

Lighting & Sound America

entertainment, presentation, communication

The entertainment technology magazine
for the industry, by the industry

www.lightingandsoundamerica.com

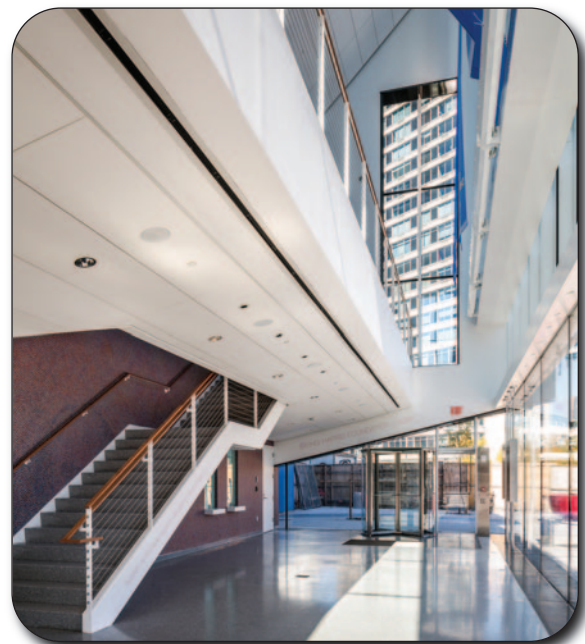
Published by PLASA Media, Inc. and part of the highly respected UK-based Professional Lighting and Sound Association (PLASA), *Lighting & Sound America* is a monthly publication for lighting, sound, and staging professionals working in theatre, touring, clubs, themed entertainment, houses of worship, retail, corporate A/V, and more. *Lighting & Sound America* is critically acclaimed for its high-quality presentation and in-depth editorial coverage, including the popular monthly Technical Focus section, New Technology, and comprehensive product reviews.

Lighting • Sound • Staging • Projection

- Concerts & Touring
- Clubs
- Theatre
- Houses of Worship
- Presentation
- Themed Entertainment

TOTAL MONTHLY DISTRIBUTION: 16,000+

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



the team



Jackie Tien
Publisher

jackie.tien@plasa.org

David W. Barbour
Editor-in-Chief

david.barbour@plasa.org



Erick Pinnick
Media Sales Executive

erick.pinnick@plasa.org

Richard Cadena
Technical Editor

richard.cadena@plasa.org



Laura Hoepker
Events Sales Executive

laura.hoepker@plasa.org

Beverly Inglesby
Assistant Editor

beverly.inglesby@plasa.org



Cindy Tennenbaum
Media Office Manager

cindy.tennenbaum@plasa.org

Elaine Miraglia
Editorial Assistant

elaine.miraglia@plasa.org



John Scott
Art Director

john.scott@plasa.org

Margot White
Media Office Assistant

margot.white@plasa.org



Lighting&Sound
America

2015 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
January	January 9	January 14	PLASA Focus: Orlando , ISE
February	January 23	January 30	PLASA Focus: Orlando USITT, Prolight+Sound
Focus Orlando Show Guide	January 23	January 30	PLASA Focus: Orlando
March	February 20	February 26	USITT, NAB, Prolight+Sound
April	March 23	March 27	PLASA Focus: Kansas City PLASA Focus: Leeds Lightfair
May	April 14	April 21	PLASA Focus: Kansas City InfoComm
Focus Kansas City Show Guide	April 14	April 21	PLASA Focus: Kansas City
June	May 20	May 27	InfoComm, Summer NAMM, Stagecraft Institute of Las Vegas
July	June 19	June 25	Stagecraft Institute of Las Vegas
August	July 14	July 21	The PLASA Show, London
September	August 14	August 18	The PLASA Show, London , AES, LDI
October	September 9	September 15	The PLASA Show, London , AES, LDI
November	October 27	October 30	IAAPA
December	December 2	December 5	NAMM

Including the annual 2016 Wallplanner

2015 Rates

PLASA Premier members: 25% discount | Standard level: 10% discount

	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: Add 15%

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 (13,000+ email addresses): \$625 per message

PLASA Focus: Show Guide

		Premier	Standard
Full page	\$515.00	\$385.00	\$465.00
1/2 page	\$285.00	\$215.00	\$255.00
1/3 page	\$230.00	\$175.00	\$210.00
1/4 page	\$155.00	\$115.00	\$140.00

Artwork Dimensions Width by Height in 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 35KB)

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

PLASA Focus: Show Guide Artwork Dimensions Width by Height in Inches

Full page

Trim size : 5.827 x 8.268 inches Bleed size : 6.063 x 8.504 inches Live area : 5.039 x 7.480 inches

1/2 horizontal : 5.039 x 3.543 inches (no bleed required)

1/2 vertical : 2.362 x 7.283 inches (no bleed required)

1/3 horizontal : 5.0394 x 2.362 inches (no bleed required)

1/4 vertical : 2.362 x 3.543 inches (no bleed required)

Enhanced entry logo

Minimum size for horizontal logos : 1.969 inches width Minimum size for vertical logos : 1.378 inches height

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.

Proof Guidelines: Contract Quality Press, Offpress, and Digital Halftone or Continuous Tone proofs are acceptable for color guidance on press. Note: Laser proofs (1-color or black and white) are acceptable for content proofs only.

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

Discs and color proofs can be mailed to:

Lighting&Sound America, 630 Ninth Avenue, Suite 609, New York, NY 10036, USA. Phone: +1 212-244-1505

2015 opportunities

Special Opportunities

PLASA members (including North America and Europe):

Premier members: 25% discount on display advertisements

Standard members: 10% discount

Lighting&Sound International and *Protocol* advertisers: additional 5% discount



Display Advertisers :

Commit to a minimum of two LSA issues and get a free rotating ad on the popular LSA website, www.lightingandsoundamerica.com for those 2+ months.

Plus :

- Custom LSA article reprints
- Custom inserts and gatefolds
- Annual wallplanner
- Custom Print and Online Advertorial Opportunities
- Special Events

Online Opportunities

www.lightingandsoundamerica.com

The industry online source

- News & Updates
- Weekly E-mail Newsletter
- Custom sponsored marketing e-mails
- Direct links with:
 - PLASA - Professional Lighting and Sound Association (www.plasa.org)
 - Lighting&Sound International (www.lsonline.co.uk)
 - PLASA 2015, October 4-6, 2015, ExCeL, London (www.plasashow.com)
 - PLASA Focus: Orlando, February 17-18, 2015
 - PLASA Focus: Kansas City, May 20-21, 2015 (www.plasafocus.com)



contact us

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**Lighting&Sound America: 630 Ninth Avenue, Suite 609,
New York, New York 10036, USA**

+1-212-244-1505 phone | +1-212-244-1502 fax

www.lightingandsoundamerica.com | nyc@plasa.org

Publisher

Jackie Tien

+1-212-244-1505 ext. 716
+1-646-619-2779 office direct
+1-917-767-4495 mobile
jackie.tien@plasa.org
Skype: jackietien

Media Sales Executive

Erick Pinnick

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

Events Sales Executive

Laura Hoepker

+1-212-244-1505, ext 608
+1-608-220-8571 mobile
laura.hoepker@plasa.org
Skype: laurahoepker

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@plasa.org
Skype: dwbarbour

Technical Editor

Richard Cadena

+1-512-280-0384 office direct
+1-512-750-0578 mobile
richard.cadena@plasa.org

Assistant Editor

Beverly Inglesby

+1 503 291 5143
beverly.inglesby@plasa.org

Editorial Assistant

Elaine Miraglia

+1-212-244-1505 ext. 714
+1-646-619-2781 office direct
Skype: elaine.miraglia

Art Director

John Scott

john.scott@plasa.org
Skype: jjscott1967

Media Office Manager

Cindy Tennenbaum

+1-212-244-1505 ext. 712
+1-646-619-2782 office direct
cindy.tennenbaum@plasa.org
Skype: CindyTennenbaum

Media Office Assistant

Margot White

+1-212-244-1505 ext. 711
+1-646-619-2783 office direct
margot.white@plasa.org



the worldwide voice of entertainment technologies

The Professional Lighting and Sound Association (PLASA) is an international trade association representing companies who manufacture, supply, rent, install or use lighting, sound, audio-visual, and related technologies within the entertainment, presentation, architectural and communication industries. The association's aim is to develop and promote all aspects of the industry on a global basis (www.plasa.org). PLASA publishes the respected monthly publication Lighting&Sound International (www.lsonline.co.uk) and the highly regarded PLASA Protocol quarterly journal (<http://na.plasa.org/publications/protocol.html>) and owns the leading international trade event, The PLASA Show, which takes place in London, <http://www.plasa.org/plasaevents/>.

Lighting&Sound International www.lsonline.co.uk

L&SI editorial inquiries: Lee Baldock, Editor, news@plasa.org

L&SI advertising inquiries: Barry Howse, barry.howse@plasa.org | Jane Cockburn, jane.cockburn@plasa.org

PROTOCOL <http://na.plasa.org/publications/protocol.html>

Protocol inquiries: Beverly Inglesby, Editor, beverly.inglesby@plasa.org

PLASA UK Offices: Unit 25, Elysium Gate, 126-128 New Kings Road, London SW6 4LZ

Tel: 44-1323 524120 | Fax: 44-1323 524121 | info@plasa.org | www.plasa.org

Matthew Griffiths, PLASA CEO, matthew.griffiths@plasa.org

www.lightingandsoundamerica.com