

PRINT | DIGITAL | SPONSORSHIP



## LDA 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.

## LDA EDITORIAL CALENDAR

		AD CLOSE	MATERIAL CLOSE
JANUARY	Retail Lighting/Light as Branding; 2026 Jobs Outlook   <b>Columns:</b> History	11/19/25	11/26/25
FEBRUARY	Sports Facilities Lighting   <b>Columns:</b> Controls, Education	12/15/25	12/22/25
MARCH	Exterior Applications   <b>Columns:</b> Careers, Progressions <b>Bonus Distribution:</b> Light + Building, Frankfurt, Germany	1/21/26	1/28/26
APRIL	Light and Wellness   <b>Columns:</b> Safety, Diversity <b>Bonus Distribution:</b> LEDucation, New York City	2/20/26	2/27/26
MAY	Commercial and Institutional Lighting   <b>Columns:</b> Controls, Education, Progressions	3/25/26	4/1/26
JUNE	Museums and Exhibits   <b>Columns:</b> Wildlife	4/22/26	4/29/26
JULY	Infrastructure & Public Works   <b>Columns:</b> History	5/22/26	5/29/26
AUGUST	Street/Facade/Landscape Lighting   <b>Columns:</b> Diversity, Progressions <b>Bonus Distribution:</b> IES25: The Lighting Conference, Denver, Colorado	6/24/26	7/1/26
SEPTEMBER	IES Illumination Awards   <b>Columns:</b> Controls, Education, Safety	7/24/26	7/31/26
OCTOBER	Emerging Professionals Takeover   <b>Columns:</b> Careers, History	8/21/26	8/28/26
NOVEMBER	IES Progress Report   <b>Columns:</b> Diversity, Wildlife <b>Bonus Distribution:</b> IES Street & Area Lighting Conference, Phoenix, Arizona	9/23/26	9/30/26
DECEMBER	Hospitality and Restaurants   <b>Columns:</b> Progressions, Safety	10/22/26	10/29/26

## HIGH-IMPACT PRINT OPPORTUNITIES

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.

## ADVERTISING RATES / COLOR

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

## LDA SPECIFICATIONS

### PRINT

2-Page Spread (trim)	16 ¼" X 10 ⅞"
2-Page Spread (bleed)	16 ½" X 11 ⅛"
Full Page (trim)	8 ⅛" X 10 ⅞"
Full Page (bleed)	8 ⅜" X 11 ⅛"
2/3 Page Vertical	3 ⅛" X 9 ¾"
1/2 Page Spread (trim)	16 ¼" X 5 ⅞"
1/2 Page Spread (bleed)	16 ½" X 5 ⅞"
1/2 Page Horizontal	7" X 4 ⅜"
1/2 Page Island	4 ⅛" X 7"
1/2 Page Vertical	3 ⅜" X 9 ¾"
1/3 Square	4 ⅛" X 4 ⅛"
1/3 Page Vertical	2 ¾" X 9 ¾"
1/4 Page	3 ⅜" X 4 ¾"
1/6 Page	2 ¾" X 4 ¾"

**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 ⅜" 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

### GENERAL

#### DISCOUNT & PAYMENT TERMS

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

**AGENCY COMMISSION:** 15%

#### PAYMENT TERMS

Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

#### REPRINT SERVICES

For LD+A reprints or PDFs (for website postings) contact reprints@sagepub.com

#### 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 advertising@sagepub.com

## BANNER ADVERTISING

STANDARD	Monthly Sponsorship
Standard Banners	\$1,000
Sticky Banners	\$1,250
Expandable	\$1,500

### BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include: 728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- 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).

### ARTWORK DELIVERY

Email: advertising@sagepub.com

Minimums may apply.

## HIGH IMPACT ADVERTISING

		Monthly Sponsorship
<b>Interstitial Banners</b>	300 X 250 px - 700 X 700 px	\$3,000
<b>eArticle Advertising</b>		
Full Page PDF	1237 X 1631 px	\$3,000

### ENEWSLETTERS

Reach over 100,00 engaged readers per month!

- LD+A Lighting Ledger  
**Focus:** Lighting news and notes.  
Multi-sponsorship:  
\$3,000 per banner
- LD+A Field Notes  
**Focus:** Rundown of industry projects and insights.  
Single sponsorship: \$6,500
- LD+A Market Sector  
**Focus:** Spotlight on a particular market sector.  
Single sponsorship: \$6,500
- 100% custom HTML  
\$6,500

### DIGITAL EDITION

#### COST:

#### HIGH IMPACT BANNER ADS

Rate: \$2,250

Pricing includes 2 of the options below per issue (can mix & match):

- Bottom Banner pop up (728 X 90)
- Box ad pop up (300 X 250)
- Specs: JPG or PNG, less than 1 MB.
- \$500 in addition to ad placement rate

#### SPONSORED DISTRIBUTION

Rate: \$9,800

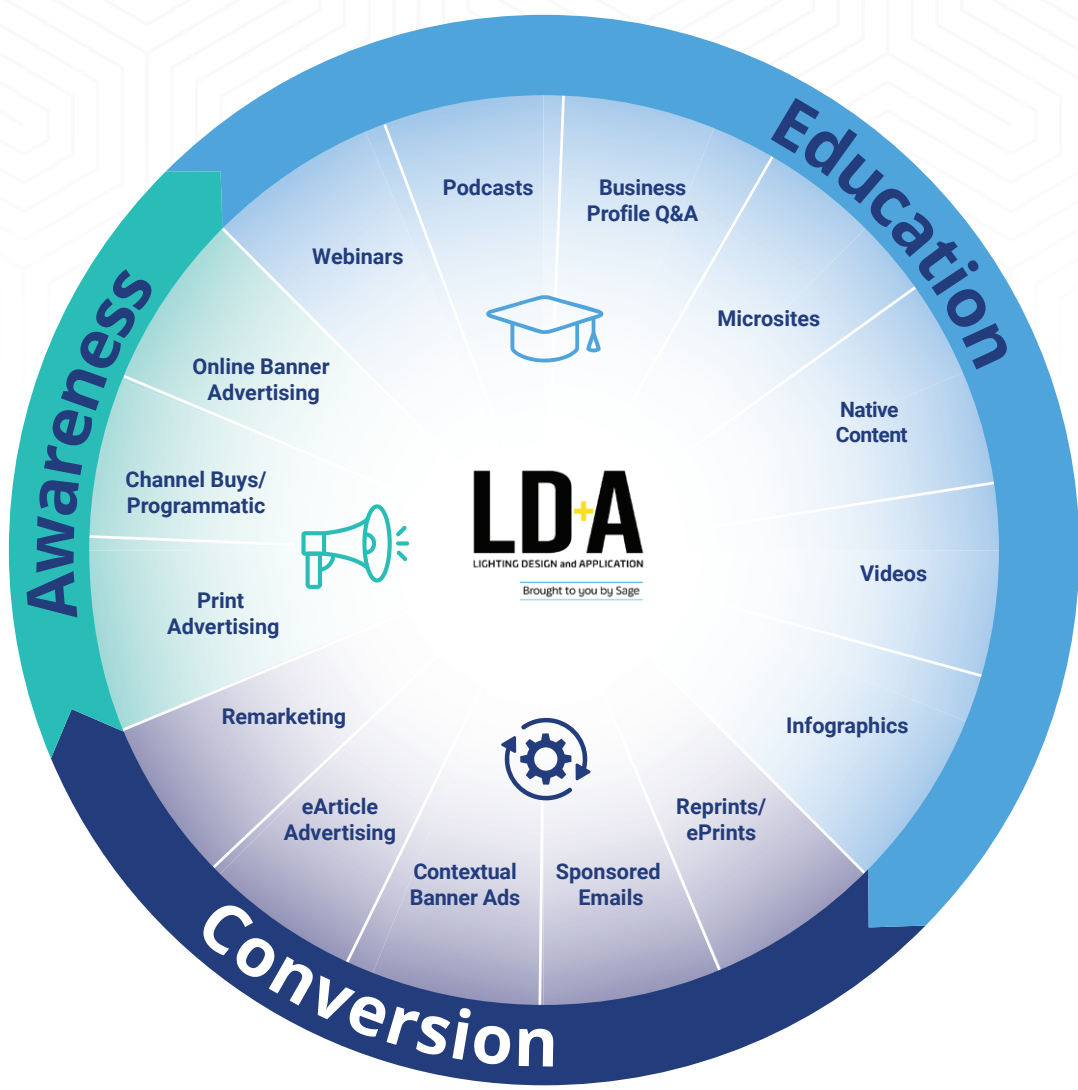
Sponsorship includes:

- Banner (468x60) and logo (120x60) to be used in an email promotion.
- Full Page (color) Ad
- One Pop Up Ad of your choice in the digital issue
- One embedded video

### RETARGETING

Reach high-intent audiences, keep your brand top-of-mind.

# MULTICHANNEL MARKETING SOLUTIONS FROM LD+A



## CONTACTS



### NORTHEAST/MID-ATLANTIC

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### SUBMITTAL INFORMATION

Send all materials to:  
[advertising@sagepub.com](mailto:advertising@sagepub.com)



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