Lighting & Sound America

The entertainment technology magazine for the industry, by the industry

www.lightingandsoundamerica.com

Lighting & Sound America is PLASA’s monthly publication for the Americas for lighting, sound, and staging professionals working in theatre, music, theatre architecture, film and TV, corporate a/v, houses of worship, and much more. LSA is highly regarded for our in-depth and engaging features and high-quality presentation, including the popular monthly Technical Focus and New Technology sections, comprehensive product reviews, and daily LSA Online News feed.

Lighting • Sound • Staging • Projection

• Music
• Theatre & Theatre Architecture
• Film & TV
• Houses of Worship
• Corporate A/V
• Themed Entertainment

TOTAL MONTHLY DISTRIBUTION: 6,000+
• Lighting designers
• Sound designers
• Technicians
• Rental and staging professionals
• And more!

www.lightingandsoundamerica.com
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2022 Issue Deadlines

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<td>January 14</td>
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2022 Rates

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<tr>
<td>Full page</td>
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Covers: Additional
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): $675 per message

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Artwork Dimensions

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 jpegs 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)

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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.”

— Tatjana Wilds, Visiting Assistant Professor of Performance Design, Alfred University, New York

“I look forward to receiving your publication every month. Good subjects, good coverage. Excellent product discussions. The features on architecture and the latest shows are invaluable. Thank you for the first-rate work.”

— Glenn Plott, Director of Production, Cincinnati Opera

“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 LSA 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 LSA 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
Here is what LSA readers told us in 2021...

“It happens to be one of my favorite magazines for many years. Even in these very challenging times that we are living in, it is always so refreshing to hear about all the technical updates and info in our industry as well as what is going on in terms of reopening across the country.”

“You have made an amazingly visual and informative periodical!”

“I love LSA magazine and I use it to teach theatre in many different areas. I encourage them to read it and in fact assign some classes to read three or more articles and report on them. That way, I learn more too.”

“I get too much to read. But every time I open your publication, I find it worthwhile.”

“I definitely want to continue receiving LSA. I read it cover to cover every month. You all do a great job with it. You’ve done especially well at continuing to publish high quality material during this devastating pandemic.”

“LSA is the BEST! I am very grateful for all you do for our industry and community, thank you so much.”

“We love LSA magazine in our office.”

“LSA is even more important when it is still difficult to get around to see what others are doing.”

“In depth informative reading along with quality photography. A very rich analogue tactile experience in our present digital world!”

“Thanks for all you are doing for our industry in this crazy time. Looking forward to spring and the re-emergence of live performance!”
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 cover 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)
  - PLASA Focus: Leeds (www.plasafocus.com)
  - The PLASA Show (www.plasashow.com)
- Digital, apps advertising enhancements

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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 (www.plasashow.com), which takes place in London, plus PLASA Focus regional events, http://www.plasa.org/plasaevents/.

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