- Rental and staging professionals
- And more!



[www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com)



# the team

*Please note our new email addresses. Thank You!*



**Jackie Tien**  
Publisher, Director

jackie.tien@lsamedia.com

**David W. Barbour**  
Editor-in-Chief

david.barbour@lsamedia.com



**Erick Pinnick**  
Media Sales Executive

erick.pinnick@lsamedia.com

**Richard Cadena**  
Technical Editor

richard.cadena@lsamedia.com



**Tara Mitchell**  
Administrative  
Coordinator

tara.mitchell@lsamedia.com

**Elaine Miraglia**  
Assistant Editor

elaine.miraglia@lsamedia.com



**Ramzi Kanazi**  
Publishing Coordinator

ramzi.kanazi@lsamedia.com

**John Scott**  
Art Director

john.scott@lsamedia.com



**Lighting&Sound**  
America

## 2024 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
<b>January</b>	January 12	January 19	LEducation NY, USITT Seattle
<b>February</b>	February 9	February 13	LEducation NY, USITT Seattle
<b>March</b>	March 8	March 12	cavlo Nashville, CITT Expo-Scene Montreal, Hemsley Lighting Programs Portfolio Review NY
<b>April</b>	April 9	April 18	InfoComm Orlando
<b>May</b>	May 9	May 13	InfoComm Orlando
<b>June</b>	June 6	June 10	NATEAC New York
<b>July</b>	July 12	July 16	CITT Rendez-Vous Toronto
<b>August</b>	August 9	August 14	CFX Chattanooga, TN
<b>September</b>	September 12	September 16	LDI, CFX Chattanooga, TN, AES NY
<b>October</b>	October 11	October 15	LDI
<b>November</b>	November 13	November 18	LDI, NAMM Anaheim
<b>December</b>	December 12	December 16	NAMM Anaheim

## 2024 Rates

	One-Time	Six-Times	Twelve-Times
Full page	\$3,795.00	\$3,575.00	\$3,345.00
2/3 page	\$3,100.00	\$2,825.00	\$2,745.00
1/2 page	\$2,445.00	\$2,295.00	\$2,220.00
1/3 page	\$2,060.00	\$1,905.00	\$1,800.00
1/4 page	\$1,675.00	\$1,535.00	\$1,430.00
1/6 page	\$1,135.00	\$1,070.00	\$975.00

**Covers:** Additional

**Live web link on all apps and digital versions:** \$25.00 per month

### Marketplace

Free for display advertisers

Non-Advertisers : \$100.00 per month

### LSA E-Marketing

LSA Online: \$625 per month

LSA Marketing Email Blasts (12,000+ email addresses): \$625 per message



## Artwork Dimensions

Width by Height in Inches

**Full page (non bleed)** : 7 x 10 inches

**Full page bleed** : 9.25 x 11.125 inches

**Publication trim size** : 9 x 10.875 inches

**Live area** : 8.5 x 10.375 inches (Please do not place text or logos outside this safety area.)

**Please note:** trim marks and pre-press markings should not be positioned within the bleed area. Please off-set marks at .125"

**2/3 vertical** : 5 x 9.875 inches

**2/3 vertical bleed** : 5.75 x 11.125 inches (trim size: 5.5 x 10.875 inches; live area: 5 x 10.375 inches)

**1/2 vertical** : 3.75 x 9.875 inches

**1/2 vertical bleed** : 4.5 x 11.125 inches (trim size: 4.25 x 10.875 inches; live area: 3.75 x 10.375 inches)

**1/2 horizontal** : 8 x 4.75 inches

**1/2 horizontal bleed** : 9.25 x 5.5 inches (trim size: 9 x 5.25 inches; live area: 8.5 x 4.75 inches)

**1/2 island** : 5 x 6.75 inches

**1/3 vertical** : 2.5 x 9.875 inches

**1/3 vertical bleed** : 3.25 x 11.125 inches (trim size: 3 x 10.875 inches; live area: 2.5 x 10.375 inches)

**1/3 horizontal** : 8 x 3 inches

**1/3 horizontal bleed** : 9.25 x 3.75 inches (trim size: 9 x 3.5 inches; live area: 8.5 x 3 inches)

**1/3 square** : 4.75 x 4.75 inches

**1/4 vertical** : 3.75 x 4.75 inches

**1/4 horizontal strip** : 8 x 2 inches

**1/4 horizontal strip bleed** : 9.25 x 2.75 inches (trim size: 9 x 2.5 inches; live area 8.5 x 2 inches)

**1/6 vertical** : 2.5 x 4.75 inches

**1/6 horizontal** : 4.75 x 2.25 inches

**Marketplace** : 2.5 wide x 2.25 inches high

**LSA Online Ads** : 200px wide x 150px high (Jpeg or GIF max of 75kb);  
complete any animation within 5 seconds please.

**LSA Marketing Email files** : HTML only, maximum 620px wide by 1400px high (no jpgs please)

## Digital Ad Specifications

### File Requirements:

Please supply ads in digital format as one of the following: PDF or JPG format. JPG files should be in CMYK color format and 300ppi resolution. PDFs should be PDFX1a standard, with all fonts embedded and photos at a minimum of 300ppi, actual size, CMYK color, in tiff or jpg format. Please do not submit PDFs in RGB color or with spot colors. Illustrator EPS files are acceptable but should include outlined fonts and embedded CMYK color images.

**Composed files can be e-mailed to:** USArtwork@lsamedia.com (Please include advertiser name/issue date in subject)

**Questions?** +1-212-244-1505

Jackie Tien, jackie.tien@lsamedia.com- phone extension 716

Erick Pinnick, erick.pinnick@lsamedia.com- phone extension 722



# Lighting&Sound America Readers



## LSA Readers

- **LSA readers are your top customer prospects.** The majority of *Lighting&Sound America* readers identify themselves as **Designers, Consultants, Technical Directors, Technicians, and Production Managers.**
- **LSA readers have a strong interest in all areas of live production** including **lighting, sound projection, rigging & staging, audio-visual, and effects.**
- **Theatre and Concert/Touring** are LSA readers' top two areas of interest, followed by **School/University, Corporate Events, Themed Entertainment, TV/Film, and House of Worship.**
- **LSA readers are decision makers.** More than 80% of our readers are involved in the purchasing decisions for their company.
- **LSA readers use the magazine to find new products.** 95% have discovered new products in *Lighting&Sound America* with 85% seeking out additional information about these products.
- **20% of LSA readers predict their budgets will increase** over the next 12 months with over 50% indicating that their budget will remain the same.
- **LSA readers also access the magazine online.** 72% of LSA readers have visited [www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com) and/or the LSA iPhone or Android apps in the past 12 months.

*"David Barbour's article on Cincinnati Music Hall is great! I appreciate the comprehensive coverage LSA provides so the reader can learn about all aspects of the project."*

— **Lorna Luebber,**  
Schuler Shook

*"I look at a lot of trade magazines but LSA is one of the few I actually read! Just got through the November issue on the plane to California, congrats on another great issue!"*

— **John Huntington,** Professor,  
NYC College of Technology/CUNY

*"Advertising with you this year was very effective."*

— **Joseph Jeremy,** CEO, Niscon Inc.

*"I look forward to receiving your publication every month. Good subjects, good coverage. Excellent product discussions. The features on architecture and the latest shows are invaluable. Thank you for the first-rate work."*

— **Glenn Plott,** Director of Production,  
Cincinnati Opera

*"I am impressed with LSA's high quality publication every month. LSA coverage consistently includes lots of interesting details and sound in almost every single article. It is so nice to see such a healthy magazine when others are shrinking."*

— **Karl Winkler,**  
Lectrosonics, Inc.

*"These days, in an avalanche of social media information, many appreciate nice informative reading with a quality publication, while enjoying a morning cup of coffee! Thank you for continuing the great work and making the publication available in a timely fashion. It is a source of valuable knowledge."*

— **Chris Giannoulas,**  
Omnisistem

*"I travel a lot and see LSA in the waiting room and reception area of virtually every production company, scene shop, and business in our industry that I visit!"*

— **Roger Claman,**  
Rose Brand



# Lighting & Sound America Readers



## Here is what LSA readers told us recently...

*"It happens to be one of my favorite magazines for many years. Even in these very challenging times that we are living in, it is always so refreshing to hear about all the technical updates and info in our industry as well as what is going on in terms of reopening across the country."*

*"You have made an amazingly visual and informative periodical!"*

*"I love LSA magazine and I use it to teach theatre in many different areas. I encourage them to read it and in fact assign some classes to read three or more articles and report on them. That way, I learn more too."*

*"I get too much to read. But every time I open your publication, I find it worthwhile."*

*"I definitely want to continue receiving LSA. I read it cover to cover every month. You all do a great job with it. You've done especially well at continuing to publish high quality material during this devastating pandemic."*

*"LSA is the BEST! I am very grateful for all you do for our industry and community, thank you so much."*

*"We love LSA magazine in our office."*

*"LSA is even more important when it is still difficult to get around to see what others are doing."*

*"In depth informative reading along with quality photography. A very rich analogue tactile experience in our present digital world!"*

*"Thanks for all you are doing for our industry in this crazy time. Looking forward to spring and the re-emergence of live performance!"*

# 2024 opportunities

## Special Opportunities



### Display Advertisers :

Commit to a minimum of two LSA issues and get a free rotating ad on the popular LSA website, [www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com) for those 2+ months.

Recognized **industry association members** may receive additional discounts.

### Plus :

- Bellyband cover wraps (limited)
- Custom LSA article reprints
- Custom inserts
- Custom Print and Online Advertorial Opportunities
- Special Events
- Additional discounts for *Protocol* advertisers



## Online Opportunities [www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com)

### The industry online source

- LSA Online News daily news service
- Weekly LSA Online News newsletter
- Custom sponsored marketing e-mails
- Run of site and exclusive web banner advertising (limited)







## contact us

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**Lighting&Sound America: 372 Central Park West, #19C, New York, NY 10025 USA**  
**+1-212-244-1505 phone**  
**www.lightingandsoundamerica.com | lsa@lsamedia.com**

**Publisher, Director**  
**Jackie Tien**

+1-212-244-1505 ext. 716  
+1-646-619-2779 office direct  
+1-917-767-4495 mobile  
jackie.tien@lsamedia.com

**Media Sales Executive**  
**Erick Pinnick**

+1-212-244-1505 ext 722  
+1-646-619-2792 office direct  
erick.pinnick@lsamedia.com

**Administrative Coordinator**  
**Tara Mitchell**

+1-212-244-1505 ext. 512  
tara.mitchell@lsamedia.com

**Editor-in-Chief**  
**David W. Barbour**

+1-212-244-1505 ext. 713  
+1-646-619-2784 office direct  
+1-917-922-6254 mobile  
david.barbour@lsamedia.com

**Technical Editor**  
**Richard Cadena**

+1-512-280-0384 office direct  
+1-512-750-0578 mobile  
richard.cadena@lsamedia.com

**Assistant Editor**  
**Elaine Miraglia**

+1-212-244-1505 ext. 714  
+1-646-619-2781 office direct  
elaine.miraglia@lsamedia.com

**Art Director**  
**John Scott**

john.scott@lsamedia.com

**Publishing Coordinator**  
**Ramzi Kanazi**

+1-212-244-1505 ext. 711  
+1-646-619-2783 office direct  
ramzi.kanazi@lsamedia.com

