

# Lighting & Sound America

entertainment, presentation, communication

The entertainment technology magazine  
for the industry, by the industry

[www.lightingandsoundamerica.com](http://www.lightingandsoundamerica.com)

Published by PLASA Media, Inc., *Lighting & Sound America* is a monthly publication for lighting, sound, and staging professionals working in theatre, touring, clubs, themed entertainment, houses of worship, retail, corporate A/V, and more. *Lighting & Sound America* is critically acclaimed for its high-quality presentation and in-depth editorial coverage, including the popular monthly Technical Focus section, New Technology, and comprehensive product reviews.

Lighting • Sound • Staging • Projection

- Concerts & Touring
- Clubs
- Theatre
- Houses of Worship
- Presentation
- Themed Entertainment

**TOTAL MONTHLY DISTRIBUTION: 15,000+**

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



# the team



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**Lighting&Sound**  
America

## 2016 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
January	January 11	January 14	ISE (Integrated Systems Europe), Amsterdam
February	January 25	January 29	USITT, Salt Lake City Prolight + Sound, Frankfurt
March	February 25	March 2	USITT, Salt Lake City Prolight + Sound, Frankfurt
April	March 28	April 1	NAB, Las Vegas Lightfair, San Diego <b>PLASA Focus: Leeds UK</b>
May	April 22	April 27	InfoComm, Las Vegas
June	May 19	May 26	InfoComm, Las Vegas Stagecraft Institute of Las Vegas
July	June 22	June 27	<b>PLASA, London</b>
August	July 18	July 22	<b>PLASA, London</b>
September	August 15	August 18	<b>PLASA, London</b> LDI, Las Vegas
October	September 12	September 15	LDI, Las Vegas
November	October 27	October 31	IAAPA, Orlando NAMM, Anaheim
December	December 1	December 5	NAMM, Anaheim

*Including the annual 2017 Wallplanner*

## 2016 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 (13,000+ 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.

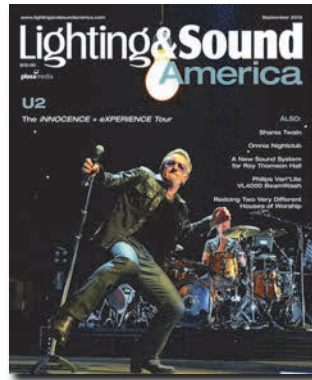
**Proof Guidelines:** Contract Quality Press, Offpress, and Digital Halftone or Continuous Tone proofs are acceptable for color guidance on press. Note: Laser proofs (1-color or black and white) are acceptable for content proofs only.

**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

# 2016 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 20-21, 2016 ([www.plasafocus.com](http://www.plasafocus.com))
  - PLASA Focus: Leeds, May 10-11, 2016 ([www.plasafocus.com](http://www.plasafocus.com))
  - PLASA 2016, September 18-20, 2016, London ([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 the highly regarded PLASA Protocol quarterly journal (<http://na.plasa.org/publications/protocol.html>) and owns the leading international trade event, The PLASA Show, which takes place in London, <http://www.plasa.org/plasaevents/>.

**Lighting&Sound**

[www.lsonline.co.uk](http://www.lsonline.co.uk)

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**PROTOCOL**

<http://na.plasa.org/publications/protocol.html>

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