

Lighting & Sound America

entertainment, presentation, communication

The entertainment technology magazine
for the industry, by the industry

www.lightingandsoundamerica.com

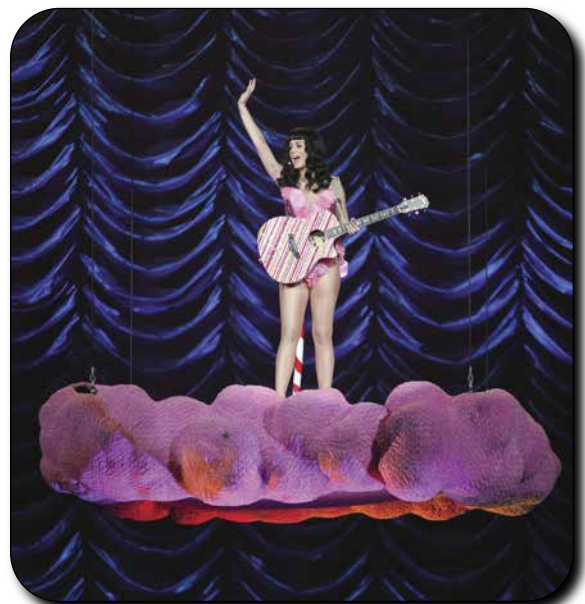
Published by PLASA Media, Inc. and part of the highly respected UK-based Professional Lighting and Sound Association (PLASA), *Lighting&Sound America* is a monthly publication for lighting, sound, and staging professionals working in theatre, touring, clubs, themed entertainment, houses of worship, retail, 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: 18,000

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



the team

Jacqueline Tien

Publisher, General Manager

Jackie has over 20 years of publishing and trade show experience in the entertainment technology industry. She has served on several industry boards, including the ESTA Entertainment Technician Certification Council (ETCP) and the USITT New York area chapter.

jackie.tien@plasa.org



David Barbour

Editor-in-Chief

David has written about entertainment technology for over 20 years. In addition, he is a former president of the Drama Desk and has written for many theatre publications, including: *InTheater*, *Playbill*, and *Stagebill*.

david.barbour@plasa.org



Erick Pinnick

Media & Events Sales Representative

Erick joins LSA and PLASA having worked in advertising at *Boxoffice* magazine print and online and several years in theatre marketing including as a musical theatre performer on Broadway.

erick.pinnick@plasa.org



Beverly Inglesby

Assistant Editor

Beverly Inglesby was general manager of Hollywood Lights in Portland, Oregon and served five years on the ESTA Board of Directors. Beverly is also the Editor of PLASA's Protocol quarterly journal.

beverly.inglesby@plasa.org



John Joseph Scott

Art Director

John is a freelance art director and designer with more than 20 years experience in the New York publishing world. In addition, he has worked with the Product Development Design team in California for such products as Teleflora, Fiji Water, Everybody's Nuts, and POM Wonderful, as well as an assortment of projects including marketing materials for Billboard Magazine.

john.scott@plasa.org



Jen Barratt

Marketing Manager

In addition to having extensive trade show experience, Jen previously worked for the BBC as a broadcast facilities manager.

jen.barratt@plasa.org



2012 Issue Deadlines

	LSA Ad Closing	LSA Artwork Due	LSA Bonus Distribution
January	January 6	January 10	PLASA Focus Austin , Integrated Systems Europe
February <i>PLASA Focus Austin Show Guide</i>	January 23	January 27	PLASA Focus Austin
February	February 1	February 6	PLASA Focus Austin , USITT, ProLight+Sound
March	February 27	March 1	USITT, ProLight+Sound, NAB, Lightfair
April	April 2	April 5	Lightfair
May	May 1	May 4	InfoComm
June <i>Including InfoComm special section</i>	May 25	May 30	InfoComm, Summer NAMM
July	June 27	July 2	Summer NAMM
August	July 27	August 1	PLASA 2012
September	August 17	August 21	PLASA 2012 , LDI
October	September 24	September 28	IAAPA, AES, LDI
Oct. 2012-13 Directory	September 24	September 28	IAAPA, AES, LDI
November	November 2	November 7	IAAPA, NAMM
December <i>Including the annual 2013 Wallplanner</i>	December 3	December 6	NAMM

2012 Rates

	One-Time	Six-Times	Twelve-Times
Full page	\$3,685.00	\$3,470.00	\$3,250.00
2/3 page	\$3,010.00	\$2,740.00	\$2,665.00
1/2 page	\$2,375.00	\$2,230.00	\$2,155.00
1/3 page	\$2,000.00	\$1,850.00	\$1,745.00
1/4 page	\$1,625.00	\$1,490.00	\$1,390.00
1/6 page	\$1,100.00	\$1,040.00	\$945.00

Covers: Add 15%

Marketplace

Free for display advertisers

Non-Advertisers : \$100.00 per month

PLASA Focus Austin Show Guide

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

		Premier	Standard
Full page	\$500.00	\$375.00	\$450.00
1/2 page	\$275.00	\$206.25	\$247.50
1/3 page	\$225.00	\$168.75	\$202.50
1/4 page	\$150.00	\$112.50	\$135.00

Complete PLASA Focus Austin marketing recommendations and remaining available sponsorships:
http://www.plasafocus.com/austin/exhibitors/FocusAustin2012_MarketingManual.pdf

Artwork Dimensions Width by Height in Inches

Full page bleed : 9.25" x 11.125"

Publication trim size : 9" x 10.875"

Live area : 8.5" x 10.375" (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"

2/3 vertical bleed : 5.75" x 11.125" (trim size: 5.5" x 10.875"; live area: 5" x 10.375")

1/2 vertical : 3.75" x 9.875"

1/2 vertical bleed : 4.5" x 11.125" (trim size: 4.25" x 10.875"; live area: 3.75" x 10.375")

1/2 horizontal : 8" x 4.75"

1/2 horizontal bleed : 9.25" x 5.5" (trim size: 9" x 5.25"; live area: 8.5" x 4.75")

1/2 island : 5" x 6.75"

1/3 vertical : 2.5" x 9.875"

1/3 vertical bleed : 3.25" x 11.125" (trim size: 3" x 10.875"; live area: 2.5" x 10.375")

1/3 horizontal : 8" x 3"

1/3 horizontal bleed : 9.25" x 3.75" (trim size: 9" x 3.5"; live area: 8.5" x 3")

1/3 square : 4.75" x 4.75"

1/4 vertical : 3.75" x 4.75"

1/4 horizontal strip : 8" x 2"

1/4 horizontal strip bleed : 9.25" x 2.75" (trim size: 9" x 2.5"; live area 8.5" x 2")

1/6 vertical : 2.5" x 4.75"

1/6 horizontal : 4.75" x 2.25"

Marketplace : 2.5" wide x 2.25" high

Web Ad : 200px wide x 150px high (Jpeg or GIF max of 10KB)

Web Banner : 468px wide x 60px high (Jpeg or GIF max of 20KB)

PLASA Focus Austin Show Guide Artwork Dimensions Width by Height in Inches

Full page

Trim size : 5.827" x 8.268" **Bleed size** : 6.063" x 8.504" **Live area** : 5.039" x 7.480"

1/2 horizontal : 5.039" x 3.543" (no bleed required)

1/2 vertical : 2.362" x 7.283" (no bleed required)

1/3 horizontal : 5.0394" x 2.362" (no bleed required)

1/4 vertical : 2.362" x 3.543" (no bleed required)

Enhanced entry logo

Minimum size for horizontal logos : 1.969" width

Minimum size for vertical logos : 1.378" height

Digital Ad Specifications

File Requirements:

Please supply ads in digital format as one of the following: PDF or EPS format. Jpg and Tiff files in CMYK 300dpi format are also acceptable. PDFs should be PDFX1a standard, with all fonts embedded and photos at a minimum of 300dpi, actual size, CMYK, in tiff or jpg format. EPS files should include outlined fonts and embedded CMYK 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

2012 opportunities

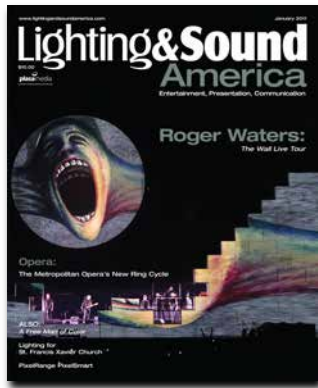
Special Opportunities

PLASA members (including North America and Europe):

Premier members: 20% discount on display advertisements

Standard members: 10% discount

Lighting&Sound International and *Protocol* advertisers: additional 5% discount



Display Advertisers :

Commit to a minimum of three LSA issues and get a free rotating ad on the popular LSA website, www.lightingandsoundamerica.com for those 3+ months.

Plus :

- Special June 2012 InfoComm Advertising Section
- 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
- Weekly & Monthly Sponsorships
- Custom sponsored marketing e-mails
- Direct links with:
 - PLASA - Professional Lighting and Sound Association (www.plasa.org)
 - Lighting&Sound International (www.lsonline.co.uk)
 - PLASA 2012 September 9-13, 2012, Earls Court, London (www.plasashow.com)



contact us

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**Lighting&Sound America: 630 Ninth Avenue, Suite 609,
New York, New York 10036, USA**

+1-212-244-1505 phone | +1-212-244-1502 fax

www.lightingandsoundamerica.com | nyc@plasa.org

Publisher, General Manager

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

Technical Editor

Richard Cadena

+1-512-280-0384 office direct
+1-512-750-0578 mobile
richard.cadena@plasa.org

Assistant Editor

Beverly Inglesby

+1 503 291 5143
beverly.inglesby@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

Media Office Manager

Cindy Tennenbaum

+1-212-244-1505 ext. 712
+1-646-619-2782 office direct
cindy.tennenbaum@plasa.org
Skype: CindyTennenbaum

Media Office Assistant

Dianne Lekometros

+1-212-244-1505 ext. 711
+1-646-619-2783 office direct
dianne.lekometros@plasa.org

**Media & Events Sales
Representative**

Erick Pinnick

+1-212-244-1505 ext 722
+1-646-619-2792 office direct
erick.pinnick@plasa.org

Marketing Manager

Jen Barratt

jen.barratt@plasa.org

Art Director

John Scott

john.scott@plasa.org
Skype: jjscott1967

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 Lighting&Sound International (www.lsonline.co.uk) and owns the leading international trade event, The PLASA Show, which takes place each Sept in London, <http://www.plasa.org/plasaevents/>.

PLASA Focus Austin 2012, February 22-23, 2012

PLASA Focus Leeds UK 2012, April 17-18, 2012

PLASA Show, Earls Court London, September 9-12, 2012

Matthew Griffiths, PLASA CEO/Events Director,
matthew.griffiths@plasa.org



Lighting&Sound www.lsonline.co.uk

L&SI editorial inquiries: Lee Baldock, Editor, news@plasa.org

L&SI advertising inquiries: Barry Howse, barry.howse@plasa.org | Jane Cockburn, jane.cockburn@plasa.org

PLASA UK Offices: Redoubt House, 1 Edward Road, Eastbourne, BN23 8AS, United Kingdom

Tel: 44-1323 524120 | Fax: 44-1323 524121 | info@plasa.org | www.plasa.org