

LD+A

LIGHTING DESIGN + APPLICATION

MEDIA KIT 2016

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 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 14.

LD+A Digest

This on-demand e-newsletter allows you to put your video sponsorship ad in front of approximately 26,000 influential buyers and specifiers from architectural lighting and street/roadway markets. See page 15 for more information.

LD+A Video Archive

Articles on lighting projects in LD+A are now enhanced with videos from project designers. Additional videos cover technology and the IES Illumination Awards. Visit: www.ies.org/lda/video.cfm.

BE SEEN IN AN AWARD-WINNING MAGAZINE

Bronze EXCEL Award in the "General Excellence Category", 2015, from the *Society of National Association Publications*

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*





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, Lightemotion, Arup, The Lighting Practice, KGM Lighting, 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 May (also online)—the source for readers to find the right lighting-related products to meet their needs
- LIGHTFAIR 2016 preview issue in March
- LIGHTFAIR 2016 Show Directory—*LD+A*'s "13th issue." Exclusive distribution of the Show Directory and *LD+A* April issue. Belly band ad wraps around Directory and April issue. Distributed to attendees at show floor entrance for maximum belly band ad exposure. (see pg 13)
- IES Illumination Awards in November

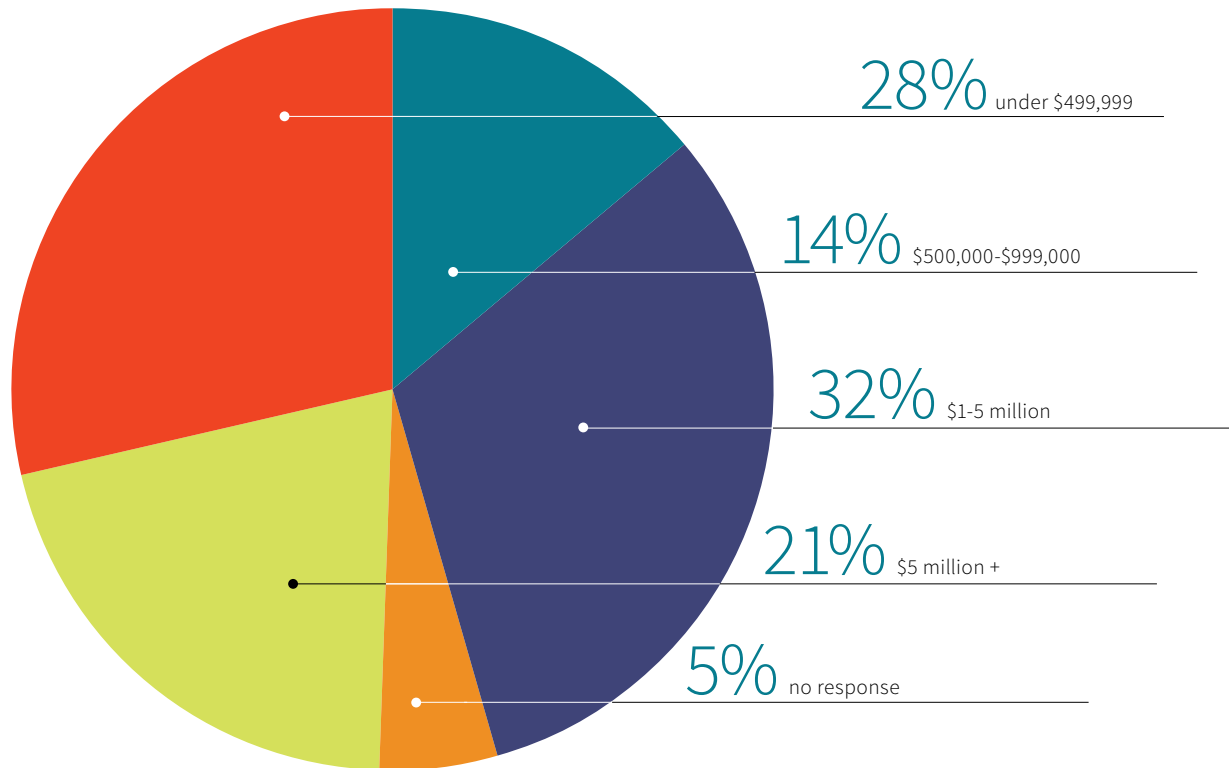
As far as I am concerned *LD+A* is a must for any person involved in lighting. From architects to installers. Lighting geeks like me, review to stay in touch with what Lighting Designers and Specifiers are looking for and then try to give creative solutions.

—Director Of Engineering, Product Development

Harvey Ad Q Reader Survey, May 2015 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*

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

Source: Harvey Ad Q Reader Survey, May 2015 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

Ballasts & Transformers	69%	Fluorescent Systems	70%	Maintenance	24%
Components/Reflectors	44%	HID Systems	68%	Meters	22%
Controls	76%	Incandescent Systems	54%	OLED	22%
Daylighting Systems	50%	Lamps-General	67%	Plasma Lighting	11%
Decorative Sconces/Chandeliers/ Cove Lights/Pendants	55%	Landscape Lighting/Street & Area	61%	Software	26%
Exit Signs/Emergency Lighting/ Handrails	55%	LED Lamps/Systems	71%	Task Lights/Table Lights	46%
Fiber Optic & Remote Source Lighting	33%	LED Luminaires	80%	Track Lights/Wallwashers/ Accent Lights	59%
		Luminaires-General	74%	Troffers/Commercial Recessed Downlights/Surface Fixtures	63%
		Software	26%		

Source: Harvey Ad-Q Reader Survey, May 2015 issue

PURCHASE INVOLVEMENT BY PRACTICE AREA

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

Source: Harvey Ad-Q Reader Survey, May 2015 issue

JOB FUNCTIONS

President, Partner, Owner, Corporate Officer	20%
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

LD+A has great articles and very effectively shows the latest products and applications of them.

By looking through and reading LD+A, I am able to stay up-to-date with lighting and control technologies and have ideas to pitch to my clients for their projects.

—Project Manager,

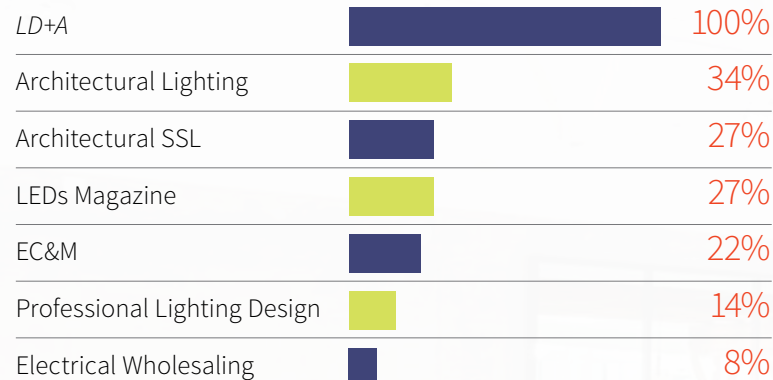
Electrical creative solutions

Harvey Ad Q Reader Survey, May 2015 issue

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

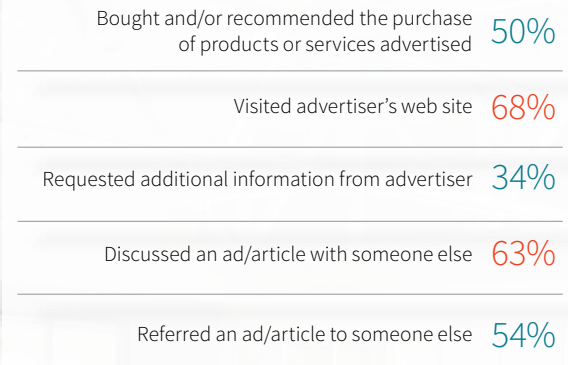
92% of all respondents reported having taken one or
more of the following actions during the past year as a
result of advertisements and/or articles in *LD+A*:

UNIQUE READERSHIP



Source: Harvey Ad-Q Reader Survey, May 2015 issue

LD+A IMPACT



Total exceeds 100% due to multiple responses

The average number of readers per copy for the May 2015 issue was **1.9** (.9 pass-along readers + 1.0 for the subscriber).

"I love your magazine and feel it is the #1 benefit I get from IES membership."

—Designer

Harvey Ad Q Reader Survey, May 2015 issue

**"The magazine can be a great resource when I want to propose a certain type of luminaire to clients.
There are usually good application pictures."**

—Electrical Engineer

Harvey Ad Q Reader Survey, May 2015 issue





LD+A EDITORIAL CALENDAR 2016

JANUARY

Museums + Exhibits/IES Progress Report

11/23/15

Ad close

11/30/15

Material close

FEBRUARY

LEDs for Interior Applications

12/22/15

Ad close

12/30/15

Material close

MARCH

LIGHTFAIR Preview

1/22/16

Ad close

1/29/16

Material close

Bonus Distribution: LIGHTFAIR 2016 Pre-registrants.

APRIL

Office Lighting

Free Advertiser Research – 2016 Ad-Q Study

2/26/16

Ad close

3/4/16

Material close

Exclusive Distribution: LIGHTFAIR 2016 Attendees. Belly band ad wraps around LIGHTFAIR Show Directory and April issue (see p.13).

LIGHTFAIR 2016 SHOW DIRECTORY

2016 Official On-Site Show Directory

3/4/16

Ad close

3/11/16

Material close

Exclusive Distribution: LIGHTFAIR 2016 Attendees. Belly band ad wraps around LIGHTFAIR Show Directory and April issue (see p.13). Advertisers must be 2016 LFI exhibitors.

MAY

2016 Lighting Equipment & Accessories Directory Issue

3/28/16

Ad close

4/1/16

Material close

*Bonus Distribution: Single copies & shows throughout the year.
Directory entries deadline: March 6, 2016*

JUNE

Smart Lighting and Controls

4/29/16

Ad close

5/2/16

Material close

JULY

Government + Institutional Facilities/LIGHTFAIR 2016 Review

5/25/16

Ad close

6/1/16

Material close

AUGUST

Hospitality and Restaurants

6/24/16

Ad close

6/30/16

Material close

SEPTEMBER

Street, Façade & Landscape Lighting/IES Annual Conference Preview

7/27/16

Ad close

8/2/16

Material close

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

OCTOBER

Light + Health

8/25/16

Ad close

9/1/16

Material close

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

NOVEMBER

IES Illumination Awards

9/27/16

Ad close

10/4/16

Material close

DECEMBER

LEDs for Exterior Applications

10/24/16

Ad close

10/31/16

Material close

LD+A ADVERTISING SPACE RATES 2016

BLACK AND WHITE Effective January 2016 issue

Size Unit	1X	3X	6X	9X	12X
2-Pg. Spread	\$5,905	\$5,365	\$4,900	\$4,650	\$4,275
Full Page	3,130	2,860	2,725	2,410	2,295
$\frac{2}{3}$ Page	2,340	2,065	1,855	1,765	1,700
$\frac{1}{2}$ Pg. Spread	3,535	3,195	2,940	2,695	2,600
$\frac{1}{2}$ Page	1,970	1,765	1,575	1,490	1,455
$\frac{1}{3}$ Page	1,435	1,250	1,120	1,060	1000
$\frac{1}{4}$ Page	1,170	990	930	870	840
$\frac{1}{6}$ Page	985	865	785	725	660

*Add \$510 for 2 color

COLOR Effective January 2016 issue

Size Unit	1X	3X	6X	9X	12X
2-Pg. Spread	\$7,420	\$6,845	\$6,335	\$6,050	\$5,655
Full Page	4,210	3,905	3,740	3,405	3,280
$\frac{2}{3}$ Page	3,425	3,110	2,880	2,760	2,685
$\frac{1}{2}$ Pg. Spread	5,155	4,705	4,465	4,185	4,075
$\frac{1}{2}$ Page	3,050	2,815	2,595	2,485	2,435
$\frac{1}{3}$ Page	2,515	2,305	2,140	2,050	1,985
$\frac{1}{4}$ Page	2,250	2,040	1,950	1,860	1,825
$\frac{1}{6}$ Page	2,070	1,915	1,805	1,720	1,640

COLOR COVER RATES Effective January 2016 issue

Size Unit	1X	3X	6X	9X	12X
Outside Back	\$4,685	\$4,520	\$4,070	\$3,795	\$3,680
Inside Front	4,650	4,350	3,905	3,665	3,530
Inside Back	4,315	4,025	3,750	3,560	3,445

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 2016 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 2016

Issue	Ad Closing	Material Closing
*LIGHTFAIR Attendee Brochure	10/9/15	10/16/15
January	11/23/15	11/30/15
February	12/22/15	12/30/15
March	1/22/16	1/29/16
April	2/26/16	3/4/16
*LIGHTFAIR Show Directory	3/4/16	3/11/16
*LIGHTFAIR Belly Band	3/4/16	3/11/16
May	3/28/16	4/1/16
June	4/29/16	5/2/16
July	5/25/16	6/1/16
August	6/24/16	6/30/16
September	7/27/16	8/2/16
October	8/25/16	9/1/16
November	9/27/16	10/4/16
December	10/24/16	10/31/16

LD+A assumes no responsibility for ad accuracy if the material closing deadline is not met.

*LIGHTFAIR Brochure, Directory and Belly Band advertisers must be 2016 exhibitors to advertise.

AD SPECIFICATIONS

2 Page Spread	15"	9 7/8"
2 Page Spread Bleed*	16 1/2"	11 1/8"
Full Page	7 1/8"	9 7/8"
Full Page Bleed**	8 3/8"	11 1/8"
2/3 Page	4 1/2"	9 1/2"
1/2 Page Spread	15 1/4"	5"
1/2 Page Spread Bleed***	16 3/4"	5 7/8"
1/2 Page Vertical	3 7/16"	9 1/2"
1/2 Page Horizontal	6 7/8"	4 7/8"
1/2 Page Island	4 1/2"	7 3/8"
1/3 Page Vertical	2 1/8"	9 1/2"
1/3 Page Square	4 1/2"	4 1/2"
1/4 Page	3 7/16"	4 7/8"
1/6 Page	2 1/8"	4 3/4"

*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.

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

Preprinted inserts furnished ready for binding or as PDFs to be printed. Advance samples must be provided. Can include CDs and brochures. Polybags available 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: Black & white space rates apply, except: four-page insert deduct 20%; eight-page insert deduct 40%; additional, inquire. Back-up charges: \$395 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.

Belly Band Options: LIGHTFAIR Show Directory + April issue distributed at LIGHTFAIR (see pg. 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 May 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: March 6, 2016

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 May *Lighting and Equipment Accessories Directory* issue or LIGHTFAIR Show Directory

Ad size: 1/2 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.

Rate per # of ads		Dimensions: 2 7/8" x 1 1/2"				
1x	3x	6x	9x	12x		
\$140	\$120	\$110	\$100	\$95		

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 2016

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

October 23-25, 2016

Hyatt Regency Cypress Hotel, Orlando, FL

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 18-21, 2016

Loews Hollywood Hotel, Hollywood CA

The only conference of its kind.

Visit www.ies.org/salc

20% discount on print ads to exhibitors

SALC	September
IES Annual Conference	November

Contact Valerie Landers about sponsorship opportunities at vlanders@ies.org

LIGHTFAIR INTERNATIONAL
APRIL 26-28, 2016, SAN DIEGO, CA

LD+A is the official show magazine of LIGHTFAIR International.

LD+A issues related to LIGHTFAIR (LFI):

- March preview, mails to pre-registrants.
- April issue + LFI Directory distributed together with belly band ad at LIGHTFAIR. Exclusive distribution to LD+A only.
- July post event review, of show highlights

LIGHTFAIR INTERNATIONAL 2016 ATTENDEE BROCHURE

Attendee Brochure Special Offer: 50% Off

- Requires at least one (1) four-color, full or half-page ad in a 2016 LIGHTFAIR related issue of LD+A: March, April 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 2016 LIGHTFAIR exhibitor to advertise
- Regular LD+A rates apply (p. 10) if not a special offer participant.

LIGHTFAIR 2016 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" 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 9, 2015**; Materials close date: **October 16, 2015**. Mail date: **February 3, 2016**.

LIGHTFAIR BELLY BAND

- Wraps around the LIGHTFAIR Show Directory and April issue
- Exposure to 24,000+ LIGHTFAIR attendees
- \$15,000 (15% discount agency applies) no further discounts.
Ad reservation March 4; materials March 11.
- Banded issues distributed at entrance points to the show floor for maximum belly band ad exposure
- Must be 2016 LIGHTFAIR exhibitor to advertise

LIGHTFAIR INTERNATIONAL
2016 DIRECTORY

The Show Directory and the April issue have *exclusive* distribution to LIGHTFAIR attendees (24,000+). Must be a 2016 exhibitor to advertise.

Complimentary Counter

Cards: Advertisers in LD+A LIGHTFAIR Show Directory, or the April 2016 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 2016 SHOW DIRECTORY
ADVERTISING SPACE RATES

	BW*	Color
2-Page Spread	\$6,730	\$8,325
Outside Back Cover	n/a	5,570
Inside Front Cover	n/a	5,345
Inside Back Cover	n/a	5,050
Full Page	3,545	4,675
2/3 Page	2,785	3,920
1/2 Page	2,260	3,390
1/3 Page	1,615	2,750
1/4 Page	1,365	2,500
1/6 Page	1,110	2,250

*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 March and April 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 4, 2016; Materials close date: March 11, 2016. 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, contact Leslie Prestia at lprestia@ies.org.

Full site average monthly traffic:

- 14,447+ unique visitors
- 87,035+ page views

July 1, 2014-June 30, 2015 using Google Analytics

Skyscraper Banner Ads

Unique banner ads on the IES website are the Skyscraper positions (see screen shot to the right). They appear on every page of the website except the home page. Skyscraper banner ads are the best the IES has to offer. For a very reasonable rate, your ad receives a very large number of impressions each month.

Skyscrapers have two positions: top and bottom. (Positions not rotated). The rate for the bottom position is discounted from the top position. See the chart on p. 15 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.



Skyscraper ads

NEW! MULTI-PAGE LEADERBOARD AD

A new leaderboard banner ad position is available on multiple pages within the following sections of the IES website: About, Awards, Research and Membership. Average monthly impressions/page views: 24,264

July 1, 2014-June 30, 2015 using Google Analytics

LD+A e-REPORT

Now in its fifth 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 Preview—one week prior to show



Sponsorship ad

IES Annual Conference—one week after conference
Street and Area Lighting Conference—Spring.
 Broadcasts mid-month

Content:

- Industry news, new Public Policy updates, 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



Video sponsorship ad

NEW! LD+A DIGEST

Put your video content in front of influential buyers and specifiers from the architectural lighting and for special issues, street/roadway markets. Broadcasts third week of month.

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
- File format: Video

SPECS FOR DIGITAL ADVERTISING

	LD+A e-Report		LD+A Digest	
Frequency	15 issues		on demand (limited to one per month)	
Insertions	6x/yr. max. 3 consecutive max.		6x/yr. max. 3 consecutive max.	
Horizontal Pixel Size	633 x 80 pixels horizontal		commercial video	
Reach	Avg.: 38,000+/month		26,000+/month	
Close Date	15 th of prior month		15 th prior month	
Reporting	Emails sent; open rate		Emails sent; open rate	
Materials Date	1 st of month		1 st of month	
Monthly rate	1x \$6,450 3x \$5850 6x \$5450		1x \$4400 3x \$3950 3x \$3700	
One Print + One Digital (applies to both)	5% off net		5% off net	

	Multi Page Banner Ad		Skyscraper Ad		Banner Ad	
Frequency	monthly		monthly		monthly	
Insertions	N/A		N/A		N/A	
Horizontal Pixel Size	665 x 60 pixels or 468 x 60 horizontal		240 x 400		665 x 60 or 468 x 60 horizontal	
Reach	Avg:				varies by page	
Close Date	1 week prior to 1 st of month		whenever start date		whenever start date	
Reporting			page views, ad clicks		page views, ad clicks	
Materials Date	1 week prior		1 week prior		1 week prior	
			Top Bottom			
Monthly rate	1x \$1,200 3x \$1,080 6x \$970		1x \$2350 1x \$1920 3x \$2110 3x \$1730 6x \$1990 6x \$1630		1 month: \$525 6 months \$2830 1 year: \$4650	
One Print + One Digital (applies to both)	5% off net		5% off net		N/A	

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

LD+A Digest, skyscraper ad, or Multipage Leaderboard ad. Excludes single page banner ads.

Banner ads: *One full page color print ad and one digital ad: LD+A e-Report, LD+A Digest or skyscraper ad. JPG or GIF file formats; 40 KB max. **Video:** WMV, MOV, MP4 formats; approx 40 seconds or less. Agency discount applies to all. Free banner ad option to full page print advertisers.*

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).

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
770-973-9190
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

Cameron Shannon
Sage Publications
2455 Teller Road
Thousand Oaks, CA 91320
805-410-7313
805-490-7109 (cell)
805-375-5282 (fax)
cameron.shannon@sagepub.com
States serviced: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, and Western Canada

JOIN OUR GROWING LIST OF ADVERTISERS

AC Electronics	Differential Energy	Juno Lighting	Mechosystems	SGF Associates
Acuity Brands	Global	Kanepi Innovations	Meteor-Lighting	Shat-r-shield
AEI Lighting	DMF Lighting	Kenall Manufacturing	Mettrue	SLP Lighting
ALANOD	Douglas Controls	Kim Lighting	MP Lighting	Solais
Alera Lighting	Dow Corning	King Luminaire/ Stresscrete	Nedap Power Supplies	SpecGrade LED
Almeco	Dual Lite	KMW Giga Tera	Neptun Light	Spectrum Lighting
ALP Lighting	Eaton	Konica Minolta Photo Imaging	Nichia America	SPI Lighting Inc
American Bright Lighting, Inc	Ecosense	Labsphere	Nora Lighting	Spring City
American Illumination	Edison Opto	Lambda Research Corp	NoUVIR Research	Steinel
Amerlux Lighting Solutions	Eiko Ltd	Landscape Forms	OSRAM Sylvania	Sternberg Lighting
Anaren	EldoLED America	Leader International	Panasonic Lighting Div.	TCP
ANP	ERG Lighting	LEDirect	Paramount	TE Connectivity
Architectural Area Lighting	Everlast Lighting	LEDtronics	Pathway the Lighting Source	Tech Lighting
Archipelago Lighting	Everlight Electronics Co., Ltd	Lee Filters	PCO-Tech	TEKA Illumination Inc
AuroraLight	Eye Lighting	Leotek Electronics Corp	Peerless Lighting	The Cooke Corporation
Baltin Associates	Finelite	Leviton	Pexco	The Pompeo Group
Beta-calco	Focal Point	LG Electronics	Philhong	Thomas & Betts
BK Lighting	Forest Lighting	Light Forms	Philips Emergency Lighting	Times Square Lighting
Bock Ltg	Fulham Inc	Light Lab Intl	Philips Lighting	TYC Lighting
Cable Grippers	Full Spectrum Solutions	Light laboratory	Philips Lumec	UL
Canadian Standards Assoc	Future Lighting Solutions	Lightfair International	Phoenix Products	Ultrasave Lighting Ltd
Carclo Technical Plastics	FX Luminaire	Lighting Analysts, Inc.	Pinnacle Architectural Lighting	Underwriters Laboratories
Civilight	GE Lightingtech	Lighting Science Group	PLC Multipoint	University of Colorado at Boulder
Color Kinetics	GE Lighting Solutions	Lightolier	Powersecure Lighting	University of Colorado at Boulder
Columbia Lighting	Generation Brands	Ligman Lighting	QSSI Lighting & Electrical Products	USAI
Contrast Lighting	Gigahertz-Optik	Litecontrol	RAB Lighting	Venture Lighting
Cooledge Ltg	Global Lighting	Lithonia	Rambusch Lighting	International
Cree	Green Creative	LSI Industries	Relume	Verbatim
Crestron	Harvard Engineering	Lumascap	Renova Lighting Systems	Virginia Optoelectronics
Crioo Lighting	Hatch Lighting	Lumca Inc	Revolution Lighting	Visa Lighting
CSA Group	Heatron	Lumenetix	Rize Enterprises	Visionaire
Dainolite	Honeywell, E-mon	Lumenoptix	Samsung	Vista Professional
Dalume	Hubbell Lighting	Lumenpulse	Samsung LED	Outdoor Lighting
Dialight	Illumitex	Luminis	Self Electronics	Volume Lighting
Dialux	Insight Lighting	Lutron Electronics	Seoul Semiconductor	WAC Lighting
	Intelligent Illuminations	Luxim	Sesco Lighting	Waldmann Lighting
	Intense Lighting	Maxlite		Watt Stopper
	Iota Engineering	Mechoshade		YS Lighting



Lighting Design + Application
120 Wall St., Floor 17
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
212-248-5017/18 (fax)
No cancellations will be accepted
after the closing date.

LD+A MAGAZINE

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Assistant Editor

Samuel Fontanez
Senior Art Director

Petra Domingo
Art Director

Clayton Gordon
Marketing Manager

Leslie Prestia
Advertising Coordinator

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

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561 Robin Lane
Marietta, GA 30067
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770-565-7013 (fax)
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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

Cameron Shannon
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320
805-410-7313
805-490-7109 (cell)
805-375-5282 (fax)
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States serviced: AK, AZ, CA,
CO, HI, ID, MT, NM, NV, OR, UT,
WA, WY, and Western Canada

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Natalya Anissimova – Birkenstock Lighting Design
Photos: Joe Fletcher

Page 8: Restoration of the Nave of Yale Sterling
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Designers: Jerry Kugler, Jackson Ning, John Newman,
Burr Rutledge, Ryoko
Nakamura – Kugler Ning Lighting Design
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