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: 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](http://www.lightingandsoundamerica.com)
## 2019 Issue Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>LSA Ad Closing</th>
<th>LSA Artwork Due</th>
<th>LSA Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>January 11</td>
<td>January 14</td>
<td>NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY, USITT Louisville, Prolight + Sound Frankfurt, NAB, CITT Expo-Scene, LEDucation NY</td>
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<tr>
<td>February</td>
<td>February 11</td>
<td>February 20</td>
<td>USITT Louisville, Prolight + Sound Frankfurt, CITT Expo-Scene Montreal, NAB Las Vegas, LEDucation NY</td>
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<tr>
<td>March</td>
<td>March 7</td>
<td>March 11</td>
<td>USITT Louisville, Prolight + Sound Frankfurt, CITT Expo-Scene Montreal, NAB Las Vegas, PLASA Focus: Leeds, Lightfair Philadelphia</td>
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<tr>
<td>April</td>
<td>April 9</td>
<td>April 12</td>
<td>Lightfair Philadelphia, InfoComm Orlando, PLASA Focus: Leeds</td>
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<tr>
<td>May</td>
<td>May 2</td>
<td>May 8</td>
<td>Lightfair Philadelphia, InfoComm Orlando, Summer NAMM Nashville, Stagecraft Institute of Las Vegas</td>
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<tr>
<td>June</td>
<td>May 20</td>
<td>May 29</td>
<td>InfoComm Orlando, Summer NAMM Nashville, CITT Rendez-Vous Ontario, Stagecraft Institute of Las Vegas</td>
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<tr>
<td>July</td>
<td>June 21</td>
<td>June 28</td>
<td>Summer NAMM Nashville, CITT Rendez-Vous Ontario, PLASA London, WFX Orlando, AES NY, Stagecraft Institute of Las Vegas</td>
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<tr>
<td>August</td>
<td>July 23</td>
<td>July 29</td>
<td>CITT Rendez-Vous Ontario, PLASA London, WFX Orlando, AES NY, LightShow West Las Vegas</td>
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<td>September</td>
<td>August 23</td>
<td>August 27</td>
<td>PLASA London, WFX Orlando, AES NY, LDI Las Vegas, IAAPA Orlando, LightShow West Las Vegas</td>
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<tr>
<td>October</td>
<td>September 27</td>
<td>October 1</td>
<td>LDI Las Vegas, Event Safety Summit Lititz Pennsylvania, IAAPA Orlando, NAMM Anaheim, AES NY</td>
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<tr>
<td>November</td>
<td>November 1</td>
<td>November 5</td>
<td>LDI Las Vegas, Event Safety Summit PA, IAAPA Orlando, NAMM Anaheim, Stage Lighting Super Saturday NY</td>
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<tr>
<td>Wallplanner</td>
<td>November 14</td>
<td>November 21</td>
<td>NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY</td>
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<tr>
<td>December</td>
<td>December 4</td>
<td>December 9</td>
<td>NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY</td>
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## 2019 Rates

<table>
<thead>
<tr>
<th></th>
<th>One-Time</th>
<th>Six-Times</th>
<th>Twelve-Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,795.00</td>
<td>$3,575.00</td>
<td>$3,345.00</td>
</tr>
<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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<tr>
<td>1/3 page</td>
<td>$2,060.00</td>
<td>$1,905.00</td>
<td>$1,800.00</td>
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<tr>
<td>1/4 page</td>
<td>$1,675.00</td>
<td>$1,535.00</td>
<td>$1,430.00</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,135.00</td>
<td>$1,070.00</td>
<td>$975.00</td>
</tr>
</tbody>
</table>

**Covers:** Add 15%

**Live web link on all apps and digital versions:** $25.00 per month

### Marketplace

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free for display advertisers</td>
<td>Non-Advertisers: $100.00 per month</td>
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</table>

### LSA E-Marketing

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSA Online</td>
<td>$625 per month</td>
</tr>
<tr>
<td>LSA Marketing Email Blasts (11,500+ email addresses)</td>
<td>$625 per message</td>
</tr>
</tbody>
</table>

[www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com)
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 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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Erick Pinnick, erick.pinnick@plasa.org – phone extension 722
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.

"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 L&SA provides so the reader can learn about all aspects of the project."

— Loma 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

"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

March 2015 Lighting&Sound America survey

www.lightingandsoundamerica.com
2019 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 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.lsionline.co.uk)
  The PLASA Show, September 15-17, 2019 (www.plasashow.com)
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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/.