

# 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 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!



# the team



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**Lighting&Sound**  
America

## 2017 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
January	January 10	January 13	USITT St. Louis, ISE (Integrated Systems Europe)
February	February 10	February 15	USITT St. Louis, Prolight + Sound Frankfurt
March	March 2	March 7	NAB Las Vegas, Lightfair, Prolight + Sound Frankfurt, PLASA Focus: Leeds UK
April	March 23	March 29	NAB Las Vegas, Lightfair Philadelphia, PLASA Focus: Leeds UK
May	April 24	April 28	InfoComm Orlando
June	May 25	May 30	InfoComm Orlando, Stagecraft Institute of Las Vegas, Summer NAMM Nashville
July	June 23	June 27	Summer NAMM Nashville, PLASA London, AES New York
August	July 21	July 26	PLASA London, AES New York
September	August 18	August 24	PLASA London, AES New York, LDI Las Vegas
October	September 25	September 29	LDI Las Vegas, IAAPA Orlando
November	November 2	November 8	LDI Las Vegas, NAMM Anaheim
December LSA Wallplanner	November 14	November 21	NAMM Anaheim
December	November 30	December 6	NAMM Anaheim

## 2017 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 (12,000+ email addresses): \$625 per message

## 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)

## 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



# 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

*"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 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

# 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](http://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](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))
  - Lighting&Sound International ([www.lsonline.co.uk](http://www.lsonline.co.uk))
  - PLASA Focus: Glasgow, January 18-19, 2017 ([www.plasafocus.com](http://www.plasafocus.com))
  - PLASA Focus: Leeds, May 9-10, 2017 ([www.plasafocus.com](http://www.plasafocus.com))
  - PLASA 2017, September 17-19, 2017 ([www.plasashow.com](http://www.plasashow.com))



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 Lighting&Sound International ([www.lsonline.co.uk](http://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/>.

**Lighting&Sound** [www.lsonline.co.uk](http://www.lsonline.co.uk)

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L&SI advertising inquiries: Greg Morley, [greg.morley@plasa.org](mailto:greg.morley@plasa.org)

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