

# 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 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!



# the team



**Jackie Tien**  
Publisher,  
Director of  
PLASA Americas

[jackie.tien@plasa.org](mailto:jackie.tien@plasa.org)

**David W. Barbour**  
Editor-in-Chief

[david.barbour@plasa.org](mailto:david.barbour@plasa.org)



**Erick Pinnick**  
Media Sales Executive

[erick.pinnick@plasa.org](mailto:erick.pinnick@plasa.org)

**Richard Cadena**  
Technical Editor

[richard.cadena@plasa.org](mailto:richard.cadena@plasa.org)



**Cindy Tennenbaum**  
Operations Manager

[cindy.tennenbaum@plasa.org](mailto:cindy.tennenbaum@plasa.org)

**Elaine Miraglia**  
Assistant Editor

[elaine.miraglia@plasa.org](mailto:elaine.miraglia@plasa.org)



**Ramzi Kanazi**  
Publishing Coordinator

[ramzi.kanazi@plasa.org](mailto:ramzi.kanazi@plasa.org)

**John Scott**  
Art Director

[john.scott@plasa.org](mailto:john.scott@plasa.org)



**Lighting&Sound**  
America

## 2022 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
<b>January</b>	January 14	January 19	USITT Baltimore, LEDucation NY
<b>February</b>	February 4	February 10	USITT Baltimore, LEDucation NY, Prolight + Sound Frankfurt, Expo-Scene Montreal
<b>March</b>	March 10	March 17	NAB Las Vegas, Expo-Scene Montreal, Prolight + Sound Frankfurt, PLASA Focus Leeds UK, NAMM Anaheim
<b>April</b>	April 7	April 14	PLASA Focus Leeds UK, NAMM Anaheim, InfoComm Las Vegas, LightFair Las Vegas
<b>May</b>	May 9	May 16	NAMM Anaheim, InfoComm Las Vegas, LightFair Las Vegas
<b>June</b>	June 13	June 16	
<b>July</b>	July 12	July 15	PLASA London
<b>August</b>	August 10	August 15	PLASA London
<b>September</b>	September 12	September 15	AES New York, CFX Dallas, LDI Las Vegas
<b>October</b>	October 7	October 12	IAAPA Orlando, LDI Las Vegas, CFX Dallas
<b>November</b>	November 1	November 4	LDI Las Vegas
<b>December</b>	December 5	December 9	ISE Barcelona

## 2022 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:** 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



## 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 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.

**Composed files can be e-mailed to:** USArtwork@plasa.org (Please include advertiser name / issue date in subject)

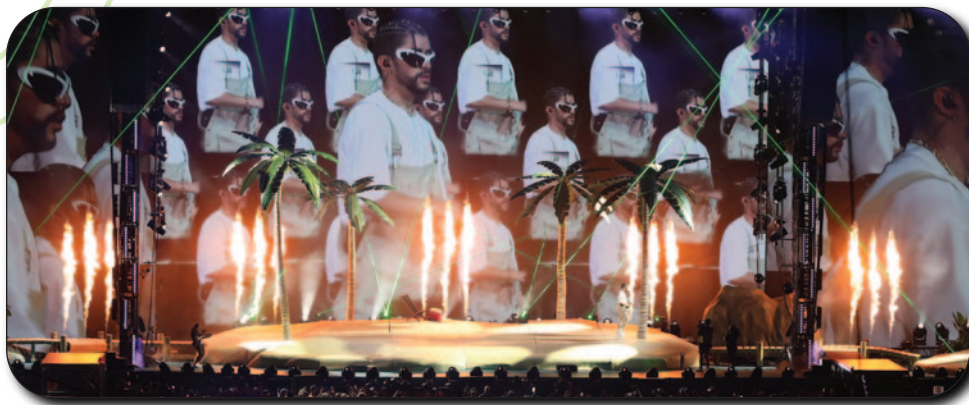
**Questions?** +1-212-244-1505

Jackie Tien, jackie.tien@plasa.org – phone extension 716

Erick Pinnick, erick.pinnick@plasa.org – phone extension 722



# 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

*"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

*"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

# Lighting & Sound America Readers



## 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!"*

# 2022 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](http://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](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))
  - Light & Sound International ([www.lsonline.co.uk](http://www.lsonline.co.uk))
  - PLASA Focus: Leeds ([www.plasafocus.com](http://www.plasafocus.com))
  - The PLASA Show ([www.plasashow.com](http://www.plasashow.com))
- Digital, apps advertising enhancements





contact us

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**Lighting&Sound America: 372 Central Park West, #19C, New York, NY 10025 USA**  
**+1-212-244-1505 phone**  
**www.lightingandsoundamerica.com | lsa@plasa.org**

**Publisher,**  
**Director of PLASA Americas**  
**Jackie Tien**  
+1-212-244-1505 ext. 716  
+1-646-619-2779 office direct  
+1-917-767-4495 mobile  
jackie.tien@plasa.org  
Skype: jackietien

**Media Sales Executive**  
**Erick Pinnick**  
+1-212-244-1505 ext 722  
+1-646-619-2792 office direct  
erick.pinnick@plasa.org  
Skype: erick.pinnick1

**Operations Manager**  
**Cindy Tennenbaum**  
+1-212-244-1505 ext. 712  
+1-646-619-2782 office direct  
cindy.tennenbaum@plasa.org

**Editor-in-Chief**  
**David W. Barbour**  
+1-212-244-1505 ext. 713  
+1-646-619-2784 office direct  
+1-917-922-6254 mobile  
david.barbour@plasa.org  
Skype: dwbarbour

**Technical Editor**  
**Richard Cadena**  
+1-512-280-0384 office direct  
+1-512-750-0578 mobile  
richard.cadena@plasa.org

**Assistant Editor**  
**Elaine Miraglia**  
+1-212-244-1505 ext. 714  
+1-646-619-2781 office direct  
elaine.miraglia@plasa.org  
Skype: elaine.miraglia

**Art Director**  
**John Scott**  
john.scott@plasa.org  
Skype: jjscott1967

**Publishing Coordinator**  
**Ramzi Kanazi**  
+1-212-244-1505 ext. 711  
+1-646-619-2783 office direct



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 Light & Sound International ([www.lsonline.co.uk](http://www.lsonline.co.uk)) and owns the leading international trade event, The PLASA Show ([www.plasashow.com](http://www.plasashow.com)), which takes place in London, plus PLASA Focus regional events, <http://www.plasa.org/plasaevents/>.



Light & Sound International

**L&SI editorial inquiries:** Claire Beeson, Editor, [claire.beeson@plasa.org](mailto:claire.beeson@plasa.org)  
**L&SI advertising inquiries:** Kelly Williams, [kelly.williams@plasa.org](mailto:kelly.williams@plasa.org)  
[www.lsonline.co.uk](http://www.lsonline.co.uk)

**PLASA UK Offices:**

Tel: 44-1323 524120 | Fax: 44-1323 524121 | [info@plasa.org](mailto:info@plasa.org) | [www.plasa.org](http://www.plasa.org)

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