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, touring, clubs, theatre architecture, houses of worship, corporate a/v, and much more. LSA is highly regarded for its in-depth and engaging features and high-quality presentation, including the popular Technical Focus, 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: 11,500+

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

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Lighting & Sound
America

www.lightingandsoundamerica.com
## 2020 Issue Deadlines

<table>
<thead>
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<th>LSA Ad Closing</th>
<th>LSA Artwork Due</th>
<th>LSA Bonus Distribution</th>
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<tr>
<td>January</td>
<td>January 6</td>
<td>January 8</td>
<td>NAMM Anaheim, Stage Lighting Super Saturday NY, ISE Amsterdam, Prolight + Sound Frankfurt, USITT TX, NAB Las Vegas</td>
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<tr>
<td>February</td>
<td>February 4</td>
<td>February 7</td>
<td>Music Inside Rimini Italy, LEDucation NY, CITT Expo-Scene Montréal, Prolight + Sound Frankfurt, USITT TX, NAB Las Vegas, Lightfair Las Vegas</td>
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<tr>
<td>March</td>
<td>March 3</td>
<td>March 9</td>
<td>Prolight + Sound Frankfurt, USITT TX, NAB Las Vegas, Lightfair Las Vegas</td>
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<tr>
<td>April</td>
<td>April 9</td>
<td>April 14</td>
<td>Lightfair Las Vegas, PLASA Focus Leeds UK, InfoComm Las Vegas</td>
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<tr>
<td>May</td>
<td>April 30</td>
<td>May 5</td>
<td>Stagecraft Institute of Las Vegas, InfoComm Las Vegas, Summer NAMM</td>
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<tr>
<td>June</td>
<td>May 28</td>
<td>June 2</td>
<td>Stagecraft Institute of Las Vegas, InfoComm Las Vegas, Summer NAMM, CITT Rendez-vous Ontario, NATEAC NYC</td>
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<td>July</td>
<td>June 29</td>
<td>July 7</td>
<td>Stagecraft Institute of Las Vegas, CITT Rendez-vous Ontario, PLASA Show London</td>
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<tr>
<td>August</td>
<td>July 23</td>
<td>July 28</td>
<td>PLASA Show London, LightShow West Colorado, NAB NY, AES NY, LDI Las Vegas</td>
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<td>September</td>
<td>August 19</td>
<td>August 24</td>
<td>PLASA Show London, LightShow West Colorado, NAB NY, AES NY, LDI Las Vegas, IAAPA Orlando</td>
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<tr>
<td>October</td>
<td>October 1</td>
<td>October 6</td>
<td>NAB NY, AES NY, LDI Las Vegas, LED Specifier Summit Chicago, IAAPA Orlando</td>
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<tr>
<td>November</td>
<td>November 10</td>
<td>November 16</td>
<td>LED Specifier Summit Chicago, IAAPA Orlando</td>
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<tr>
<td>December Wallplanner</td>
<td>December 2</td>
<td>December 4</td>
<td>NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY</td>
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<tr>
<td>December</td>
<td>December 7</td>
<td>December 10</td>
<td>NAMM Anaheim, ISE Amsterdam, Stage Lighting Super Saturday NY</td>
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## 2020 Rates

**PLASA Premier members:** 25% discount  
**Standard level:** 10% discount

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<thead>
<tr>
<th></th>
<th>One-Time</th>
<th>Six-Times</th>
<th>Twelve-Times</th>
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<tr>
<td>Full page</td>
<td>$3,795.00</td>
<td>$3,575.00</td>
<td>$3,345.00</td>
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<td>2/3 page</td>
<td>$3,100.00</td>
<td>$2,825.00</td>
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<td>$2,295.00</td>
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<td>$1,535.00</td>
<td>$1,430.00</td>
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<td>$1,135.00</td>
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**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 (11,500+ email addresses):** $625 per message

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 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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**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 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

“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

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March 2015 Lighting & Sound America survey
2020 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 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, May 12-13, 2020 (www.plasafocus.com)
The PLASA Show, September 6-8, 2020 (www.plasashow.com)
The entertainment technology magazine for the industry, by the industry

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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.lsionline.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/. PLASA Show 2020 will be held September 6–8, 2020 at the Olympia in London, www.plasashow.com.