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: 13,000+
- Lighting designers
- Sound designers
- Technicians
- Rental and staging professionals
- And more!

www.lightingandsoundamerica.com
2017 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 10</td>
<td>January 13</td>
<td>USITT St. Louis, ISE (Integrated Systems Europe)</td>
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<td>February</td>
<td>February 10</td>
<td>February 15</td>
<td>USITT St. Louis, Prolight + Sound Frankfurt</td>
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<td>March</td>
<td>March 2</td>
<td>March 7</td>
<td>NAB Las Vegas, Lightfair, Prolight + Sound Frankfurt, PLASA Focus: Leeds UK</td>
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<td>April</td>
<td>March 23</td>
<td>March 29</td>
<td>NAB Las Vegas, Lightfair Philadelphia, PLASA Focus: Leeds UK</td>
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<td>May</td>
<td>April 24</td>
<td>April 28</td>
<td>InfoComm Orlando</td>
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<td>June</td>
<td>May 23</td>
<td>May 26</td>
<td>InfoComm Orlando, Stagecraft Institute of Las Vegas</td>
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<td>July</td>
<td>June 20</td>
<td>June 23</td>
<td>Summer NAMM Nashville, PLASA London, AES New York</td>
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<td>August</td>
<td>July 19</td>
<td>July 25</td>
<td>PLASA London, AES New York</td>
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<td>August 15</td>
<td>August 21</td>
<td>PLASA London, AES New York, LDI Las Vegas</td>
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<td>September 25</td>
<td>September 29</td>
<td>LDI Las Vegas, IAAPA Orlando</td>
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<td>November</td>
<td>November 2</td>
<td>November 8</td>
<td>LDI Las Vegas, NAMM Anaheim</td>
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<td>December</td>
<td>November 14</td>
<td>November 21</td>
<td>NAMM Anaheim</td>
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<td>LSA Wallplanner</td>
<td>November 30</td>
<td>December 6</td>
<td>NAMM Anaheim</td>
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2017 Rates
PLASA Premier members: 25% discount | Standard level: 10% discount

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<thead>
<tr>
<th>Size</th>
<th>One-Time</th>
<th>Six-Times</th>
<th>Twelve-Times</th>
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<tr>
<td>Full page</td>
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<td>$3,575.00</td>
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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

www.lightingandsoundamerica.com
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 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.

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
**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.

"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 Lighting&Sound America’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.

"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

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"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

March 2015 Lighting&Sound America survey

www.lightingandsoundamerica.com
2017 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:
• 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.lsionline.co.uk)
  PLASA Focus: Glasgow, January 18-19, 2017 (www.plasafocus.com)
  PLASA Focus: Leeds, May 9-10, 2017 (www.plasafocus.com)
  PLASA 2017, September 17-19, 2017 (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 Lighting&Sound International (www.lsionline.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/.