



LD+A

LIGHTING DESIGN + APPLICATION

2017 MEDIA KIT



Reach influential decision makers
who light the world



THE MAGAZINE OF THE ILLUMINATING ENGINEERING SOCIETY OF NORTH AMERICA

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WHO WE ARE

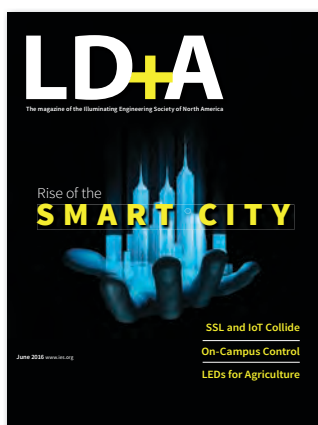
LD+A (Lighting Design and Application) authoritatively reports, in a comprehensive manner, the latest technical developments, industry trends and news of the lighting industry.

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.

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 dedicated and inquiring readership. 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.

ADVERTISING OPPORTUNITIES AT A GLANCE



PRINT

LD+A Magazine

LIGHTFAIR International
Directory and Brochure



DIGITAL

Banner Ads on new
IES website



SPONSORSHIPS

LD+A e-Report
and LD+A e-Digest

NEW IN 2017

LD+A Digital Cover Wrap

2017 Jobs Report in association
with The Pompeo Group

- Gold Sponsor (Exclusive):
2 full page print ads +
e-Report Sponsorship: \$15,000
- Silver Sponsor (2 available):
2 full page print ads \$8,400
- Bronze (2 available):
one full page print ad \$4,200

All sponsors to be recognized
with logos on careercenter.ies.org

**“I appreciate the mix of design
related articles and technical ones.”**
—Director, Optical Design and Services
Harvey Ad-Q Reader Survey, April 2016 issue

BE SEEN IN AN AWARD-WINNING MAGAZINE



Gold EXCEL Award in the “General Excellence Category”, 2016, from the *Association Media and Publishing*



The Big 95 - *LD+A* makes the list of most acclaimed business-to-business magazines worldwide, 2016 *Trade Association Business Publications International TABBIE Awards*

Bronze EXCEL Award in the “General Excellence Category”, 2015, from the *Association Media and Publishing*

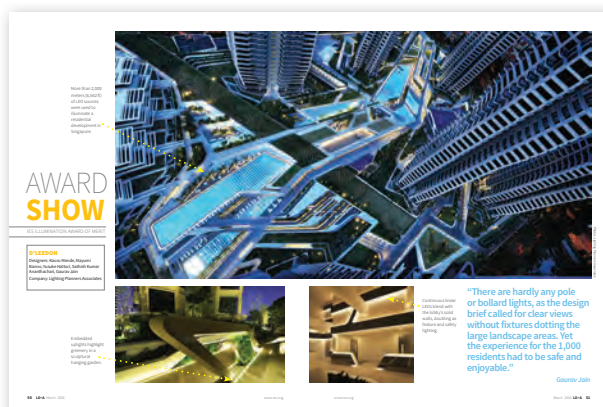
Honorable Mention in the “Best Single Issue” category (February 2014), 2015 *Trade Association Business Publications International TABBIE Awards*

Honorable Mention in the “Best Single Issue” category (October 2013), 2014 *Trade Association Business Publications International TABBIE Awards*

Bronze Award in the “Special Section” category, 2013 *Trade Association Business Publications International TABBIE Awards*

Silver Award in the “Professional Society Magazine” category, 2012 *Association Trends All-Media Contest*

Gold Award in the “Professional Society Magazine” category, 2010 *Association Trends All-Media Contest*



Each *LD+A* monthly issue features a unique theme such as:

- LED applications
- emerging technologies
- retail lighting
- office lighting
- hospitality lighting
- street, facade, and landscape lighting

2017 Editorial Calendar (see p. 9)

COLUMNS & DEPARTMENTS

Rotating columns by leading experts on:

- 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 year-round)
- LIGHTFAIR 2017 preview issue – April
- LIGHTFAIR 2017 Show Directory
- Plus belly band that wraps around Directory and May issue. (see p. 13)
- IES Illumination Awards – August

LD+A READER PURCHASE INFLUENCE

The average LD+A subscriber has, purchased, specified and/or recommended an average of **\$1,625,977.78** in products over the last year.

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


\$5 million +

22%

A horizontal bar chart with a yellow arrow-shaped segment on the left representing 22% of the total, and a grey segment on the right representing the remaining 78%.

\$1-5 million

32%

A horizontal bar chart with a teal arrow-shaped segment on the left representing 32% of the total, and a grey segment on the right representing the remaining 68%.

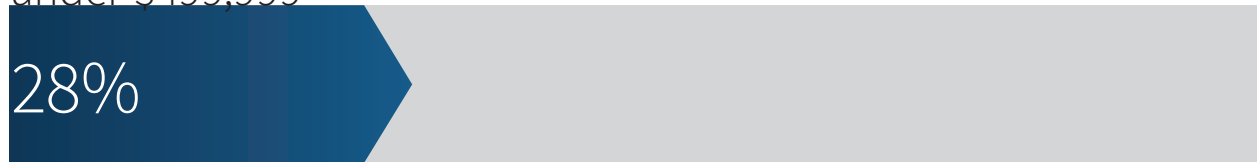
\$500,000-\$999,000

13%

A horizontal bar chart with a yellow arrow-shaped segment on the left representing 13% of the total, and a grey segment on the right representing the remaining 87%.

under \$499,999

28%

A horizontal bar chart with a dark blue arrow-shaped segment on the left representing 28% of the total, and a grey segment on the right representing the remaining 72%.

5% no response

22% of LD+A subscribers spent or recommended spending over **\$5 million***

32% spent between **\$1 million and \$5 million***

Source: Harvey Ad-Q Reader Survey, April 2016 issue
Total may not equal 100% due to rounding

93% of all respondents reported having purchase influence in one or more of the following categories.

PURCHASE INVOLVEMENT BY PRODUCT CATEGORY

Ballasts & Transformers	68%	Landscape Lighting/Street & Area	61%
Components/Reflectors	43%	LED Lamps/Systems	73%
Controls	75%	Luminaires—General	74%
Daylighting Systems	50%	Maintenance	23%
Decorative Sconces/Chandeliers/		Meters	21%
Cove Lights/Pendants	55%	OLED	20%
Exit Signs/Emergency Lighting/Handrails	54%	Plasma Lighting	11%
Fiber Optic & Remote Source Lighting	32%	Software	25%
Fluorescent Systems	69%	Task Lights/Table Lights	46%
HID Systems	66%	Track Lights/Wallwashers/Accent Lights	59%
Incandescent Systems	52%	Troffers/Commercial Recessed	
Lamps—General	66%	Downlights/Surface Fixtures	64%

Source: Harvey Ad-Q Reader Survey, April 2016 issue

PURCHASE INVOLVEMENT BY PRACTICE AREA

Commercial/Office	79%	Industrial Lighting	59%
Education	65%	Museums/Exhibits	47%
Entertainment/Theater	38%	Outdoor/Public Spaces	71%
Government	62%	Retail	63%
Healthcare	58%	Residential	48%
Hospitality	57%	Roadways	46%
Houses of Worship	48%	Sports	40%

Source: Harvey Ad-Q Reader Survey, April 2016 issue

JOB FUNCTIONS

President, Partner, Owner, Corporate Officer	19%
General Manager/Project Manager/Product Manager/Product Engineer	16%
Lighting Designer, Interior Designer/Consultant	21%
Engineer/Architect (registered, electrical, lighting)	23%
Other (Specifications Director Project Development, Lamp Designer, Research Project Engineer, General Plant Manager, Sales, Facility Mgr., etc.)	19%

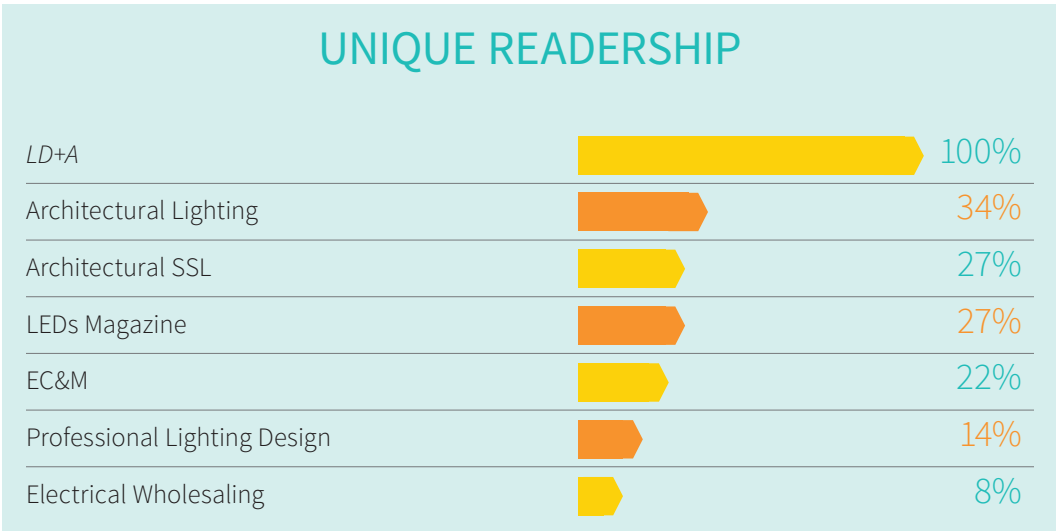
Total may not equal 100% due to rounding

“Very useful for keeping up with what’s happening in the lighting industry, including interesting designs, new science, opinions, etc.”

—Dir. of Customer Education

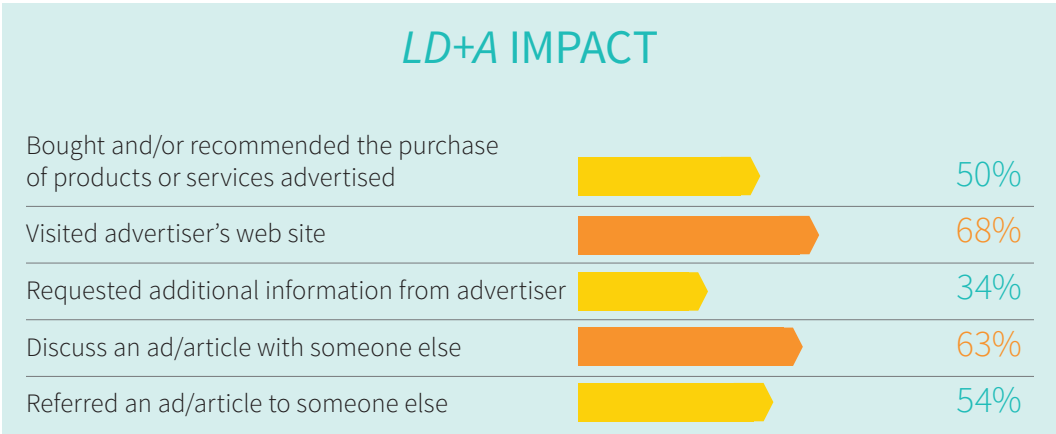
Harvey Ad-Q Reader Survey, April 2016 issue

LD+A has a unique and devoted subscriber base. Of all members surveyed, no more than 34% subscribe to a competing publication.



Source: Harvey Ad-Q Reader Survey, April 2016 issue

92% 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:



Total exceeds 100% due to multiple responses

The average number of readers per copy for the April 2016 issue was 2.0 (1.0 pass-along readers + 1.0 for the subscriber).

“I save many of my LD+A magazines for reference.
I highly respect this publication and look
forward to reading it every month.”

—Specifier

Harvey Ad-Q Reader Survey, April 2016 issue



2016 IES Illumination Awards recipient - Blue Barn by Morrissey Engineering



LD+A EDITORIAL CALENDAR 2017

JANUARY

Museums + Monuments/
2016 IES Progress Report

11/22/16

Ad close

11/29/16

Material close

FEBRUARY

LEDs for Interior Applications

12/22/16

Ad close

12/30/16

Material close

MARCH

2017 Lighting Equipment &
Accessories Directory Issue

01/24/17

Ad close

01/31/17

Material close

*Bonus Distribution: Single copies & shows
throughout the year. Directory entries
deadline: January 6, 2017*

APRIL

LIGHTFAIR Preview

02/17/17

Ad close

02/24/17

Material close

*Bonus Distribution: LIGHTFAIR 2017
Pre-registrants*

MAY

Office Lighting
Free Advertiser Research –
2017 Ad-Q Study

03/10/17

Ad close

03/17/17

Material close

*Exclusive Distribution: LIGHTFAIR
2017 Attendees. Belly band ad wraps
around LIGHTFAIR Show Directory and
May issue (see p. 13)*

LIGHTFAIR 2017

SHOW DIRECTORY

2017 Official On-Site

Show Directory

03/24/17

Ad close

03/31/17

Material close

*Exclusive Distribution: LIGHTFAIR
2017 Attendees. Belly band ad wraps
around LIGHTFAIR Show Directory
and May issue (see p. 13). Advertisers
must be 2017 LFI exhibitors*

JUNE

Retail

04/24/17

Ad close

05/01/17

Material close

JULY

IoT and Connected Lighting/
LIGHTFAIR Review

05/25/17

Ad close

06/01/17

Material close

AUGUST

IES Illumination Awards

06/23/17

Ad close

06/30/17

Material close

*Bonus Distribution: IES Annual
Conference: Annual Conference exhibitors
qualify for special advertising package*

SEPTEMBER

Street, Façade &
Landscape Lighting

07/26/17

Ad close

08/02/17

Material close

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

OCTOBER

Hospitality & Restaurants

08/25/17

Ad close

09/01/17

Material close

NOVEMBER

LEDs for Exterior
Applications/2017 IES Progress
Report

09/27/17

Ad close

10/05/17

Material close

DECEMBER

Government and Institutional
Facilities

10/24/17

Ad close

10/31/17

Material close

**“I love the articles
about completed
projects!”**

—Inside Specification
Sales - Applications

*Harvey Ad-Q Reader Survey,
April 2016 issue*

LD+A ADVERTISING RATES & AD SPECIFICATIONS

BLACK AND WHITE Effective January 2017 issue

Size Unit	1X	3X	6X	9X	12X
2-Page Spread	\$6,140	\$5,580	\$5,095	\$4,835	\$4,360
Full Page	3,255	2,975	2,835	2,505	2,340
2/3 Page	2,435	2,150	1,930	1,835	1,735
1/2 Page Spread	3,675	3,325	3,060	2,805	2,605
1/2 Page	2,050	1,835	1,640	1,550	1,480
1/3 Page	1,490	1,300	1,165	1,100	1,025
1/4 Page	1,215	1,030	965	905	855
1/6 Page	1,025	900	815	755	670

Add \$530 for 2 color

COLOR Effective January 2017 issue

Size Unit	1X	3X	6X	9X	12X
2-Page Spread	\$7,715	\$7,120	\$6,590	\$6,290	\$5,765
Full Page	4,380	4,060	3,890	3,540	3,345
2/3 Page	3,560	3,235	2,995	2,870	2,735
1/2 Page Spread	5,360	4,895	4,645	4,350	4,105
1/2 Page	3,170	2,930	2,700	2,585	2,480
1/3 Page	2,615	2,395	2,225	2,130	2,025
1/4 Page	2,340	2,120	2,030	1,935	1,860
1/6 Page	2,155	1,990	1,875	1,790	1,670

COLOR COVER RATES Effective January 2017 issue

Size Unit	1X	3X	6X	9X	12X
Outside Back	\$4,870	\$4,700	\$4,235	\$3,945	\$3,750
Inside Front	4,835	4,525	4,060	3,810	3,605
Inside Back	4,490	4,185	3,900	3,700	3,515

2 PAGE SPREAD
15 1/4" X 9 7/8"

2 PAGE SPREAD BLEED*
16 1/2" X 11 1/8"

FULL PAGE
7 1/8" X 9 7/8"

FULL PAGE BLEED**
8 3/8" X 11 1/8"

2/3 PAGE
4 1/2" X 9 1/2"

1/3 PAGE
2 1/8" X 9 1/2"

1/2 PAGE SPREAD
15 1/4" X 5"

1/2 PAGE SPREAD BLEED***
16 3/4" X 5 7/8"

1/2 PAGE HORIZONTAL
6 7/8" X 5"

1/2 PAGE VERTICAL
3 7/16" X 9 1/2"

1/6 PAGE
2 1/8" X 4 3/4"

1/4 PAGE
3 7/16" X 4 7/8"

1/2 PAGE ISLAND
4 1/2" X 7 3/8"

1/3 PAGE SQUARE
4 1/2" X 4 1/2"

*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"

To guarantee placement, a signed insertion order must be received by the ad closing date of each issue. 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 2017 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 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. Covers are non-cancelable except upon receipt of written notice no less than 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.

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: CMYK limit 300% maximum

Halftones: 150 line screen

Materials: Electronic formats are preferred for all advertising materials.

PDF: Ads submitted in high resolution (300 dpi) CMYK pdf format, optimized for print, transparencies flattened, crop marks offset 3/8" and all fonts embedded and/or created to outlines.

InDesign: This is the preferred layout program. Use Package function to assemble the document and artwork. Convert all fonts to paths when exporting to PDF.

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

PhotoShop: EPS or tiff formats accepted. Supply images/scans as 300 dpi in CMYK or GRAYSCALE. JPEGs are not acceptable.

Color Ads: A SWOP (Standard for Web Offset Publications) color or a laser color progressive proof must accompany all color ads. 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), Extra charges apply: Pantone, Metallic. Density should not exceed 300%.

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.

Binding: Perfect Binding **Trim Size:** 8 1/8" x 10 7/8"

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

HIGH IMPACT OPPORTUNITIES

Inserts: Can be furnished ready for binding or as PDFs to be printed. Advance samples must be provided for pre-approval. Polybagging decided on a case-by-case basis. Please check with your sales representative for an estimate.

Size: Maximum 8 3/8" x 11 1/8"; spreads 16 3/4" x 11 1/8" untrimmed. Allow for trimming 1/2" from binding edge and 3/8" from outside edges.

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

Rates: For pre-printed inserts, black & white space rates apply. Four-page insert deduct 20%; eight-page insert deduct 40%; additional, inquire. Back-up charges: \$415 per page for magazine inserts; for polybag inserts, please inquire. Frequency insertion rates apply. Inquire with your local rep for estimates to print inserts.

Production Costs: Extra charges may apply to inserts requiring redesigning, corrections, etc.

Belly Band Options: LIGHTFAIR Show Directory + May issue distributed at LIGHTFAIR (see p. 13) and monthly issues mailed to members. Contact your local sales representative.

Publisher does not guarantee changes, alterations, or copy corrections on material received after closing date. See Insertion Order/Advertising Contract in envelope with this Media Kit

SPECIAL ADVERTISING OPPORTUNITIES

LIGHTING EQUIPMENT & ACCESSORIES DIRECTORY

The March issue of *LD+A* appears in print and online (at www.ies.org/manufacturers/), giving your company additional exposure to influential decision makers throughout the year.

A Basic company listing: FREE, print & online.

Entry deadline: January 6, 2017

Rates for enhanced listings (print and online):

Bold Listing: \$135

Company Logo: \$245

Bold & Logo: \$295

Extra option: Add a link to your company home page in your online listing: \$220 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, *Subject Line: New Products/LD+A*

If by mail (email preferred):

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: 1/6 page in full color

Rate: \$1100 (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. *LD+A* formats the ad. Maximum 30-35 letters or spaces in each line.

Rates: First line in boldface: **\$27**; 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 page sizes with agency discount at Display Ad rates (see p. 10). Agency discount is applicable for Display Ads.

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.

Rate per # of ads		Dimensions: 2 7/8" x 1 1/2"		
1X	3X	6X	9X	12X
\$145	\$125	\$115	\$105	\$100

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

June 2017 (tent.)

The June 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

August 2017

Portland, OR

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)

September 10-13, 2017

JW Marriott Austin Hotel, Austin, TX

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

20% discount on print ads to exhibitors

SALC	September
IES Annual Conference	August

Contact Nicole Degirolamo about sponsorship opportunities at ndegirolamo@ies.org

LIGHTFAIR INTERNATIONAL

MAY 7-11, 2017
PHILADELPHIA, PA

LD+A is the official show magazine of LIGHTFAIR International. Issues related to LIGHTFAIR International (LFI):

- April preview mails to pre-registrants.
- May issue + LFI Directory belly banded together and distributed at LIGHTFAIR. Show entrance distribution is exclusive to LD+A only.
- July reviews show highlights.

LIGHTFAIR INTERNATIONAL 2017 ATTENDEE BROCHURE

Attendee Brochure Special Offer: 50% Off

- Requires at least one (1) four-color, full or half-page ad in a 2017 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 2017 LIGHTFAIR exhibitor to advertise
- Regular LD+A rates apply (see p. 10) if not a special offer participant.

LIGHTFAIR 2017 ATTENDEE BROCHURE AD SPECIFICATIONS

Size Unit	width	height
Full Page	8.5"	11"
Full Page w/ bleed	8.75" add 1/8" for bleed on all sides	11.25"
Half Page	8.5"	5.5"
Half Page w/ bleed	8.75"sides add 1/8" for bleed on all sides	5.75"

Full and half page (horizontal) ads only: Please indicate final crop marks, keep all copy/logos within 0.25" of trim size.

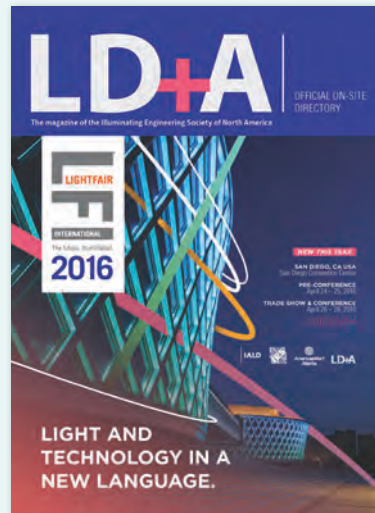
Reservation date: October 5, 2016

Materials close date: October 12, 2016

Mail date: February 15, 2017

LIGHTFAIR BELLY BAND

- Wraps around the LIGHTFAIR Show Directory and May issue
- Exposure to 25,000+ LIGHTFAIR attendees
- \$15,000 (15% discount agency applies) no further discounts. Ad reservation **March 24, 2017**; materials **March 31, 2017**.
- Banded issues distributed at entrance points to the show floor for maximum belly band ad exposure
- Must be 2017 LIGHTFAIR exhibitor to advertise



LIGHTFAIR INTERNATIONAL 2017 DIRECTORY

The Show Directory and the May issue have *exclusive* distribution to LIGHTFAIR attendees (25,000+). Must be a 2017 exhibitor to advertise.

Complimentary Counter Cards: Free to advertisers in LD+A LIGHTFAIR Show Directory, or the May 2017 issue. Must be a 2017 exhibitor by press date to receive a complimentary laminated counter card for booth display.

LIGHTFAIR INTERNATIONAL 2017 SHOW DIRECTORY ADVERTISING SPACE RATES

	BW	Color
2-Page Spread	\$7,000	\$8,660
Outside Back Cover	n/a	5,795
Inside Front Cover	n/a	5,560
Inside Back Cover	n/a	5,250
Full Page	3,685	4,860
2/3 Page	2,895	4,075
1/2 Page	2,350	3,525
1/3 Page	1,680	2,860
1/4 Page	1,420	2,600
1/6 Page	1,155	2,340

*Add \$530 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.

Reservation Close Date: March 24, 2017;

Materials close date: March 31, 2017. Show Directory ad specifications are the same as LD+A. Your booth number can be stripped into your advertisement upon request.

Offer applied only to issue listed above and cannot be applied to other issues of LD+A

DIGITAL ADVERTISING SPONSORSHIPS, BANNER ADS AND VIDEO OPPORTUNITIES



LEADERBOARD AND SKYSCRAPER BANNER ADVERTISEMENTS

Full site (except home page) monthly traffic:

- 15,983+ unique visitors
- 80,870+ page views

August 1, 2015 - July 31, 2016 using Google Analytics

Leaderboard and Skyscraper ads have two positions: top and bottom. The rate for the bottom position is discounted from the top position. See the chart on (see p. 15) for details. Ads rotate with browser refresh.

LD+A E-REPORT

One Exclusive Sponsorship Available per Newsletter.

Audience: 40,000+ lighting professionals (including IES members)

Frequency: Monthly. Broadcasts mid-month, except special issues.

Special Issues:

- 2017 Jobs Report—January (see p. 2)
- *LIGHTFAIR Preview*—one week prior to LIGHTFAIR
- *IES Annual Conference*—one week after the conference
- *Street and Area Lighting*—April

LD+A E-DIGEST

Audience: 40,000+ (includes IES members)

Frequency: On-demand *LD+A Digest* e-newsletter. Broadcasts third week of month. No more than 1 per month

I leave *LD+A* on one of the conference tables at the office and my co-workers love to leaf through it as well. The colorful cover images celebrate the vivacity of lighting design, and that rhetoric draws people in—it makes the generally thick publication a little less intimidating, and a little more engaging...

—Assistant to the Designer

Harvey Ad-Q Reader Survey, April 2016 issue

SPECS FOR DIGITAL ADVERTISING

	LD+A e-Report Sponsorship	LD+A e-Digest Sponsorship	LD+A Digital Edition Wrap
Frequency	16 issues	on demand (limited to one per month)	12 issues
Insertions	6X/yr. max. 3 consecutive max.	6X/yr. max. 3 consecutive max.	6X/yr. max. 3 consecutive max.
Horizontal Pixel Size	600 x 74 pixels	560 x 315 pixels (ad or video)	tentative: 612 x 216 pixels
ReachAvg.:	40,000+/month	40,000+/month	10,000+/month
Close Date	15 th of prior month	15th prior month	15th prior month
Reporting	Emails sent; open rate	Emails sent; open rate	Page View, Ad Clicks
Materials Date	1 st of month	1 st of month	1 st of month
Monthly rate	1X \$6,710 3X 6,085 6X 5,670	1X \$6,710 3X 6,085 6X 5,670	1X \$4,700 3X 4,230 6X 3,995
One Print + One Digital <i>(applies to both)</i>	5% off net	5% off net	5% off net

	Skyscraper Ad	Leaderboard Banner Ad
Frequency	monthly	monthly
Insertions	3 concurrent ads max per position	3 concurrent ads max per position
Pixel Size	300 x 600 or 300 x 250	728 x 90
Reach		
Close Date	1 week prior to first of month	1 week prior to first of month
Reporting	page views, ad clicks	page views, ad clicks
Materials Date	1 week prior	1 week prior
	Top Bottom	Top Bottom
Monthly rate	1X \$2,445 1X \$1995 3X 2,195 3X \$1800 6X 2,070 6X \$1695	1X \$2,445 1X \$1995 3X 2,195 3X \$1800 6X 2,070 6X \$1695
One Print + One Digital <i>(applies to both)</i>	5% off net	5% off net

5% Discount: One Print + One Digital. One full page color print ad and one digital ad.

Banner ads: JPEG or GIF file format. No Flash. 40 KB max.

Video: WMV, MOV, MP4, AVI, MPEGS formats; approx 40 seconds or less. Agency discount applies to all.

For Ad Submissions: Contact your local LD+A Representative (back cover) or contact:

Leslie Prestia, IES, 120 Wall Street, 17th Floor, New York, NY 10005, 212-248-5000, ext. 111 or lprestia@ies.org

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).

JOIN OUR GROWING LIST OF ADVERTISERS

AC Electronics
Acuity Brands
AEI Lighting
ALANOD
Alera Lighting
Almeco
ALP Lighting
American Bright Lighting, Inc
American Illumination
Amerlux Lighting Solutions
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ANP
Architectural Area Lighting
Archipelago Lighting
AuroraLight
Baltin Associates
Beta-calco
BK Lighting
Bock Ltg
Cable Grippers
Canadian Standards Assoc
Carlo Technical Plastics
Civilight

Color Kinetics
Columbia Lighting
Contrast Lighting
Cooledge Ltg
Cree
Crestron
Crioo Lighting
CSA Group
Dainolite
Dalume
Dialight
Dialux
Differential Energy Global
DMF Lighting
Douglas Controls
Dow Corning
Dual Lite
Eaton
Ecosense
Edison Opto
Eiko Ltd
EldoLED America
ERG Lighting

Everlast Lighting
Everlight Electronics Co., Ltd
Eye Lighting
Finelite
Focal Point
Forest Lighting
Fulham Inc
Full Spectrum Solutions
Future Lighting Solutions
FX Luminaire
GE Lightech
GE Lighting Solutions
Generation Brands
Gigahertz-Optik
Global Lighting
Green Creative
Harvard Engineering
Hatch Lighting
Heatron
Honeywell, E-mon
Hubbell Lighting
Illumitex
Insight Lighting

Intelligent Illuminations
Intense Lighting
Iota Engineering
Juno Lighting
Kanepi Innovations
Kenall Manufacturing
Kim Lighting
King Luminaire/Stresscrete
KMW Giga Tera
Konica Minolta Photo Imaging
Labsphere
Lambda Research Corp
Landscape Forms
Leader International
LEDirect
LEDtronics
Lee Filters
Leotek Electronics Corp
Leviton
LG Electronics
Light Forms
Light Lab Intl
Light laboratory



Lightfair International
Lighting Analysts, Inc.
Lighting Science Group
Lightolier
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Litecontrol
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Nichia America
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Panasonic Lighting Div.
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Phoenix Products
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PLC Multipoint
Powersecure Lighting
QSSI Lighting &
Electrical Products
RAB Lighting
Rambusch Lighting

Relume
Renova Lighting Systems
Revolution Lighting
Rize Enterprises
Samsung
Samsung LED
Self Electronics
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Sesco Lighting
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Shat-r-shield
SLP Lighting
Solais
SpecGrade LED
Spectrum Lighting
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Steinel
Sternberg Lighting
TCP
TE Connectivity
Tech Lighting
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The Cooke Corporation
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Times Square Lighting
TYC Lighting
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USAI
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Visionaire
Vista Professional
Outdoor Lighting
Volume Lighting
WAC Lighting
Waldmann Lighting
Watt Stopper
YS Lighting



Lighting Design + Application
120 Wall Street, 17th Floor
New York, NY 10005

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
212-248-5017/5018 (fax)
No cancellations will be accepted
after the closing date.

LD+A MAGAZINE

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Leslie Prestia

Advertising Coordinator

*2016 IES Illumination Awards recipient -
Harbin Grand Theatre Building Lighting by TORYO International Lighting Design Center*

LD+A ADVERTISING

NORTHEAST/MID-ATLANTIC

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SAGE Publications

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RI, VA, VT, Wash DC

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Middleton Media

561 Robin Lane

Marietta, GA 30067

770-973-9190

404-394-7026 (cell)

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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

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Front Cover:

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Harbin Grand Theatre Building Lighting by TORYO International Lighting Design Center
Designers: Dongliang Xu, Guoqiang Zhang, Nailiang Shi,
Zhongbin XU - Beijing Oriental Fuhai Lighting Engineering Design
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Designers: Dongliang Xu, Guoqiang Zhang, Nailiang Shi,
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Photos: Dongliang XU, Li Zhou