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.
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.

28% under $499,999
14% $500,000-$999,000
32% $1-5 million
21% $5 million +
5% no response

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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ballasts &amp; Transformers</td>
<td>69%</td>
</tr>
<tr>
<td>Components/Reflectors</td>
<td>44%</td>
</tr>
<tr>
<td>Controls</td>
<td>76%</td>
</tr>
<tr>
<td>Daylighting Systems</td>
<td>50%</td>
</tr>
<tr>
<td>Decorative Sconces/Chandeliers/Cove Lights/Pendants</td>
<td>55%</td>
</tr>
<tr>
<td>Exit Signs/Emergency Lighting/Handrails</td>
<td>59%</td>
</tr>
<tr>
<td>Fiber Optic &amp; Remote Source Lighting</td>
<td>33%</td>
</tr>
<tr>
<td>Fluorescent Systems</td>
<td>70%</td>
</tr>
<tr>
<td>HID Systems</td>
<td>68%</td>
</tr>
<tr>
<td>Incandescent Systems</td>
<td>54%</td>
</tr>
<tr>
<td>Lamps–General</td>
<td>67%</td>
</tr>
<tr>
<td>Landscape Lighting/Street &amp; Area</td>
<td>61%</td>
</tr>
<tr>
<td>LED Lamps/Systems</td>
<td>71%</td>
</tr>
<tr>
<td>LED Luminaires</td>
<td>80%</td>
</tr>
<tr>
<td>Luminaires–General</td>
<td>74%</td>
</tr>
<tr>
<td>Software</td>
<td>26%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>24%</td>
</tr>
<tr>
<td>Meters</td>
<td>22%</td>
</tr>
<tr>
<td>OLED</td>
<td>22%</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>46%</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>

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

**PURCHASE INVOLVEMENT BY PRACTICE AREA**

<table>
<thead>
<tr>
<th>Practice Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial/Office</td>
<td>79%</td>
</tr>
<tr>
<td>Education</td>
<td>65%</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>57%</td>
</tr>
<tr>
<td>Houses of Worship</td>
<td>48%</td>
</tr>
<tr>
<td>Industrial Lighting</td>
<td>59%</td>
</tr>
<tr>
<td>Museums/Exhibits</td>
<td>47%</td>
</tr>
<tr>
<td>Outdoor/Public Spaces</td>
<td>71%</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>

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

**JOB FUNCTIONS**

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Partner, Owner, Corporate Officer</td>
<td>20%</td>
</tr>
<tr>
<td>General Manager/Project Manager/Product Manager</td>
<td>16%</td>
</tr>
<tr>
<td>Lighting Designer, Interior Designer/Consultant</td>
<td>21%</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>

Total may not equal 100% due to rounding

LD+4 has great articles and very effectively shows the latest products and applications of them.

By looking through and reading LD+4, 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
The average number of readers per copy for the May 2015 issue was 1.9 (0.9 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 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:

<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>50%</td>
</tr>
<tr>
<td>Visited advertiser’s web site</td>
<td>68%</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>Referred an ad/article to someone else</td>
<td>54%</td>
</tr>
</tbody>
</table>

Total exceeds 100% due to multiple responses

LD+A IMPACT

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>34%</td>
</tr>
<tr>
<td>Architectural SSL</td>
<td>27%</td>
</tr>
<tr>
<td>LEDs Magazine</td>
<td>27%</td>
</tr>
<tr>
<td>EC&amp;M</td>
<td>22%</td>
</tr>
<tr>
<td>Professional Lighting Design</td>
<td>14%</td>
</tr>
<tr>
<td>Electrical Wholesaling</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Harvey Ad-Q Reader Survey, May 2015 issue
LD+A EDITORIAL CALENDAR 2016

JANUARY
Museums + Exhibits/IES Progress Report
11/23/15  11/30/15
Ad close  Material close

FEBRUARY
LEDs for Interior Applications
12/22/15  12/30/15
Ad close  Material close

MARCH
LIGHTFAIR Preview
1/22/16  1/29/16
Ad close  Material close
Bonus Distribution: LIGHTFAIR 2016 Pre-registrants.

APRIL
Office Lighting
Free Advertiser Research – 2016 Ad-Q Study
2/26/16  3/4/16
Ad close  Material close

LIGHTFAIR 2016 SHOW DIRECTORY
2016 Official On-Site Show Directory
3/4/16  3/11/16
Ad close  Material close

MAY
2016 Lighting Equipment & Accessories Directory Issue
3/28/16  4/1/16
Ad close  Material close
Bonus Distribution: Single copies & shows throughout the year. Directory entries deadline: March 6, 2016

JUNE
Smart Lighting and Controls
4/29/16  5/2/16
Ad close  Material close

JULY
Government + Institutional Facilities/LIGHTFAIR 2016 Review
5/25/16  6/1/16
Ad close  Material close

AUGUST
Hospitality and Restaurants
6/24/16  6/30/16
Ad close  Material close

SEPTEMBER
Street, Façade & Landscape Lighting/IES Annual Conference Preview
7/27/16  8/2/16
Ad close  Material close
Bonus Distribution: Street & Area Lighting Conference Attendees. SALC Exhibitors Qualify for a Special Advertising Package

OCTOBER
Light + Health
8/25/16  9/1/16
Ad close  Material close

NOVEMBER
IES Illumination Awards
9/27/16  10/4/16
Ad close  Material close

DECEMBER
LEDs for Exterior Applications
10/24/16  10/31/16
Ad close  Material close
### LD+A ADVERTISING SPACE RATES 2016

#### BLACK AND WHITE  Effective January 2016 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>$5,905</td>
<td>$5,365</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>2,065</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>3,195</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>1/3 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>1/4 Page</td>
<td>1,170</td>
<td>990</td>
<td>930</td>
<td>870</td>
<td>840</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 $510 for 2 color

#### COLOR  Effective January 2016 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>$5,655</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>2,760</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>1/3 Page</td>
<td>2,515</td>
<td>2,305</td>
<td>2,140</td>
<td>2,050</td>
<td>1,985</td>
</tr>
<tr>
<td>1/4 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>1/6 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 2016 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>4,025</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 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

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

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

<table>
<thead>
<tr>
<th>Layout Description</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>3/8 Page</td>
<td>4 1/2”</td>
<td>9 1/2”</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>15 1/4”</td>
<td>5”</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 7/16”</td>
<td>9 1/2”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6 7/8”</td>
<td>4 7/8”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4 1/2”</td>
<td>7 3/8”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2 1/8”</td>
<td>9 1/2”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4 1/2”</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 7/16”</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 3/8” 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

### 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 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: $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 LDAnews@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: 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.

Rate per # of ads Dimensions: 2 3/4” x 1 1/2”
1x $140 3x $120 6x $110 9x $100 12x $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

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

Contact Valerie Landers about sponsorship opportunities at vlanders@ies.org
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 INTERNATIONAL 2016 SHOW DIRECTORY ADVERTISING SPACE RATES**

<table>
<thead>
<tr>
<th>Size Unit</th>
<th>width</th>
<th>height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5”</td>
<td>11”</td>
</tr>
<tr>
<td>Full Page w/ bleed:</td>
<td>8.75” add 1/8” for bleed on all sides</td>
<td>11.25”</td>
</tr>
<tr>
<td>Half Page</td>
<td>8.5”</td>
<td>5.5”</td>
</tr>
<tr>
<td>Half Page w/ bleed:</td>
<td>8.75” add 1/8” for bleed on all sides</td>
<td>5.75”</td>
</tr>
</tbody>
</table>

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.

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.

SPECIAL ADVERTISING OPPORTUNITIES

- 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
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.

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. Average monthly impressions/page views: 24,264

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

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
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

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**SPECS FOR DIGITAL ADVERTISING**

<table>
<thead>
<tr>
<th></th>
<th>LD+A e-Report</th>
<th>LD+A Digest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>15 issues</td>
<td>on demand (limited to one per month)</td>
</tr>
<tr>
<td>Insertions</td>
<td>6x/yr. max.</td>
<td>6x/yr. max.</td>
</tr>
<tr>
<td></td>
<td>3 consecutive max.</td>
<td>3 consecutive max.</td>
</tr>
<tr>
<td>Horizontal</td>
<td>633 x 80 pixels</td>
<td>commercial video</td>
</tr>
<tr>
<td>Pixel Size</td>
<td>horizontal</td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>Avg.: 38,000+/month</td>
<td>26,000+/month</td>
</tr>
<tr>
<td>Close Date</td>
<td>15th of prior month</td>
<td>15th prior month</td>
</tr>
<tr>
<td>Reporting</td>
<td>Emails sent; open rate</td>
<td>Emails sent; open rate</td>
</tr>
<tr>
<td>Materials Date</td>
<td>1st of month</td>
<td>1st of month</td>
</tr>
<tr>
<td>Monthly rate</td>
<td>1x $6,450</td>
<td>1x $4,400</td>
</tr>
<tr>
<td></td>
<td>3x $5,850</td>
<td>3x $3,950</td>
</tr>
<tr>
<td></td>
<td>6x $5,450</td>
<td>3x $3,700</td>
</tr>
<tr>
<td>One Print + One Digital</td>
<td>5% off net</td>
<td>5% off net</td>
</tr>
<tr>
<td>(applies to both)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Multi Page Banner Ad**

<table>
<thead>
<tr>
<th></th>
<th>Skyscraper Ad</th>
<th>Banner Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>monthly</td>
<td>monthly</td>
</tr>
<tr>
<td>Insertions</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Horizontal</td>
<td>665 x 60 pixels</td>
<td>240 x 400</td>
</tr>
<tr>
<td>Pixel Size</td>
<td>or 468 x 60 horizontal</td>
<td>horizontal</td>
</tr>
<tr>
<td>Reach</td>
<td>Avg.:</td>
<td>whenever start date</td>
</tr>
<tr>
<td>Close Date</td>
<td>1 week prior to 1st of month</td>
<td>whenever start date</td>
</tr>
<tr>
<td>Reporting</td>
<td>page views, ad clicks</td>
<td>page views, ad clicks</td>
</tr>
<tr>
<td>Materials Date</td>
<td>1 week prior</td>
<td>1 week prior</td>
</tr>
<tr>
<td>Monthly rate</td>
<td>1x $1,200</td>
<td>1x $2,350</td>
</tr>
<tr>
<td></td>
<td>3x $1,080</td>
<td>3x $2,110</td>
</tr>
<tr>
<td></td>
<td>6x $970</td>
<td>6x $1,990</td>
</tr>
<tr>
<td>One Print + One Digital</td>
<td>5% off net</td>
<td>5% off net</td>
</tr>
<tr>
<td>(applies to both)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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.

*Banners*: 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.
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.

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)
tarricone@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

AC Electronics
Acuity Brands
AEI Lighting
ALANOD
Alera Lighting
Almecho
ALP Lighting
American Bright Lighting, Inc
American Illumination
Amerlux Lighting Solutions
Anaren
ANP
Architectural Area Lighting
Archipelago Lighting
AuroraLight
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
Crio 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
Illumintex
Insight Lighting
Intelligent Illuminations
Intense Lighting	Iota Engineering
Juno Lighting
Kanepi Innovations
Kennall Manufacturing
Kim Manufacturing
King Luminaire/Stresscrete
KMW Giga Tera
Konica Minolta Photo Imaging
Labsphere
Lambda Research Corp
Landscape Forms
Leader International
LEDirect
LEDtronics
Lee Filters
Lodek Electronics Corp
Leviton
LG Electronics
Light Forms
Light Lab Intl
Light laboratory
Lightfair International
Lighting Analysts, Inc.
Lighting Science Group
Lightolier
Ligman Lighting
Litecontrol
Lithonia
LSI Industries
Lumascapé
Lumica Inc
Lumenetix
Lumenoptix
Lumenpulse
Luminis
Lutron Electronics
Luxim
Maxlite
Mechosystems
Meteor-Lighting
Metru
MP Lighting
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
Pesci
Philhong
Philips Emergency Lighting
Philips Lighting
Philips Lumec
Phoenix Products
Pinnacle Architectural Lighting
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
Seoul Semiconductor
Sesco Lighting
SGF Associates
Shat-r-shield
SLP Lighting
Solais
SpecGrade LED
Spectrum Lighting
SPI Lighting Inc
Spring City
Steinel
Sternberg Lighting
TCP
TE Connectivity
Tech Lighting
TEKA Illumination Inc
The Cooke Corporation
The Pompeo Group
Thomas & Betts
Times Square Lighting
TYC Lighting
UL
Ultrasave Lighting Ltd
Underwriters Laboratories
University of Colorado
University of Colorado at Boulder
USAI
Venture Lighting
International
Verbatim
Virginia Optoelectronics
Visa Lighting
Visionaire
Vista Professional
Outdoor Lighting
Volume Lighting
WAC Lighting
Waldmann Lighting
Watt Stopper
YS Lighting