Lighting & Sound America

entertainment, presentation, communication

The entertainment technology magazine for the industry, by the industry

www.lightingandsoundamerica.com

Lighting & Sound America is PLASA's North American monthly publication for lighting, sound, and staging professionals working in theatre, touring, clubs, theatre architecture, themed entertainment, houses of worship, retail, corporate a/v, and more. Lighting & Sound America is highly respected for our in-depth and engaging coverage and high-quality presentation, including the popular monthly Technical Focus section, New Technology, and comprehensive product reviews.

Lighting • Sound • Staging • Projection

- Concerts & Touring
- Clubs
- Theatre
- Houses of Worship
- Corporate A/V
- Theatre Architecture
- Themed Entertainment

TOTAL MONTHLY DISTRIBUTION: 12,000

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

www.lightingandsoundamerica.com
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Lighting & Sound America

www.lightingandsoundamerica.com
## 2018 Issue Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>LSA Ad Closing</th>
<th>LSA Artwork Due</th>
<th>LSA Bonus Distribution</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>January 12</td>
<td>January 16</td>
<td>NAMM, ISE, USITT, Prolight + Sound, Frankfurt</td>
</tr>
<tr>
<td>February</td>
<td>February 9</td>
<td>February 13</td>
<td>USITT, Prolight + Sound, NAB Las Vegas</td>
</tr>
<tr>
<td>March</td>
<td>March 5</td>
<td>March 7</td>
<td>Prolight + Sound, NAB, PLASA Focus: Leeds, Lightfair Chicago, CITT Expo-Scene Montreal</td>
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<tr>
<td>April</td>
<td>March 30</td>
<td>April 3</td>
<td>InfoComm Las Vegas, PLASA Focus: Leeds, Lightfair Chicago</td>
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<tr>
<td>May</td>
<td>April 26</td>
<td>May 1</td>
<td>InfoComm Las Vegas, Summer NAMM Nashville, Stagecraft Institute of Las Vegas, ITEAC London</td>
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<tr>
<td>June</td>
<td>May 23</td>
<td>May 28</td>
<td>InfoComm Las Vegas, Summer NAMM Nashville, Stagecraft Institute of Las Vegas</td>
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<tr>
<td>July</td>
<td>June 21</td>
<td>June 27</td>
<td>PLASA Show London, CITT/ICTS Rendez-Vous Ontario</td>
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<tr>
<td>August</td>
<td>July 20</td>
<td>July 26</td>
<td>PLASA Show London, AES New York, CITT/ICTS Rendez-Vous Ontario, LDI Las Vegas</td>
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<tr>
<td>September</td>
<td>August 23</td>
<td>August 27</td>
<td>PLASA Show London, LDI Las Vegas, AES New York</td>
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<tr>
<td>October</td>
<td>September 28</td>
<td>October 3</td>
<td>LDI Las Vegas, WFX Orlando, IAAPA Orlando, AES New York, Event Safety Summit Lititz PA</td>
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<tr>
<td>November</td>
<td>November 1</td>
<td>November 13</td>
<td>NAMM Anaheim, Event Safety Summit Lititz PA, Stage Lighting Super Saturday NY</td>
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<tr>
<td>December</td>
<td>November 26</td>
<td>November 30</td>
<td>NAMM Anaheim</td>
</tr>
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</table>

### December LSA Wallplanner  
December 6, December 10, NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY

## 2018 Rates

<table>
<thead>
<tr>
<th></th>
<th>One-Time</th>
<th>Six-Times</th>
<th>Twelve-Times</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$3,795.00</td>
<td>$3,575.00</td>
<td>$3,345.00</td>
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<tr>
<td>2/3 page</td>
<td>$3,100.00</td>
<td>$2,825.00</td>
<td>$2,745.00</td>
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<tr>
<td>1/2 page</td>
<td>$2,445.00</td>
<td>$2,295.00</td>
<td>$2,220.00</td>
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<td>$1,905.00</td>
<td>$1,800.00</td>
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<td>1/4 page</td>
<td>$1,675.00</td>
<td>$1,535.00</td>
<td>$1,430.00</td>
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<tr>
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<td>$1,135.00</td>
<td>$1,070.00</td>
<td>$975.00</td>
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</tbody>
</table>

**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 (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 35kb);
complete any animation within 5 seconds please.

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

“David Barbour’s article on Cincinnati Music Hall is great! I appreciate the comprehensive coverage L&SA 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 L&SA 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

“On support, how could we not? With the amount of content and effort your team put into the magazine, how could we not support it. There is a lot of good stuff in your publication - great writing, great photography, and so on. Sincerely, the best in the industry.”  
— Roger Keim, d&b audiotechnik

“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.
2018 opportunities

Special Opportunities

PLASA members (including North America and Europe):
Premier members: 25% discount on display advertisements
Standard level: 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:
• Bellyband 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)
  Lighting&Sound International (www.lsonline.co.uk)
  PLASA Focus: Glasgow, January 17-18, 2018 (www.plasafocus.com)
  PLASA Focus: Leeds, May 1-2, 2018 (www.plasafocus.com)
  PLASA 2018, September 16-18, 2018 (www.plasashow.com)
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, which takes place in London, plus PLASA Focus regional events, http://www.plasa.org/plasaevents/.

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