

# 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 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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## 2021 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due
January	January 11	January 14
February	February 8	February 10
March	March 5	March 9
April	April 6	April 9
May	May 6	May 10
June	June 8	June 11
July	July 8	July 12
August	August 5	August 9
September	August 21	August 23
October	September 20	September 23
November	November 8	November 10
December Wallplanner	December 1	December 6
December	December 8	December 13



## 2021 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 (11,500+ email addresses): \$675 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@plasa.org (Please include advertiser name / issue date in subject)

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

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# 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.

*"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](http://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](http://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](http://www.plasa.org))
  - Light & Sound International ([www.lsonline.co.uk](http://www.lsonline.co.uk))
  - PLASA Focus: Leeds ([www.plasafocus.com](http://www.plasafocus.com))
  - The PLASA Show ([www.plasashow.com](http://www.plasashow.com))
- Digital, apps advertising enhancements



contact us

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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](http://www.plasa.org)). PLASA publishes the respected monthly publication Light & Sound International ([www.lsonline.co.uk](http://www.lsonline.co.uk)) and owns the leading international trade event, The PLASA Show ([www.plasashow.com](http://www.plasashow.com)), which takes place in London, plus PLASA Focus regional events, <http://www.plasa.org/plasaevents/>.



Light & Sound International

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