



LD+A

LIGHTING DESIGN and APPLICATION

Brought to you by Sage

MEDIA

P L A N N E R

**20
25**

PRINT | DIGITAL | SPONSORSHIP



LD+A is the only paid circulation publication reaching lighting professionals. Of the more than 4,300 subscribers, approximately 3,750 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.

Since 1906, the IES has been the hub of an extensive influential network of lighting professionals, allied organizations and individuals interested in lighting. 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 MAGAZINE



LD+A is an award-winning monthly magazine for professionals involved in the art, science, study, manufacture, teaching and implementation of lighting.

Issues are distributed in print and emailed to subscribers

ADVERTISING



NORTHEAST/MID-ATLANTIC

Amy Blackmore

Sage

C 805-559-1065

amy.blackmore@sagepub.com

States serviced: CT, DE, MA, MD, ME, NC, NH, NJ, NY, PA, RI, VA, VT, Wash DC, AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY, and Western Canada



SOUTH/MIDWEST/INTERNATIONAL (OUTSIDE US & CANADA)

Bill Middleton

Middleton Media

T 770.973.9190 | C 404.394.7026

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

SUBMITTAL INFORMATION

Send all materials to:

advertising@sagepub.com

LDA EDITORIAL CALENDAR

		AD CLOSE	MATERIAL CLOSE
JANUARY	Retrofits and Renovation	NOV. 19, 2024	NOV. 26, 2024
FEBRUARY	Visual and Performing Arts	DEC. 19, 2024	JAN. 2, 2025
MARCH	Exterior Applications Bonus Distribution: LEducation, New York	JAN. 24, 2025	JAN. 31, 2025
APRIL	Wildlife and Ecosystems	FEB. 21, 2025	FEB. 28, 2025
MAY	Commercial and Institutional Lighting	MAR. 21, 2025	MAR. 28, 2025
JUNE	Museums and Exhibits	APR. 18, 2025	APR. 25, 2025
JULY	Infrastructure & Public Works	MAY 27, 2025	JUN. 2, 2025
AUGUST	Street/Façade/Landscape Lighting Bonus Distribution: IES25: The Lighting Conference, Anaheim, California.	JUN. 24, 2025	JUL. 1, 2025
SEPTEMBER	IES Illumination Awards Bonus Distribution: IES Street & Area Lighting Conference, New Orleans.	JUL. 28, 2025	AUG. 4, 2025
OCTOBER	Embracing Darkness	AUG. 27, 2025	SEPT. 3, 2025
NOVEMBER	IES Progress Report	SEPT. 25, 2025	OCT. 2, 2025
DECEMBER	Hospitality & Restaurants	OCT. 24, 2025	OCT. 31, 2025

LDA PRINT

HIGH-IMPACT PRINT

Amp up your brand's visibility with unique, high-visibility options that leverage Sage publications to promote your brand, products and services:



Inserts, Cover Tips and Cover Wraps: Embed your message directly into the publication with a range of cost-effective options such as bound or loose inserts, gatefolds, tip-ins and cover wraps.



Outserts: Package reprints, conference abstracts, whitepapers and more with a magazine in a polybag to maximize visibility and efficiency. Outserts offer guaranteed exclusivity—only one sponsor per issue.



Belly Band: Wrap your message around a publication so it's the first thing readers see.

LD+A DIGITAL

LD+A DIGITAL PRODUCTS REACH A DIVERSE AUDIENCE OF 58,000+ LIGHTING PROFESSIONALS.

THEY INCLUDE:

- IES Members
- LightFair attendees
- IES Street & Area Lighting Conference attendees
- IES: Lighting Conference attendees
- IES Webinar participants

MARKET SECTOR E-NEWSLETTERS

An LD+A E-Report with content tailored to focus on a particular market sector. (e.g., street lighting, hospitality)

Frequency: Maximum three per month.



NEW! DIGITAL EDITION

High-impact banner advertisements placed in the digital edition. Banners can be sold à la carte or advertisers can sponsor the entire edition. Sponsorship includes email and digital cover tip.

Frequency: Monthly



E-REPORT

One exclusive sponsorship available per e-newsletter.

Frequency: Monthly.

Focus: Lighting news and notes.



NEW! E-ARTICLE SPONSORSHIP

LD+A e-article sponsorships engage readers as they consume LD+A content, choosing full-page and super leaderboard positions.

Frequency: Monthly



DIGEST

One exclusive sponsorship available per e-newsletter.

Frequency: Monthly.

Focus: Monthly rundown of LD+A articles



NEW! REMARKETING AND RETARGETING

Give your brand a second chance to convert potential customers. By targeting users who've shown interest, you can deliver tailored ads that boost conversions and maximize ad spend. Reach high-intent audiences, keep your brand top-of-mind, and turn past visitors into loyal customers.

NEW! MAGAZINE WEBSITE

Expand the reach of your promotions by integrating eye-catching banners on the magazine site.



CUSTOM & SPONSORED CONTENT

Drive marketing efforts with customs projects.

BUSINESS PROFILE/Q+A



This two-page advertising spread includes an interview, company write-up and full-page ad.

NATIVE CONTENT



Extend your company's thought leadership through educational white papers, articles and video links in the monthly digital edition of *LD+A* magazine. Available to both print advertisers and e-newsletter sponsors.



WEBINAR SPONSORSHIP

IES Educational Webinars are available for sponsorship.

Contact your sales representative for pricing options.

ADVERTISING RATES

COLOR

Size Unit	1x	3x	6x	9x	12x
2-Page Spread	\$8,910	\$8,035	\$7,265	\$6,805	\$6,175
Cover 2	\$5,585	\$5,105	\$4,480	\$4,120	\$3,860
Cover 3	\$5,185	\$4,725	\$4,300	\$4,000	\$3,765
Cover 4	\$5,625	\$5,305	\$4,665	\$4,265	\$4,020
Full Page	\$5,060	\$4,585	\$4,290	\$3,825	\$3,580
2/3 Page	\$4,115	\$3,650	\$3,300	\$3,105	\$2,925
1/2 Page Spread	\$6,195	\$5,525	\$5,120	\$4,705	\$4,395
1/2 Page	\$3,665	\$3,305	\$2,975	\$2,795	\$2,655
1/3 Page	\$3,020	\$2,705	\$2,450	\$2,300	\$2,170
1/4 Page	\$2,700	\$2,390	\$2,235	\$2,090	\$1,995
1/6 Page	\$2,490	\$2,245	\$2,070	\$1,935	\$1,790

Insertion Orders: To guarantee placement, a signed insertion order must be received by the ad closing date of each issue. Advertisers must notify the Leslie Prestia 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 (PDF, etc.).** *LD+A* assumes no responsibility for color accuracy in the absence of a color proof.

Frequency discounts: Applies to ads appearing in 2025 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 front cover) are available upon receipt of insertion order on a first-come, first-served 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.

DIGITAL — EMAIL

	E-Report Sponsorship	E-Digest and Market Sector Sponsorship
Frequency:	12 issues	Maximum 4 per month
Pixel Size:	580 x 400 px	580 x 400 px
Reach Average:	58,000+/month	58,000+/month
Close Date:	5 th of prior month	Varies
Reporting:	Emails sent; open rate	Emails sent; open rate
Material Date:	1st of month	1st of month
Monthly Rate	1x \$7,380 3x \$6,540 6x \$5,955	1x \$7,380 3x \$6,540 6x \$5,955

ADDITIONAL DIGITAL OPPORTUNITIES

	Leaderboard Banner on Magazine Website	eArticle Sponsorship	Digital Edition
Frequency	Monthly	Monthly	Monthly
Pixel Size	728 x 90 px; 160 x 600 px; 300 x 250 px 300 x 600 px	1237 x 1631px Full Page 1237 x 50 px Dynamic Super Leaderboard	728 x 90 px Bottom Banner Pop Up 300 x 250 px Box Ad Pop Up (300 dpi)
Reach Average			58,000+
Close Date	One week prior to the 1st of the month	One week prior to the 1st of the month	15th of month prior
Reporting	Impressions, Clicks and CTR	Impressions, Clicks and CTR	Page Views, Ad Clicks
Material Date	Two weeks prior to the 1st of the month	Two weeks prior to the 1st of the month	Two weeks prior to deploy date
Monthly Rate	Standard Banners: \$100 Geotargeted Banners: \$105 Sticky Banners: \$130 Banners: \$125 Interstitials: Contact your sales representative for pricing	Contact your sales representative for pricing	Bottom Banner pop up (728 x 90) or Box Ad pop up (300 x 250) (can mix and match) Limit two. \$2,000 Interstitial or Digital Cover Tip: \$3,995 Faux Cover: \$4,545 Interstitial or Faux Cover - cannot have both placements in one month Embedded Video: \$500 Sponsored Distribution: Contact your sales representative for pricing. Note: Digital rates are net.
	MECHANICAL REQUIREMENTS FOR BANNERS ON THE MAGAZINE WEBSITE <ul style="list-style-type: none"> • Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF • Maximum size of banners: 100KB • Third party ad tags accepted. • Video is accepted (higher CPMs may apply). 	<ul style="list-style-type: none"> • Static JPG or PNG • Under 1 MB - 150 DPI • No 3rd party tags, serving or trackers. 	MECHANICAL REQUIREMENTS FOR DIGITAL EDITION BANNERS <ul style="list-style-type: none"> • Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF • Maximum size of banners: 1MB • Third party ad tags accepted.

GENERAL

DISCOUNT & PAYMENT TERMS

A 15% commission is allowed to recognized advertising agencies on space, color and position—not allowable for reprints, classified ads, digital, 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.

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. Sage reserves the right to change any rate or provision upon notice.

REPRINT SERVICES

For LD+A reprints or PDFs (for website postings) contact Leslie Prestia (back cover).

CLASSIFIED ADVERTISING

Print classified advertisements are available at a flat fee of \$250 per insertion. For additional information or to place an ad, please contact Leslie Prestia (back cover).

SPECIFICATIONS

PRINT

2-Page Spread (trim)	16 ¼" X 10 7/8"
2-Page Spread (bleed)	16 ½" X 11 1/8"
Full Page (trim)	8 1/8" X 10 7/8"
Full Page (bleed)	8 3/8" X 11 1/8"
2/3 Page Vertical	3 15/16" X 9 3/4"
1/2 Page Spread (trim)	16 ¼" X 5 7/16"
1/2 Page Spread (bleed)	16 ½" X 5 9/16"
1/2 Page Horizontal	7" X 4 3/4"
1/2 Page Island	4 1/8" X 7"
1/2 Page Vertical	3 3/8" X 9 3/4"
1/3 Square	4 1/8" X 4 1/8"
1/3 Page Vertical	2 3/16" X 9 3/4"
1/4 Page	3 3/8" X 4 3/4"
1/6 Page	2 3/16" X 4 3/4"

Safety Factor: Allow ½" from trims for live matter.

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.

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

Binding: Perfect binding

LD+A

LIGHTING DESIGN and APPLICATION

Brought to you by Sage

2455 Teller Road,
Thousand Oaks, CA 91320

LD+A MAGAZINE

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HONORS + AWARDS



EXCEL Award from the *Association Media and Publishing* for 2022: **Gold** Award in the Single Topic Issue Category



EXCEL Awards from the *Association Media and Publishing* for 2021: **Silver** Awards in the General Excellence and Design Excellence Categories

REACH KEY LIGHTING SPECIFIERS AND DECISION MAKERS THROUGH LDA



46% Lighting design, architecture, interior design, product manager/engineer, facility manager, independent consultant

20% President, partner, owner, corporate officer, upper management

20% Electrical engineering/installation/estimating/AV installation

14% Other

Total may not equal 100% due to rounding

\$2.7 MILLION The average value of products and services purchased, specified and/or recommended for projects over the last year by an LD+A reader

56% were more likely to click an online ad if they had seen an advertiser's print message

63% say print magazines contribute to their purchasing decision-making process

64% discussed an ad or article from LD+A with someone else in their company

69% visited an advertiser's website upon seeing an ad or article