Reach influential decision makers who light the world
LD+A (Lighting Design and Application) authoritatively reports, in a comprehensive manner, the latest technical developments, industry trends and news of the lighting industry.

LD+A is a magazine for professionals involved in the art, science, study, manufacture, teaching and implementation of lighting. LD+A is designed to enhance and improve the practice of lighting.

All cover images are recipients of the 2014 IES Illumination Awards.
LD+A is published by the Illuminating Engineering Society of North America (IES). **LD+A is the only paid circulation publication reaching lighting professionals.** Of the more than 8,000 subscribers, approximately 7,500 are IES members who pay to receive LD+A with a portion of their membership dues. Nonmember subscribers also pay to receive LD+A. IES membership offers LD+A advertisers a stable and dedicated readership: about 85% of IES members renew their membership annually. LD+A began in 1971.

Since 1906, the IES has been the hub of an extensive influential network of lighting professionals, allied organizations, and individuals interested in lighting. Early adoption of lighting products and services by the IES lighting community can contribute to broader use within the industry (see pages 4-6). The IES is also the pre-eminent voice and advocate for quality lighting. Lighting practitioners rely on IES standards, and look to the IES for guidance on lighting practices.

**LD+A E-report**
LD+A e-report is a monthly newsletter delivered electronically to 38,000+ lighting professionals and includes content not found in the print edition. For more details about audience, content and sponsorship opportunities, see page 15.

**New! LD+A Video Archive**
Articles on lighting projects in LD+A are now enhanced with videos from project designers. Additional videos cover technology and trends. Visit: www.ies.org/lda/video.cfm.

**New! LD+A Digest**
This on-demand e-newsletter allows you to put your video sponsorship ad in front of influential buyers and specifiers from architectural lighting and street/roadway markets. See page 15 for more information.
THEME ISSUES
Each LD+A monthly issue features a unique theme such as:
- LED applications
- emerging technologies
- retail lighting
- office lighting
- hospitality lighting
- street, façade, and landscape lighting
Each topic is covered completely and authoritatively.
Approaches to these topics may include:
- case studies
- Q&A panel discussions
- technology overviews
- how-to articles
Project case histories feature the work of the most prominent lighting design firms in the world, such as Focus Lighting, Office for Visual Interaction, Schuler Shook, Lighting Design Alliance, Arup, The Lighting Practice, Speirs and Major, and more.

COLUMNS & DEPARTMENTS
Rotating columns written by some of the industry’s leading experts cover topics such as:
- public policy
- energy
- careers and hiring
- technology
- research
- LEDs
- education
- product safety and testing
LD+A also reports on the latest IES and industry news, products, trends and events.

SPECIAL ISSUES
- Lighting Equipment and Accessories Directory in March (also online)—the source for readers to find the right lighting-related products to meet their needs
- LIGHTFAIR 2015 preview issue in April
- LIGHTFAIR 2015 Show Directory—LD+A’s “13th issue.”
  Exclusive distribution of the Show Directory and LD+A May issue in the LIGHTFAIR Showbag
- IES Illumination Awards in August

“LD+A always has timely articles that allow me to stay current with emerging technologies and lighting issues.”
—Commercial Programs Manager
Harvey Ad Q Reader Survey, June 2014 issue
LD+A READER PURCHASE INFLUENCE

The value of purchased, specified and/or recommended projects over the last year.

LD+A HAS A FULLY PAID CIRCULATION

21% of LD+A subscribers spent or recommended spending over $5 million*

31% spent between $1 million and $5 million*

*Source: Harvey Ad Q Reader Survey, June 2014 issue
Total may not equal 100 due to rounding
92% of all respondents reported having purchase influence in one or more of the following categories.

### PURCHASE INVOLVEMENT BY PRODUCT CATEGORY

<table>
<thead>
<tr>
<th>Category</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballasts &amp; Transformers</td>
<td>71%</td>
</tr>
<tr>
<td>Components/Reflectors</td>
<td>45%</td>
</tr>
<tr>
<td>Controls</td>
<td>76%</td>
</tr>
<tr>
<td>Daylighting Systems</td>
<td>51%</td>
</tr>
<tr>
<td>Decorative Sconces/Chandeliers/Cove Lights/Pendants</td>
<td>55%</td>
</tr>
<tr>
<td>Exit Signs/Emergency Lighting/Handrails</td>
<td>54%</td>
</tr>
<tr>
<td>Fiber Optic &amp; Remote Source Lighting</td>
<td>34%</td>
</tr>
<tr>
<td>Fluorescent Systems</td>
<td>71%</td>
</tr>
<tr>
<td>HID Systems</td>
<td>71%</td>
</tr>
<tr>
<td>Incandescent Systems</td>
<td>56%</td>
</tr>
<tr>
<td>Lamps–General</td>
<td>68%</td>
</tr>
<tr>
<td>Landscape Lighting/Street &amp; Area</td>
<td>62%</td>
</tr>
<tr>
<td>LED Lamps/Systems</td>
<td>71%</td>
</tr>
<tr>
<td>LED Luminaires</td>
<td>79%</td>
</tr>
<tr>
<td>Luminaires–General</td>
<td>75%</td>
</tr>
<tr>
<td>Software</td>
<td>25%</td>
</tr>
<tr>
<td>Meters</td>
<td>22%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>25%</td>
</tr>
<tr>
<td>Plasma Lighting</td>
<td>11%</td>
</tr>
<tr>
<td>Software</td>
<td>26%</td>
</tr>
<tr>
<td>Task Lights/Table Lights</td>
<td>47%</td>
</tr>
<tr>
<td>Track Lights/Wallwashers/Accent Lights</td>
<td>59%</td>
</tr>
<tr>
<td>Troffers/Commercial Recessed Downlights/Surface Fixtures</td>
<td>63%</td>
</tr>
</tbody>
</table>

### PURCHASE INVOLVEMENT BY PRACTICE AREA

<table>
<thead>
<tr>
<th>Area</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial/Office</td>
<td>79%</td>
</tr>
<tr>
<td>Education</td>
<td>66%</td>
</tr>
<tr>
<td>Entertainment/Theater</td>
<td>38%</td>
</tr>
<tr>
<td>Government</td>
<td>62%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>58%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>56%</td>
</tr>
<tr>
<td>Houses of Worship</td>
<td>47%</td>
</tr>
<tr>
<td>Industrial Lighting</td>
<td>59%</td>
</tr>
<tr>
<td>Museums/Exhibits</td>
<td>48%</td>
</tr>
<tr>
<td>Outdoor/Public Spaces</td>
<td>72%</td>
</tr>
<tr>
<td>Retail</td>
<td>63%</td>
</tr>
<tr>
<td>Residential</td>
<td>48%</td>
</tr>
<tr>
<td>Roadways</td>
<td>46%</td>
</tr>
<tr>
<td>Sports</td>
<td>40%</td>
</tr>
</tbody>
</table>

LD+A has a unique and devoted subscriber base. Of all members surveyed, no more than 33% subscribe to a competing publication.

### UNIQUE READERSHIP

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LD+A</td>
<td>100%</td>
</tr>
<tr>
<td>Architectural Lighting</td>
<td>33%</td>
</tr>
<tr>
<td>Architectural SSL</td>
<td>27%</td>
</tr>
<tr>
<td>LEDs Magazine</td>
<td>26%</td>
</tr>
<tr>
<td>EC&amp;M</td>
<td>23%</td>
</tr>
<tr>
<td>Professional Lighting Design</td>
<td>15%</td>
</tr>
<tr>
<td>Electrical Wholesaling</td>
<td>9%</td>
</tr>
</tbody>
</table>

"I personally consider LD+A essential to our company’s well-being. You are a vital source that keeps all elements of our industry connected. Thank you."

–Director of Engineering

Harvey Ad Q Reader Survey, June 2014 issue
The average *LD+A* subscriber has purchased, specified and/or recommended an average of $1,520,746.63 in products or services for projects over the last year.

**JOB FUNCTIONS**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Partner, Owner, Corporate Officer</td>
<td>21%</td>
</tr>
<tr>
<td>General Manager/Project Manager/Product Manager/Product Engineer</td>
<td>17%</td>
</tr>
<tr>
<td>Lighting Designer, Interior Designer/Consultant</td>
<td>20%</td>
</tr>
<tr>
<td>Engineer/Architect (registered, electrical, lighting)</td>
<td>23%</td>
</tr>
<tr>
<td>Other (Specifications Director Project Development, Lamp Designer, Research Project Engineer, General Plant Manager, Sales, Facility Mgr., etc.)</td>
<td>19%</td>
</tr>
</tbody>
</table>

93% of all respondents reported having taken one or more of the following actions during the past year as a result of advertisements and/or articles in *LD+A*:

**LD+A IMPACT**

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought and/or recommended the purchase of Products or Services Advertised</td>
<td>48%</td>
</tr>
<tr>
<td>Visited advertiser’s web site</td>
<td>69%</td>
</tr>
<tr>
<td>Requested additional information from advertiser</td>
<td>34%</td>
</tr>
<tr>
<td>Discussed an ad/article with someone else</td>
<td>63%</td>
</tr>
<tr>
<td>Referral an ad/article to someone else</td>
<td>54%</td>
</tr>
</tbody>
</table>

The average number of readers per copy for the June 2014 issue was 2.0 (1.0 pass-along readers + 1.0 for the subscriber).

“*LD+A* keeps me informed of new products, industry standards, ideas.”

–Lighting Designer, LC, LEED AP BD+C

*Harvey Ad Q Reader Survey, June 2014 issue*

“Love the quality of the articles and array of products presented monthly in this journal.”

–Senior Electrical Engineer & Lighting Designer

*Harvey Ad Q Reader Survey, June 2014 issue*
## LD+A Editorial Calendar 2015

### January

**Light & Health/IES Progress Report**
11/20/14 11/25/14
Ad close Material close

**February**

**Hospitality & Restaurant Lighting**
12/19/14 12/30/14
Ad close Material close

### March

**2015 Lighting Equipment & Accessories Directory Issue**
1/21/15 1/28/15
Ad close Material close

*Bonus Distribution: Single copies & shows throughout the year. Directory entries deadline: January 6, 2015*

### April

**LIGHTFAIR Preview**
2/10/15 2/17/15
Ad close Material close

*Bonus Distribution: LIGHTFAIR 2015 Pre-registrants.*

### May

**Office Lighting**

**Free Advertiser Research – 2015 Ad-Q Study**
2/18/15 2/25/15
Ad close Material close

*Exclusive Distribution: LIGHTFAIR 2015 Attendees. May issue placed in attendee registration bags.*

### June

**LEDs for Interior Applications**
4/27/15 5/4/15
Ad close Material close

### July

**Controls in an LED World/LIGHTFAIR 2015 Review**
5/26/15 6/2/15
Ad close Material close

### August

**IES Illumination Awards**
6/26/15 7/2/15
Ad close Material close

*Bonus Distribution: IES Annual Conference Attendees. Annual Conference Exhibitors qualify for a Special Advertising Package.*

### September

**Street, Façade & Landscape Lighting/IES Annual Conference Preview**
7/22/15 7/29/15
Ad close Material close

*Bonus Distribution: Street & Area Lighting Conference Attendees. SALC Exhibitors Qualify for a Special Advertising Package*

### October

**Government & Institutional Facilities**
8/21/15 8/28/15
Ad close Material close

*Bonus Distribution: IES Annual Conference Attendees. Annual Conference Exhibitors qualify for a Special Advertising Package.*

### November

**Retail & Merchandise Lighting**
9/25/15 10/2/15
Ad close Material close

### December

**LEDs for Exterior Applications**
10/23/15 10/30/15
Ad close Material close
LD+A ADVERTISING SPACE RATES 2015

BLACK AND WHITE  Effective January 2015 issue

<table>
<thead>
<tr>
<th>Size Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Pg. Spread</td>
<td>$6,905</td>
<td>$6,356</td>
<td>$4,900</td>
<td>$4,650</td>
<td>$4,275</td>
</tr>
<tr>
<td>Full Page</td>
<td>3,130</td>
<td>2,860</td>
<td>2,725</td>
<td>2,410</td>
<td>2,295</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,340</td>
<td>2,085</td>
<td>1,855</td>
<td>1,765</td>
<td>1,700</td>
</tr>
<tr>
<td>1/2 Pg. Spread</td>
<td>3,535</td>
<td>3,105</td>
<td>2,940</td>
<td>2,695</td>
<td>2,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,970</td>
<td>1,765</td>
<td>1,575</td>
<td>1,490</td>
<td>1,455</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>1,435</td>
<td>1,250</td>
<td>1,120</td>
<td>1,060</td>
<td>1,000</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>985</td>
<td>865</td>
<td>785</td>
<td>725</td>
<td>660</td>
</tr>
</tbody>
</table>

*Add $5.00 for 2 color

COLOR  Effective January 2015 issue

<table>
<thead>
<tr>
<th>Size Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Pg. Spread</td>
<td>$7,420</td>
<td>$6,845</td>
<td>$6,335</td>
<td>$6,050</td>
<td>$5,665</td>
</tr>
<tr>
<td>Full Page</td>
<td>4,210</td>
<td>3,905</td>
<td>3,740</td>
<td>3,405</td>
<td>3,280</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3,425</td>
<td>3,110</td>
<td>2,880</td>
<td>2,750</td>
<td>2,685</td>
</tr>
<tr>
<td>1/2 Pg. Spread</td>
<td>5,155</td>
<td>4,705</td>
<td>4,465</td>
<td>4,185</td>
<td>4,075</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,050</td>
<td>2,815</td>
<td>2,595</td>
<td>2,485</td>
<td>2,435</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>2,615</td>
<td>2,305</td>
<td>2,160</td>
<td>2,050</td>
<td>1,985</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2,250</td>
<td>2,040</td>
<td>1,950</td>
<td>1,860</td>
<td>1,825</td>
</tr>
<tr>
<td>2/6 Page</td>
<td>2,070</td>
<td>1,915</td>
<td>1,805</td>
<td>1,720</td>
<td>1,640</td>
</tr>
</tbody>
</table>

COLOR COVER RATES  Effective January 2015 issue

<table>
<thead>
<tr>
<th>Size Unit</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back</td>
<td>$4,685</td>
<td>$4,520</td>
<td>$4,070</td>
<td>$3,795</td>
<td>$3,680</td>
</tr>
<tr>
<td>Inside Front</td>
<td>4,650</td>
<td>4,350</td>
<td>3,905</td>
<td>3,665</td>
<td>3,530</td>
</tr>
<tr>
<td>Inside Back</td>
<td>4,315</td>
<td>4,095</td>
<td>3,750</td>
<td>3,560</td>
<td>3,445</td>
</tr>
</tbody>
</table>

To guarantee placement, a signed insertion order must be received by the ad closing date of each issue. Use the insertion order enclosed in this media kit, or you may go to www.ies.org and download an insertion order from the LD+A media kit area. Advertisers must notify the LD+A office of late arrival of material. Publisher reserves the right to use previous ad materials at the publisher's discretion if new materials are not received by deadline.

LD+A assumes no responsibility for material which has been sent directly to the printer. And, all full page ads sent electronically must include crop marks (CD-ROM, PDF, etc.) and be accompanied by a SWOP (Standards for Web Offset Publications) color proof. LD+A assumes no responsibility for color accuracy in the absence of a color proof.

Frequency discounts apply to ads appearing in 2015 issues. Adjustments will be made at end of contract period if terms are not fulfilled. Advertising schedules composed of mixed space units are entitled to frequency rates.

Covers: Cover positions (except outside front cover) are available upon receipt of insertion order only, on a first-come, first-serve basis. Exception: 12x cover advertisers have first right of refusal. First right expires one calendar week prior to insertion close. These are non-cancelable except upon receipt of written notice up to 15 days prior to closing date.

Positioning: Preferred position (except for covers) add 15% of space rate. Special positions are guaranteed only on a non-cancelable basis. Fractional ads cannot be guaranteed positioning.

CALENDAR SUMMARY 2015

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHTFAIR Attendee Brochure</td>
<td>10/22/14</td>
<td>10/29/14</td>
</tr>
<tr>
<td>January</td>
<td>11/20/14</td>
<td>11/25/14</td>
</tr>
<tr>
<td>February</td>
<td>12/19/14</td>
<td>12/30/14</td>
</tr>
<tr>
<td>March</td>
<td>1/21/15</td>
<td>1/28/15</td>
</tr>
<tr>
<td>April</td>
<td>2/18/15</td>
<td>2/25/15</td>
</tr>
<tr>
<td>May</td>
<td>2/26/15</td>
<td></td>
</tr>
<tr>
<td>LIGHTFAIR Show Directory</td>
<td>2/19/15</td>
<td>2/26/15</td>
</tr>
<tr>
<td>June</td>
<td>4/27/15</td>
<td>5/4/15</td>
</tr>
<tr>
<td>July</td>
<td>5/26/15</td>
<td>6/2/15</td>
</tr>
<tr>
<td>August</td>
<td>6/26/15</td>
<td>7/2/15</td>
</tr>
<tr>
<td>September</td>
<td>7/22/15</td>
<td>7/29/15</td>
</tr>
<tr>
<td>October</td>
<td>8/21/15</td>
<td>8/28/15</td>
</tr>
<tr>
<td>November</td>
<td>9/25/15</td>
<td>10/2/15</td>
</tr>
<tr>
<td>December</td>
<td>10/23/15</td>
<td>10/30/15</td>
</tr>
</tbody>
</table>

LD+A assumes no responsibility for ad accuracy if the material closing deadline is not met. LIGHTFAIR Brochure and Directory advertisers must be 2015 exhibitors to advertise.
### AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Specification</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>15”</td>
<td>9 7/8”</td>
</tr>
<tr>
<td>2 Page Spread Bleed*</td>
<td>16 1/2”</td>
<td>11 1/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/8”</td>
<td>9 7/8”</td>
</tr>
<tr>
<td>Full Page Bleed**</td>
<td>8 3/8”</td>
<td>11 1/8”</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>4 1/2”</td>
<td>9 7/8”</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>15 1/8”</td>
<td>5 5/8”</td>
</tr>
<tr>
<td>1/2 Page Spread Bleed***</td>
<td>16 3/4”</td>
<td>5 7/8”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3 7/8”</td>
<td>9 1/2”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4 1/2”</td>
<td>7 3/8”</td>
</tr>
<tr>
<td>3/4 Page Square</td>
<td>4 1/2”</td>
<td>9 1/2”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 7/8”</td>
<td>4 7/8”</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2 1/8”</td>
<td>4 3/4”</td>
</tr>
</tbody>
</table>

*Trim size 16 1/4” x 8 1/8” **Trim size 8 1/8” x 10 7/8” ***Trim size 16 1/4” x 5 3/8”

**Safety Factor:** Allow 1/2” from trims for live matter.

**Column Size:** Two Column Page—width 3 3/8” maximum; depth 9 7/8” maximum. Three Column Page—width 2 1/8” maximum; depth 9 7/8” maximum.

**Photos:** Set the CMYK limit to 300% max. To do this, open the image in Photoshop, and in the edit menu select “Color Settings”. In the “Color Settings” window, select (at the top) “North America Prepress 2”. Saving images with this setting will ensure that your photographs reproduce best in the magazine.

**Halftones:** 150 line screen.

**Materials:** Electronic formats are preferred for all advertising materials. PDF: High resolution, 300 dpi, fonts embedded, CMYK. Files must be distilled in Adobe Acrobat (Press Optimized).

**InDesign:** This is the preferred layout program. Use Package function to assemble the document and artwork on disk. Fonts must be included. LD+A accepts Adobe InDesign files converted into PDF format. However, it is recommended that you convert all fonts to paths when exporting.

**Adobe Illustrator:** Convert Illustrator files to CMYK, EPS files. Type must be converted to create outlines.

**Photoshop:** Please save documents as EPS or tiff. Supply images/scans as 300 dpi. Images must be in CMYK or GRAYSCALE. JPEGs are not acceptable. Click on “No JPEG compression” when saving. Contact us if you need any specific information regarding requirements.

**Color Ads:** A SWOP (Standard for Web Offset Publications) color or a laser color progressive proof must accompany all color ads. If it is not provided there will be an additional charge of $40 for LD+A to create one. In the absence of initial proof, quality decisions will be made by LD+A. LD+A assumes no responsibility for color accuracy without a SWOP color proof.

**Colors Available:** 4 color process (CMYK), Pantone, Metallic.

**Ad Design:** For an additional charge, LD+A staff will provide design services.

**Storage:** Materials will be stored for 1 year, then destroyed unless advertiser advises otherwise.

**Printing:** Web fed offset, covers are sheet fed offset.

**FTP Instructions:** Contact Leslie Prestia: 212-248-5000, ext. 111, or lprestia@ies.org

**INSERTS**

Preprinted inserts furnished ready for binding. Advance samples must be provided. Can include CDs and brochures. Polybags available on a case-by-case basis. Please check with your sales representative.

**Size:** Maximum 8 3/8” x 11 1/8”; spreads 16 1/4” x 11 1/8” untrimmed. Allow for trimming 1/8” from binding edge and 1/4” from outside edges.

**Weight:** Max. 100 lbs./Min. 70 lbs.

**Rates:** Black & white space rates apply, except: four-page insert deduct 20%; eight-page insert deduct 40%; additional, inquire. Back-up charges: $385 per page for magazine inserts; for polybag inserts, please inquire. Frequency insertion rates apply.

**Production Costs:** Extra charges for preparation necessary on an advertisement or insert will be billed to the advertiser. These charges could include redesigning, typesetting, copy changes, retouching, make-up, strip-ins, camera work on photos or negatives, paper, or special handling. Additional charges may apply if the ad contains more than one high-resolution four color image or if the files are formatted incorrectly.

Publisher does not guarantee changes, alterations, or copy corrections on material received after closing date.
SPECIAL ADVERTISING OPPORTUNITIES

LIGHTING EQUIPMENT & ACCESSORIES DIRECTORY

The March issue of LD+A publishes the most comprehensive manufacturer's directory in the lighting industry. The print version of the Lighting Equipment & Accessories Directory in LD+A also appears online at www.ies.org/manufacturers/ giving your company expanded exposure throughout the year.

A Basic company listing: FREE, print & online. Entry deadline: January 6, 2015

Rates for enhanced listings (print and online):
- **Bold Listing:** $130
- **Company Logo:** $230
- **Bold & Logo:** $285

**Extra option:** Add a link to your company home page in your online listing: $210 per year

For banner ad placement in the Directory, see page 14.

PRODUCTS & LITERATURE

Each month, LD+A’s Products & Literature section highlights the newest and most exciting products.

To be considered for a free listing, simply send a press release and photograph (300 dpi, 4C tiff is best) of your most innovative new product(s) to LDA@ies.org (email preferred). Subject Line: New Products/LD+A

If by mail:
LD+A, Associate Editor
120 Wall Street, 17th Floor
New York, NY 10005-4001

NEW PRODUCT GALLERY

- Features new products and technologies
- Available in the March Lighting and Equipment Accessories Directory issue or LIGHTFAIR Show Directory

**Ad size:** ¼ page in full color

**Rate:** $1060 (net dollars)

Includes production, type and color. Simply send a color photograph of the product and a brief 50 word description. LD+A staff prepares the ad.

CLASSIFIED & PROFESSIONAL ADVERTISEMENTS (IN PRINT)

Classified ads are non-commissionable.

**Employment Opportunities:** Restricted to notices of available or desired employment. Copy will be typeset. Maximum 30-35 letters or spaces in each line.

**Rates:** First line in boldface: $26, each additional line $15. Bordered Ad: $20

Any classified advertisement containing artwork, logo, etc. is available in 1/6, 1/4, 1/3, and 1/2 size page. Agency discount is applicable to Display Classified Ads and are offered at regular rates.

Classified employment advertisements in LD+A (print only) are FREE to IES Sustaining Members. Maximum of 2 employment ads in a given issue with a maximum of 17 typeset lines (plus heading) per ad.

**Professional Services Ads:** Restricted to professional engineering, design or consulting services. Copy will be typeset.

<table>
<thead>
<tr>
<th>Rate per # of ads</th>
<th>Dimensions: 2 7⁄8” x 1 1⁄2”</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$140</td>
</tr>
</tbody>
</table>

Contact Leslie Prestia for more information about classified/professional advertisements at lprestia@ies.org

IES ONLINE CAREER CENTER

Post your job at: http://careercenter.ies.org

**Rates:** $250/month for IES Members; $350/month for non-members

IES ANNUAL CONFERENCE PREVIEW ISSUE

September 2015
The September issue is distributed at the IES Street and Area Conference. Plus, the issue carries all the scheduling information for the IES Annual Conference.

IES ANNUAL CONFERENCE
November 2015, Location TBD

Hundreds of lighting professionals gather at the IES Annual Conference to learn about the latest developments and advances in the industry. Visit www.ies.org/ac

IES STREET & AREA LIGHTING CONFERENCE (SALC)
October 4-7, 2015, Savannah, GA

The only conference of its kind.
Visit www.ies.org/salc

20% discount on print ads to exhibitors

<table>
<thead>
<tr>
<th>SALC</th>
<th>IES Annual Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>IES Annual Conference</td>
</tr>
</tbody>
</table>

Contact Valerie Landers about sponsorship opportunities at vlanders@ies.org
LIGHTFAIR INTERNATIONAL
MAY 5-7, 2015 NEW YORK, NY

LD+A is the official show magazine of LIGHTFAIR International. LD+A issues related to LIGHTFAIR:
• April preview, mails to pre-registrants. Exclusive distribution to LD+A only.
• May show issue, distributed in showbags
• July post event review, covers show highlights

LIGHTFAIR INTERNATIONAL 2015 ATTENDEE BROCHURE
Attendee Brochure Special Offer: 50% Off
• Requires at least one (1) four-color, full or half-page ad in a 2015 LIGHTFAIR related issue of LD+A: April, May or July
• Full or half (horizontal) page only and of equal or larger size and color to the LD+A ad
• Discount applies to your earned rate (per your insertion schedule)
• Must be 2015 LIGHTFAIR exhibitor to advertise
• Regular LD+A rates apply (p. 10) if not a special offer participant.

LIGHTFAIR INTERNATIONAL 2015 SHOW DIRECTORY
The Show Directory and the May issue have exclusive distribution in the Showbag to LIGHTFAIR attendees (24,000+). Must be a 2015 exhibitor to advertise.

Complimentary Counter Cards: Advertisers in LD+A LIGHTFAIR Show Directory, or the May 2015 issue of LD+A that have registered as exhibitors by press date will receive a complimentary laminated counter card to display at the show.

LIGHTFAIR INTERNATIONAL 2015 SHOW DIRECTORY ADVERTISING SPACE RATES

<table>
<thead>
<tr>
<th>Size Unit</th>
<th>BW*</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>$6,730</td>
<td>$8,325</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>n/a</td>
<td>5,570</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>n/a</td>
<td>5,345</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>n/a</td>
<td>5,050</td>
</tr>
<tr>
<td>Full Page</td>
<td>3,545</td>
<td>4,675</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>2,785</td>
<td>3,920</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,260</td>
<td>3,390</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,615</td>
<td>2,750</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,365</td>
<td>2,500</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>1,110</td>
<td>2,250</td>
</tr>
</tbody>
</table>

*Add $510 for 2 color

Special Offer: 50% off the earned advertising rates (per your insertion schedule) in the Show Directory for LD+A advertisers appearing in both the April and May issues.
Show Directory offer applies to LD+A ads of equal size and color. Or, advertise in the Show Directory only at other special rates.

Show Directory ad specifications are the same as LD+A. Your booth number can be stripped into your advertisement upon request.
DIGITAL ADVERTISING

BANNER ADVERTISEMENTS
Banner ads give you an audience of leading lighting professionals for an entire month at a low price. There are a variety of web site page options:

- Awards
- About IES
- Member Services
- LD+A hot topics
- Lighting Equipment + Accessories Directory

Placement is on a first-come, first-served basis. To track flash ads, you must contact Eric Mendoza at emendoza@ies.org.

Full site average monthly traffic:

- 22,790+ unique visitors
- 97,680+ page views

June 1, 2013-June 30, 2014 using Google Analytics

**Left Panel Skyscraper**
A unique banner ad on the IES website is the Left Panel Skyscraper position (see screen shot to the right). It appears on every page of the website except the home page. This skyscraper banner ad is the best the IES has to offer. For a very reasonable rate, your ad receives a very large number of impressions each month.

The Left Panel Skyscraper has two positions: top and bottom. (Positions not rotated). The rate for the bottom position is discounted from the top position. See the chart below for details.

**Banner Ad Submissions:** Contact Leslie Prestia, IES, 120 Wall Street, 17th Floor, New York, NY 10005, 212-248-5000 , ext 111, or email lprestia@ies.org.

---

### 5% Discount: One Print* + One Digital

<table>
<thead>
<tr>
<th></th>
<th>LD+A e-Report</th>
<th>Banner Ad</th>
<th>Left Panel Skyscraper</th>
<th>LD+A Digest</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency</strong></td>
<td>15 issues</td>
<td>monthly</td>
<td>monthly</td>
<td>on demand</td>
</tr>
<tr>
<td><strong>Insertions</strong></td>
<td>6x/yr. max.</td>
<td>N/A</td>
<td>N/A</td>
<td>6x/yr. max.</td>
</tr>
<tr>
<td></td>
<td>3 consecutive max</td>
<td></td>
<td></td>
<td>3 consecutive max</td>
</tr>
<tr>
<td><strong>Horizontal</strong></td>
<td>633 x 80 pixels horizontal</td>
<td>665 x 60 or 468 x 60 horizontal</td>
<td>240 x 400 vertical</td>
<td></td>
</tr>
<tr>
<td><strong>Pixel Size</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reach</strong></td>
<td>Avg. 38,000+/month</td>
<td>varies by page</td>
<td>Avg. 81,537/month</td>
<td>26,000+/month</td>
</tr>
<tr>
<td><strong>Close Date</strong></td>
<td>15th of prior month</td>
<td>whenever start date</td>
<td>whenever start date</td>
<td>15th prior month</td>
</tr>
<tr>
<td><strong>Reporting</strong></td>
<td>Emails sent, open rate</td>
<td>page views, ad clicks</td>
<td>page views, ad clicks</td>
<td>Emails sent, open rate</td>
</tr>
<tr>
<td><strong>Materials Date</strong></td>
<td>1st of month</td>
<td>1 week prior</td>
<td>1 week prior</td>
<td>1st of month</td>
</tr>
<tr>
<td><strong>Monthly rate</strong></td>
<td>1x $6,450</td>
<td>1 month: $525</td>
<td>1x $1890</td>
<td>1x $390</td>
</tr>
<tr>
<td></td>
<td>3x $1850</td>
<td>6 months: $2830</td>
<td>3x $1520</td>
<td>3x $1250</td>
</tr>
<tr>
<td></td>
<td>6x $5,450</td>
<td>1 year: $4,650</td>
<td>6x $1430</td>
<td>6x $1180</td>
</tr>
<tr>
<td><strong>One Print + One Digital (applies to both)</strong></td>
<td>5% off net</td>
<td>N/A</td>
<td>5% off net</td>
<td>5% off net</td>
</tr>
</tbody>
</table>

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*Banner ads: JPG or GIF file formats; 40 KB max. Video: Advertisers to supply url link to video source. Approx 40 seconds or less. Agency discount applies to all. Free banner ad option to full page print advertisers. *One full page color print ad and one digital ad: LD+A e-Report, LD+A Digest or left panel skyscraper ad.

---

**Top Banner ad**

**Bottom Banner ad**

**Left Panel Skyscraper ads**
**LD+A e-REPORT**

Now in its fourth year, the LD+A e-Report allows advertisers to reach the broadest audience of IES members and non-members.

**Audience:** 38,000+ lighting professionals (including IES members)

**Frequency:** Monthly, + 3 special issues (LIGHTFAIR, IES Annual Conference and Street and Area Lighting) broadcasts mid-month

**Content:**
- Industry news, new products announcements with photo, one longer item on a “hot” Industry Trend, and a preview of the next issue of LD+A
- **NEW:** videos of designer projects
- One Exclusive Sponsorship Available per Newsletter
- File Format: JPG or GIF

---

**NEW! LD+A DIGEST**

Put your video content in front of influential buyers and specifiers from the architectural lighting and street/roadway markets.

Our on-demand LD+A Digest e-newsletter combines sponsored video with packaged LD+A content to reach this crucial audience.

**Audience:** 26,000+ (excludes IES members)

**Frequency:** on demand, no more than 1/month

**Content:**
- 2 full length articles, 2 columns from LD+A
- One Exclusive Sponsorship per Digest issue
- Sponsorship file format: Video
GENERAL INFORMATION

Discount & Payment Terms
A 15% commission is allowed to recognized advertising agencies on space, color and position—not allowable for reprints, classified ads, and product gallery ads.

Billing Information
The following payment policies will be strictly enforced:
Payment acceptable only in U.S. currency, drawn on a U.S. bank. Payment of invoices is required within thirty (30) days from receipt of invoice. Timely payment is appreciated. Agency discount will be forfeited if not paid within 30 days. All past due invoices are subject to a finance charge equal to 1.5% per month (18% APR) of outstanding balance.
Creditor reserves the right to employ a collection agency and/or attorneys to collect past due charges; therefore, such accounts will be subject to a reasonable attorney/collection fee equal to twenty percent (20%) of the outstanding balance.
All past due invoices will be subject to “short rate.” Any past due invoice will be recalculated to the higher amount due for the frequency actually printed. “Short rate” adjustments also apply to subsequent reductions in ad frequency agreements.

Publication & Closing Dates
No cancellations or changes in orders accepted after closing dates. Publisher reserves the right to use previous ad materials at the publisher’s discretion if new materials are not received by deadline. See page 9 for close dates.

General Policy
All advertising is subject to approval. Publisher reserves the right to reject any advertisement considered unacceptable.
The advertiser agrees to indemnify and hold harmless the publisher, its officers, or employees against any and all claims and/or expenses resulting from the unauthorized use in, or in connection with, this advertising, or any name, photograph, sketch, or words protected by patents, copyright, or trademark registration.
The publisher is not responsible for errors in the advertiser’s index. IES reserves the right to change any rate or provision upon notice.

Ad materials
Send all advertising materials and instructions including contracts, insertion orders and other correspondence to:
Leslie Prestia
LD+A Advertising Department
120 Wall Street, 17th Floor
New York, NY 10005-4001
Phone: 212-248-5000, ext. 111;
Fax: 212-248-5017/5018;
Email: lprestia@ies.org [advertising]
ptarricone@ies.org [editorial]

Reprint Services
For LD+A reprints or PDFs (for website postings) contact Leslie Prestia (see above).

LD+A SUBSCRIBER MAILING LIST
LD+A’s mailing list consists of the IES membership. All mailings subject to approval. Minimum requirement: 5,000 names. For more information and contact Leslie Prestia (see above).
JOIN OUR GROWING LIST OF ADVERTISERS

ABS Lighting
AC Electronics
Acclaim Lighting
Acuity Brands
AEI Lighting
ALANOD
Alera Lighting
Almeo
ALP Lighting
American Bright Lighting, Inc
American Greenpower
American Illumination
Amerlux Lighting Solutions
Anaren
ANP
Apogee Translite
Architectural Area Lighting
Aurora Light
Autani
Baltin Associates
Beta-calco
BK Lighting
Bock Ltg
Cable Grippers
Canadian Standards Assoc
Carclo Technical Plastics
Civilight
Color Kinetics
Columbia Lighting
Contrast Lighting
Cooledge Ltg
Cree
Crestron
Crico Lighting
CSA Group
CSL
Dainolite
Dialight
Dialux
Differential Energy Global
DMF Lighting
Dow Corning
 Eaton Cooper
Ecosense
Edison Opto
Eiko Ltd
EldoLED America
ERG Lighting
Everlast Lighting
Everlight Electronics Co., Ltd
Eye Lighting
Finelite
Focal Point
Fulham Inc
Full Spectrum Solutions
Future Electronics
Future Lighting Solutions
FX Luminaire
GE Appliances and Ltg
GE Lightech
GE Lighting Solutions
Generation Brands
Gigahertz-Optik
Global Lighting
Global Lighting Technologies
Green Creative
Harvard Engineering
Hatch Lighting
Heatron
HEP Group USA Inc
Honeywell, E-mon
Ilex
Illumitex
Insight Lighting
Intelligent Illuminations
Intense Lighting
InterTek
Iota Engineering
Junco Lighting
Kanepi Innovations
Kenall Manufacturing
Kim Lighting
King Luminaire/Stresscrete
KMW Giga Tera
Konica Minolta Photo Imaging
Kumho Electric
Labsphere
Lambda Research Corp
Landscape Forms
Leader International
LEDirect
LEDtronics
Lee Filters
Leotek Electronics Corp
LG Electronics
Light Forms
Light Lab Intl
Light laboratory
Lightfair International
Lighting Analysts, Inc.
Lighting Science Group
Lightolier
Ligman Lighting
Litecontrol
Lithonia
Lithonia Lighting Industrial & Emergency
LSI Industries
Lucifer Lighting Company
Lumca Inc
Lumenetix
Lumenoptix
Lumenpulse
Luminis
Lutron Electronics
Luxim
Maxlite
Mechoshade
Mechosystems
Meteor-Lighting
MP Lighting
MST SSL
Nedap Power Supplies
Neptun Light
Nichia America
Nora Lighting
NoUVIR Research
Osram Sylvania
Panasonic Lighting Div.
Paramount
Pathway the Lighting Source
PCO-Tech
Peerless Lighting
Pepco and Delmarva
Pexco
Philong
Philips Emergency Lighting
Philips Ledalite Products
Philips Lighting
Philips Lumec
Philips Roadway Lighting
Phoenix Products
Pinnacle Lighting
PLC Multipoint
QSSI Lighting & Electrical Products
RAB Lighting
Rambusch Lighting
Relume
Renova Lighting Systems
Rize Enterprises
Robertson Worldwide
Samsung
Samsung LED
Self Electronics
Seoul Semiconductor
Sesco Lighting
SGF Associates
Shat-r-shield
SLP Lighting
Solas
Spectrum Lighting
SPI Lighting Inc
Spring City
Steinel
Sternberg Lighting
TCP
Tech Lighting
TEKA Illumination Inc
Tempo Industries
The Cooke Corporation
The Pompeo Group
Thomas & Betts
Times Square Lighting
Toshiba
UL
UL Verification
Ultrasave Lighting Ltd
Underwriters Laboratories
University of Colorado
University of Colorado at Boulder
USAI
Venture Lighting International
Verbatim
Virginia Optoelectronics
Visa Lighting
Visionnaire
Vista Professional
Outdoor Lighting
Volume Lighting
WAC Lighting
Waldmann Lighting
Watt Stopper
Westpac LED Lighting
Winona Lighting
YS Lighting
SUBMITTAL INFORMATION

Send all materials to:
Leslie Prestia, Advertising Coordinator
LD+A Magazine
120 Wall Street, 17th Floor
New York, NY 10005-4001
212-248-5000 ext. 111
212-248-5017/18 (fax)
No cancellations will be accepted after the closing date.

LD+A MAGAZINE

William Hanley, CAE
Publisher
Paul Tarricone
Editor/Associate Publisher
Samantha Schwirck
Associate Editor
Leonora Desar
Assistant Editor
Samuel Fontanez
Senior Art Director
Petra Domingo
Art Director
Clayton Gordon
Marketing Manager
Leslie Prestia
Advertising Coordinator
Eric Mendoza
Senior Web Producer

LD+A ADVERTISING

NORTHEAST/ MID-ATLANTIC

Mac McKay
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320
805-410-7395
805-490-7420 (cell)
805-375-5282 (fax)
mac.mckay@sagepub.com
States serviced: CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, VA, VT, Wash DC

SOUTH/MIDWEST

Bill Middleton
Middleton Media
561 Robin Lane
Marietta, GA 30067
770-975-9190
770-565-7013 (fax)
midmedia@aol.com
States serviced: AL, AR, FL, GA, IA, IL, IN, KS, KY, LA, MI, MN, MO, MS, ND, NE, OH, OK, SC, SD, TN, TX, WI, WV and Eastern Canada

WEST

Amy Hakim
Mohanna Sales
Representatives
305 W. Spring Creek Pkwy
Building C, Suite 101
Plano, TX 75023
214-291-3657
972-985-8069 (fax)
amy@mohanna.com
States serviced: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, and Western Canada

PHOTO CREDITS

Front Cover:
(Left to Right):
1. Baldwin Auditorium Renovation, Duke University
Designers: Francesca Bettridge, Michael Herrera, Nino Wattanachote, Glenn Fujimura – Cline Bettridge Bernstein Lighting Design, Inc.
Pfeiffer Partners Architects
Photo: C. Ray Walker, Christopher Payne, Bill Murray
2. Lobby at First National Building
Designers: Lindsay Mehberg, Dario Bantic – Peter Basso Associates, Inc.
Jaime Lyn Neher, Bob McLean – Neumann/Smith Architecture
Sandra Olive-Sabbagh – College for Creative Studies
Photo: Justin Macunochie Photography LLC, Melissa Price, Jack Johnson, Lindsey Mehberg
3. Spaulding Rehabilitation Hospital
Designers: Susannah Zweighaft – AKF Group Lighting Design;
Claudia Saavedra
Photo: ESTO/David Sundberg
4. Cherriots
Designer: Daren Vandeberg – Reyes Engineering
Photo: Loren Nelson
Inside Front Cover:
MIT Barker Engineering Library Reading Room
Designers: Julie Rose, Jeffrey Sladen – Sladen Feinstein Integrated Lighting Inc.
Photo: Sebastian Racicot – Lumenpulse
Page 7: Mariinsky II Theatre
Designers: Ian Luh, Rebecca Ho-Dion, Wally Elly – Consultant Lighting Consultants/CEC
A.J. Diamond, Gary McCloskey, Michael Treacy – Diamond Schmitt Architects
Photo: Tim Griffith
Page 8: City Performance Hall
Designers: Robert Shook, Maureen Mahr, Jennifer Curtis, Kimberly Corbett-Oates – Shuler Shook
Photo: Justin Terween, Nick Merrick/Hedrich Blessing
Pages 16-17: Lobby at First National Building
Designers: Lindsey Mehberg, Dario Bantic – Peter Basso Associates, Inc.
Jaime Lyn Neher, Bob McLean – Neumann/Smith Architecture
Sandra Olive-Sabbagh – College for Creative Studies
Photo: Justin Macunochie Photography LLC, Melissa Price, Jack Johnson, Lindsey Mehberg
Backcover: University of Baltimore Angels Law Center
Designers: Megan Morin, Scott Guestner, Kent fishes, Mitch Johnson – MCLA Inc.
Photo: Prakash Patel Photography

2014 IES Illumination Awards recipient