The entertainment technology magazine for the industry, by the industry

www.lightingandsoundamerica.com

Lighting & Sound America is PLASA’s 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: 11,000+
- Lighting designers
- Sound designers
- Technicians
- Rental and staging professionals
- And more!
the team

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Lighting & Sound
America

www.lightingandsoundamerica.com
advertising

2021 Issue Deadlines

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<th></th>
<th>LSA Ad Closing</th>
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2021 Rates

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

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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 (11,500+ email addresses): $675 per message

www.lightingandsoundamerica.com
Artwork Dimensions  \textit{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.)
  
  \textbf{Please note}: trim marks and pre-press markings should not be positioned within the bleed area. Please offset 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 jgs please)

**Digital Ad Specifications**

**File Requirements:**

Please supply ads in digital format as one of the following: PDF or JGP format. JGP 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 jgp 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@plasa.org (Please include advertiser name / issue date in subject)

**Questions?** +1-212-244-1505
Jackie Tien, jackie.tien@plasa.org – phone extension 716
Erick Pinnick, erick.pinnick@plasa.org – phone extension 722

www.lightingandsoundamerica.com
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 and/or the LSA iPhone or Android apps in the past 12 months.

“Thank you so much for updating my subscription as Lighting&Sound America has put me in touch with so many different advertisers and helped me improve the quality of our programming here!”
— Mark Northrup, Theatre Director at Fairport High School, New York

“Your magazine is a great source of information and inspiration for my students and myself.”
— Tatyana Wilds, Visiting Assistant Professor of Performance Design, Alfred University, New York

“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.

“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

“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
2021 opportunities

Special Opportunities

PLASA members (including North America and Europe):
Premier members: 25% discount on display advertisements
Standard level: 10% discount
Light & 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:
• Bellyband cover wraps (limited)
• 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)
  Light & Sound International (www.lsonline.co.uk)
  PLASA Focus: Leeds (www.plasafocus.com)
  The PLASA Show (www.plasashow.com)
• Digital, apps advertising enhancements
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 Light & Sound International (www.lsonline.co.uk) and owns the leading international trade event, The PLASA Show (www.plasashow.com), which takes place in London, plus PLASA Focus regional events, http://www.plasa.org/plasaevents/.

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