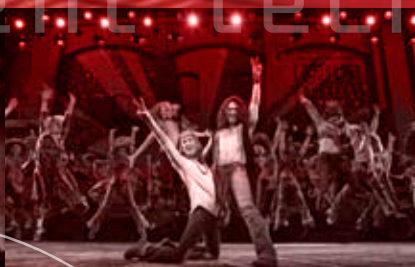


Live  
entertainment technology



source

online  
print  
live

2010 planning guide



LDI

LIVE DESIGN

↓ Use the buttons below to find the information you need! ↓

# OLDI & LIVE DESIGN

the power of 1



**1** industry

**1** tradeshow

**1** publication

Online, In-Print, In-Person Working Together to Deliver Results

## Market Reach You Can't Get Anywhere Else

13,000  
tradeshow and conference attendees

24,000  
subscribers to *Live Design Wire*  
(weekly newsletter)

18,000  
subscribers to *Live Design* magazine

Total Market Buy: 55,000

## Reach the Professionals You Want...

Lighting Designers

Sound Designers

Projection Designers

Set Designers

Programmers

## Working in...

Theater

Corporate

Concerts

Houses of Worship

Themed Entertainment

Nightclubs

Architainment

Film/Video

Indoor Entertainment Facilities

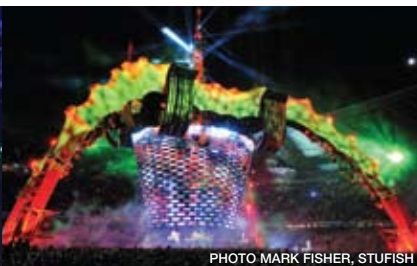


PHOTO MARK FISHER, STUFISH



PHOTO JOAN MARCUS



PHOTO 2008 GETTYIMAGES



# LIVE DESIGN

## 2010 editorial calendar



Month	Editorial Focus	Bonus Distribution
<b>January/February</b> Ad Close: 1.11.09 Materials Due: 1.13.09	Special Events/Clubs	Pro Light & Sound
<b>March</b> Ad Close: 2.18.10 Materials Due: 2.25.10	Regional Theatres	USITT
<b>April</b> Ad Close: 3.10.10 Materials Due: 3.17.10	TV/Live For Broadcast/Houses of Worship	NAB
<b>May</b> Ad Close: 4.19.10 Materials Due: 4.26.10	Broadway/Excellence In Live Design	Live Design Master Classes
<b>June/July</b> Ad Close: 5.6.10 Materials Due: 5.13.10	Corporate Events	Infocomm
<b>August</b> Ad Close: 7.19.10 Materials Due: 7.26.10	Concerts/LDI Preview	PLASA
<b>September</b> Ad Close: 8.18.10 Materials Due: 8.25.10	International/Venues	LDI
<b>October</b> Ad Close: 9.20.10 Materials Due: 9.27.10	Education/The LDI Issue	LDI, WFX
<b>November/December</b> Ad Close: 10.18.10 Materials Due: 10.25.10	Themed Entertainment	IAAPA



### LIVE DESIGN Magazine and LDI Industry Directory

#### 4 Color Rates Effective November 2009

Unit Size	1x	4x	9x	18x
Full Page	\$3,723	\$3,586	\$3,401	\$3,264
2/3 Page	\$3,133	\$3,041	\$2,856	\$2,767
1/2 Page (Horiz. Or Vert.)	\$2,588	\$2,540	\$2,403	\$2,311
1/3 Page	\$2,180	\$2,135	\$2,043	\$1,995
1/4 Page	\$1,995	\$1,903	\$1,858	\$1,813

### Contract Information

**COVER POSITIONS:** (See published rates) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

**SPECIAL POSITIONS:** In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

**LATE COPY POLICY:** Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

**COPY CHANGES:** When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

**CONVERSION/HANDLING CHARGES:** Conversion to Publisher's requirements will be billed at Publisher's cost.

**RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Penton Media Inc. ("Publisher" or "Penton") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including

the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequen-

### Classified Display Sizes & Rates

1/6H = 4.75 x 2.25" ..... \$500  
 1/12H = 2.5 x 2.25" ..... \$250

*Please contact your account rep for additional information*

tial liability clause is included in the contract, insertion order, purchase order, etc.

**CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

**SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase

rates with prior notification to advertiser.

**TERMS OF SALE:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Penton will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Penton, and no advanced notification is promised or implied.

**PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**COLLECTION RELATED ISSUES:** If Penton must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

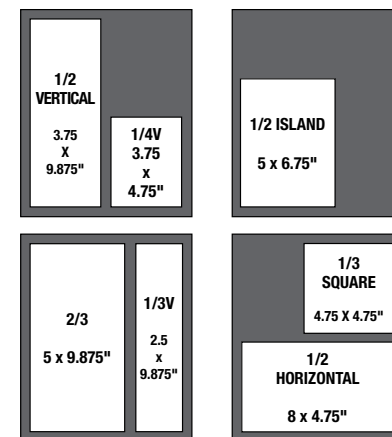
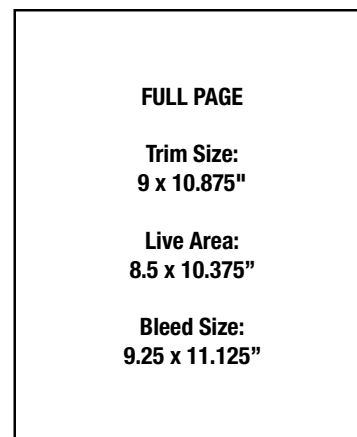
**JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between Penton and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.

### LIVE DESIGN Magazine and LDI Industry Directory Magazine Ad Sizes

#### Width x Depth (inches)

<b>Magazine Trim Size</b> .....	<b>9 x 10.875"</b>	1/2 Page Vertical.....	3.75 x 9.875"
Full Page (Live Area) .....	8.5 x 10.375"	1/2 Page Horizontal .....	8 x 4.75"
(Bleed).....	9.25 x 11.125"	1/2 Page Island .....	5 x 6.75"
Spread (Live Area) .....	18 x 10.5"	1/3 Page Square .....	4.75 x 4.75"
(Bleed).....	18.25 x 11.125"	1/3 Page Vertical.....	2.5 x 9.875"
2/3 Page Vertical.....	5 x 9.875"	1/4 Page Vertical.....	3.75 x 4.75"



#### SPACE UNIT SIZE IN INCHES

Space can be used only in the above sizes. Space exceeding size indicated in any direction is considered bleed except for gutter bleeds in spread.

#### GENERAL SPECIFICATIONS

**Printing Method:** Web Offset

**Binding:** Perfect bound

**Paper:** Cover printed on 80-lb. Somerset Matte coated offset; text printed on 45-lb. Escanaba

**Ink:** SWOP standard and four-color process

**Shipping Instructions:** Send all contracts, orders, insertion instructions, advertising material, and correspondence to:

**Production Coordinator, Live Design,  
9800 Metcalf Ave., Overland Park, KS 66212;  
Clearly mark: "Advertising Materials";  
(913) 967-1814; fax: (913) 514-6814;  
diane.straughen@penton.com.**

Advertising materials must be shipped prepaid to publication to arrive by the materials due date.

#### DIGITAL AD SPECIFICATIONS

**PDF Format:** Advertisers should submit PDF and PDF/X1-A files that are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file

and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

- **Preferred Applications:** Ad layouts should be created using either QuarkXpress™; or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.
- **Proofs:** Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- **Photos:** 300 dpi, actual size; CMYK color model; .tif or .eps format; no JPEG compression.
- **Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In PhotoShop, black text should be created in black channel only to avoid registration problems.
- **Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- **Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

- **Fonts:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
- **Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
- **Media:** Mac or IBM CD, Zip 100, floppy or FTP Upload: <ftp://adclient:adclient@ftpserver2.penton.com>/adclient/or email: [diane.straughen@penton.com](mailto:diane.straughen@penton.com); (913) 967-1814; fax: (913) 514-6814.
- **Inserts:** Contact advertising representative for rates, production specs and shipping instructions or visit [www.pentonads.com](http://www.pentonads.com).

#### NEWSLETTER AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF or JPEG files only. No Rich Media or Flash.

#### Dimensions and File Sizes:

- 468x60 full banner, 15-20k max
- 120x60 logo, 8-10k max
- 125x125 square 15k max
- 120x240 half-tower, 20k max
- 120x600 tower, 25k max

**Frames and Looping:** Max Frames = 4, Looping = 3times  
**3rd Party Ad Serving:** Most 3rd Party Ad tags accepted.

3rd Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation. Materials due 2 business days prior to newsletter blast.

#### ONLINE AD TECHNICAL SPECS

**Formats Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven

**Will Accept For Testing:** DHTML, Audio, Real, Shoshkeles, Tomboy

**Non-accepted Formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** 3rd Party Ad Tags include DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

#### Dimensions and File Sizes:

- 728x90, 35k max
- 300x250, 35k max
- 180x150, 35k max
- 125x125, 35k max

**Frames and Looping:** Max frames = 4; looping = 3 times  
**Material Deadline:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

**Cancellation Policy:** Banners, sponsorships, and newsletters require a 2-week written cancellation notice.

# LIVE DESIGN online advertising



## Transform Ordinary into Exceptional Online Advertising Results

Since over 73% of Americans and half of Europeans access the internet every day, the importance of online advertising for any business in 2009 is a given. With practically everyone advertising online your competitive advantage will come from moving beyond boilerplated online solutions and adopting online advertising methods that have been tested and proven most effective.

This year, Live Design has established itself as the clear leader in online content for the industry, with over 2600 unique visitors daily (that's over 78,000 per month!). As an online advertiser with Live Design you'll be partnered with the industry's top online publication and be able to access the lineup of proven online advertising vehicles.

### Want to Reach a Rapidly Growing Audience of 78,000 Unique Professionals Every Month?

Live Design Online Page Views and Unique Visitors Growth Statistics

	August 2008	August 2009	Increase
Page Views	130,752	169,658	30% Increase
Unique Visitors	62,720	78,429	25% Increase

### Branded Content: A Magnet for Web Page Visitors

**Why it Works:** Branded content allows you to associate your company's gear with content that's especially appealing-and therefore more effective with prospective buyers

**The Stats:** According to a recent report by the Online Publishers Association, across a wide range of advertising metrics, branded content sites outscored Internet industry norms for the Internet 41 out of 43 times.

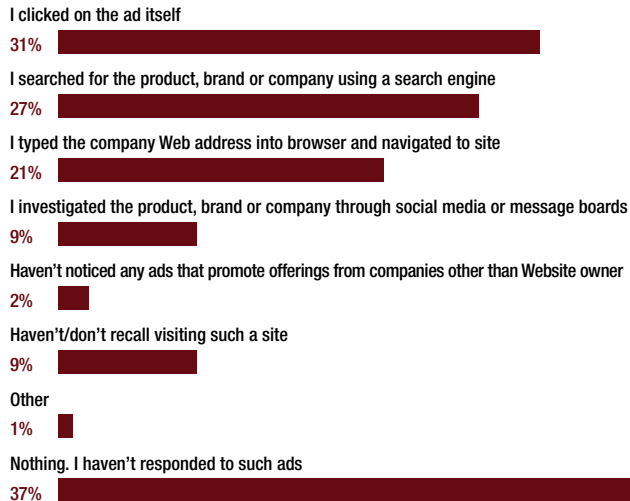
**Branded Content at Live Design Online:** Live Design Online offers multiple Branded Content products:

- Live Gear Gallery
- LD TV
- Affinity Content Areas: Targeted Content Areas on the Live Design Online Web Page that allow you to align your company with the targeted content areas on the Live Design Online Web Page that most closely match your company's product line (Gear, Theater, Concerts, Staging and Rental, Venues and more)

### Banner Advertising: The Hidden Advertising Gem

**Why It Really Does Work:** When you dig deeper into the statistics of Web banner advertising, you'll see that a large percentage of internet visitors interact in a meaningful way with banner advertising on the site. It's not just about click-throughs anymore!

### Behavior of US Internet Users Who Visited an Ad-Supported Website and Viewed Promotional\* Ads, January 2009 (% of respondents)



*Note: n=1,575 ages 18+; in the past six months; \*products, content and services from companies other than the Website owner  
Source: iProspect, "Search Engine Marketing and Online Display Advertising Integration Study" conducted by Forrester Consulting, May 11, 2009*

### Original Content: The Appeal of Our Own Words

**What is Original Content?** Original content is copy written by end-users on a Web site.

**Why it works:** People are naturally drawn to Web content written by colleagues and fellow professionals. Reading and writing original content links you into your community of colleagues and rapidly broadens professional networking possibilities.

**The Stats:** A recent report from the Online Publishing Association, revealed that advertising effectiveness scores on quality, original content sites, were significantly higher than on the overall web, on web portals or on ad networks. The strong showing for these sites swept across nearly all measurements outscored industry norms for the Internet in 47 out of 47 advertising metrics.

**Original Content on Live Design Online:** Live Design is the Web site where live design professionals connect through a variety of original content vehicles:

- Twitter
- Facebook
- Blogs
- Forums

### Contact Your Salesperson for More Information on Live Design Online Advertising Opportunities:

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com

# LDI & LIVE DESIGN

## online rates & specs



### LiveDesignOnline.com

Offering you a variety of cost-effective options to build your brand online!

Since its launch in December of 2005, livedesignonline.com has consistently attracted the largest pool of web savvy end users in the entertainment technology industry. The newly designed livedesignonline.com offers you even more targeted solutions to build awareness, generate leads, and drive traffic from a dedicated group of decision makers who search for design information and gear online. Generate interest from the over 70,000 unique visitors who come to the website each month to get the latest news, research the latest gear, access industry data, and learn what their peers are up to.

- 1 LEADERBOARD BANNER (728X90) \$40 CPM**  
Attention-grabbing top banner integrated into the site's horizontal navigation bar.  
**File size limit: 35k; 3 month commitment**
  - 2 BOOM BOX (300X250) \$30 CPM**  
Integrated right into the core of the freshest content, this premium position provides impact for larger creative options.  
**File size limit: 35k; 3 month commitment**
  - 3 SUPER BUTTON (180X150) \$20 CPM**  
This space is integrated into the site's central location.  
**File size limit: 35k; 3 month commitment**
  - 4 MARKETPLACE (125X125) \$150/MONTH**  
Cost effective homepage advertising – use LiveDesignOnline.com to build your brand and reach your customers!  
**File size limit: 36k; 6 month commitment**
- LDI Note:** Mention this ad when you sign up for LD online advertising and you'll receive the same size ad on the LDI website FREE! (Does not include the Superbutton 180x150 ad)

**ONE STOPS AND ROADBLOCKS (728x90, 300x250, 180x150) \$70 CPM**  
These allow you to buy all of the advertising real estate available in a targeted section of the website. You'll "own" the category!

### Technical Specs

**Formats Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Eyeblander, Pointroll

**Will Accept For Testing:** Enliven, Bluestreak, DHTML, Audio, Real, and Shoshkele

**Non-accepted Formats:** Java, Java Applet, Video

**3rd Party Ad Serving:** Penton Media will accept most 3rd Party Ad tags including DART, Adknowledge, 24/7 and L90. ALL 3PAS must be accompanied by anti-caching documentation.

**Frames and Looping:** Maximum Frames 4; Looping: 3 times

**Material Deadlines:** Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alt text with instructions.

**Cancellation Policy:** Banners and sponsorships require a two-week written cancellation notice.

### Sales Contacts

**David Johnson, 212-204-4272**  
Associate Publisher  
david.johnson@penton.com

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com

**Web site Materials**  
**Brian Byrne, 913-981-6152**  
brian.byrne@penton.com



# LIVE DESIGN *wire* online rates & specs



## LIVE DESIGN WIRE

With a new look but the same great content and the industry's largest email subscriber base, Live Design Wire has become an essential marketing tool for key industry players to reach today's industry professionals and communicate with current and potential customers. Featuring all the important industry news, views, blogs, videos, and columns, Live Design Wire is an industry must-read every Monday.

Banner ads in Live Design Wire are effective not only because we deliver them right to our subscriber's inbox, but also because we provide you with regular open rates and click-thru rates so that you can monitor the effectiveness of your campaign on a regular basis. Use Live Design Wire to accomplish multiple marketing objectives: drive traffic to your website or online catalog, generate leads fast; create demand for new products, build brand awareness, and more.

Best yet, we've modified our ad units to help you maximize your exposure:

**1 TOP BANNER (468x60)**

**\$2,000/month net**

Full banner and 50 words of text including headline and URL.

**3 SUPER BUTTON 1 (180x150)**

**\$1,200/month net**

Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.

**2 RIGHT TOWER (160x600)**

**\$1,800/month net**

High profile "Boombbox" position with 50 words of text including headline and URL.

**4 SUPER BUTTON 1 (180x150)**

**\$1,000/month net**

Same size as the Super Button ad unit on the Live Design Website, with 50 words of text including headline and URL.

**All ads require a three-month commitment.**

**Frequency: Four times per month, every Monday except for the week between Christmas and New Year's**

## Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.

## Sales Contacts

**David Johnson, 212-204-4272**  
Associate Publisher  
david.johnson@penton.com

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com

**Banner Ad Materials**  
Terra Maples, 913-967-1805  
terra.maples@penton.com

The image shows a preview of the Live Design Wire newsletter. At the top, it says "in this issue" and "NOVEMBER 11, 2009". The main content includes articles like "Chuck Hoberman joins U2 Panel At LDI2009" and "Barco and PRG New Sponsors for Live Design Projection Master Classes". There are four numbered ad units (1, 2, 3, 4) overlaid on the newsletter, each with a description of the ad unit and its corresponding rate and specifications. The newsletter footer says "LIVEDESIGN wire" and "A PENTON MEDIA PUBLICATION".

# LIVE DESIGN GEAR WIRE

## online rates & specs



## GEAR WIRE

Gear Wire brings subscribers all the news and reviews on the latest products in the world of entertainment technology. Capitalizing on the huge traffic generated in the Gear section of livedesignonline.com, Gear Wire is broadcast every Thursday and delivers content specific to all the major market segments: Lighting and Staging on the first and third week of the month, Projection on the second, and Sound on the fourth. Each newsletter goes to its targeted demographic. Target your message directly to those people who want to know about the latest gear in their discipline in a most cost-effective way.

All ad units are 180x150 and include 50 words of text, plus a "Sponsored by" your company (with logo) in the section in which the ad appears

### LIGHTING & STAGING (First and Third Thursday of Each Month)

- 1** Top Button: \$1,000/month
- 2** Second Button: \$700/month
- 3** Third and Fourth Buttons: \$500/month

### PROJECTION (Second Thursday of Each Month)

- 1** Top Button: \$800/month
- 2** Second Button: \$500/month
- 3** Third and Fourth Buttons: \$300/month

### SOUND (Fourth Thursday of Each Month)

- 1** Top Button: \$700/month
- 2** Second Button: \$400/month
- 3** Third and Fourth Buttons: \$250/month

## Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.
- In addition to the banner ad, advertisers should also provide 50 words of text and a logo that is 100x40 pixels (3-10k max)

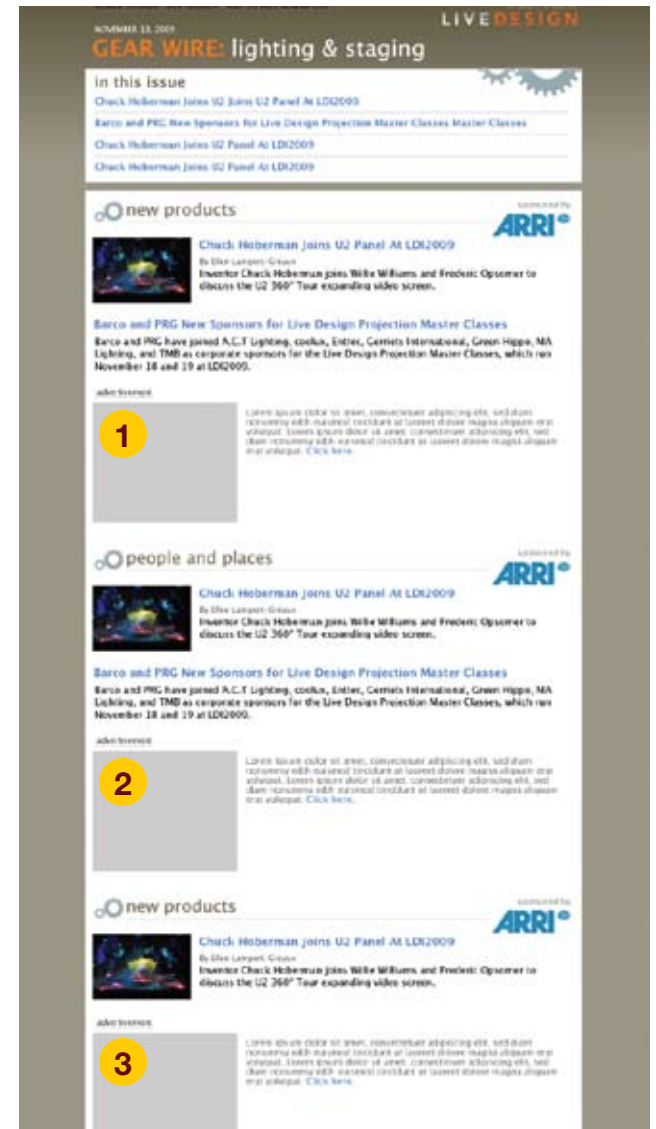
## Sales Contacts

**David Johnson, 212-204-4272**  
Associate Publisher  
david.johnson@penton.com

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com

**Banner Ad Materials**  
Terra Maples, 913-967-1805  
terra.maples@penton.com



# LIVE DESIGN

## sponsored microsite



## OWN THE STORY

You're involved in one of the industry's biggest projects of the year, and you want the world to know about it. It's nice if you happen to get mentioned in a story in a magazine, but the shelf life is so short. And press releases and print ads simply don't go far enough. How do you let the world know your participation made the difference, and how do you keep that message front and center in the minds of your clientele?

Unleash the full power of online and make it work for you by sponsoring a Live Design microsite focusing exclusively on your big project. Tap into the industry-leading traffic on livedesignonline.com and brand yourself and your products with that big tour, venue, show or event.

In 2009, the "Designing U2 360°" microsite gathered over 110,000 page views in a three month period, and the site's exclusive sponsor, PRG achieved unprecedented click-thru's on its ad units.

## Each Live Design sponsored microsite features the following:

- Exclusive ownership of every ad unit
- Video content, including interviews and footage of project
- Regularly updated stories written by LD staffers on all components of the project
- Any and all press releases you provide
- Blogs written by your staff, production crew and more
- Photo, plot, and sketch galleries galore
- Weekly updates of new content on Facebook, Twitter, and in the newsletter
- Minimum commitment of three months

## YOU OWN THE PROJECT, NOW OWN THE STORY

Contact David Johnson for more information: [djohnson@livedesignonline.com](mailto:djohnson@livedesignonline.com), 212-204-4272

## Sales Contacts

David Johnson, 212-204-4272  
Associate Publisher  
[david.johnson@penton.com](mailto:david.johnson@penton.com)

Ken Baird, 913-981-6141  
[ken.baird@penton.com](mailto:ken.baird@penton.com)

Kelly Turner, 415-455-8305  
[kelly.turner@penton.com](mailto:kelly.turner@penton.com)

Web site Materials  
Brian Byrne, 913-981-6152  
[brian.byrne@penton.com](mailto:brian.byrne@penton.com)



# LDI & LIVE DESIGN

## e-mail blasts



## Are Your Email Campaigns Reaching the Right People?

Email blasts can be a great way to promote your products—provided they are going to the right people. The *Live Design*/LDI franchise has the largest email database in the industry—over 24,000 unique names—so you have the opportunity to reach the widest possible audience.

But just as important, **we can filter our list by job title**, allowing you to reach **only** the those designers and technicians you want to target. Not only is it highly effective, it's also **cost-effective**.

And most important of all, we also provide **open rates and click thru-rates for all of our email blasts**. So you get immediate feedback on the effectiveness of your message.

Isn't that a smarter way to spend your e-marketing dollars?

Talk to your advertising manager today to come up with a plan that works for you.

---

### Sales Contacts

**David Johnson, 212-204-4272**  
Associate Publisher  
david.johnson@penton.com

**Ken Baird, 913-981-6141**  
ken.baird@penton.com

**Kelly Turner, 415-455-8305**  
kelly.turner@penton.com



# frequently asked questions



## LDI Facts

### Q. When does LDI take place?

A. LDI 2010 will be held in Las Vegas, NV in the Las Vegas Convention Center, October 22-24, 2010.

### Q. How many years has LDI been the tradeshow and conference for the Entertainment Technology Industry?

A. The 2010 show will mark LDI's 23rd year.

### Q. What is the Official Publication of the LDI Tradeshow and Conference?

A. *Live Design* Magazine is the Official Publication of LDI

## LDI Attendee Profile

### Q. Who attends LDI?

A. The following are the most common attendee titles at LDI: Lighting Designer, Lighting Programmer, Production Lighting Crew, Technical Director, Lighting Rental Operations, Visual Designer, Sound Designer, Facility Designer: Lighting, Purchasing Manager, Stage Manager, Sound Mixer, Production Staging Crew, Set Designer, Production Sound Crew, Audio Rental Operations

### Q. How many attendees does LDI have?

A. In 2008, LDI had total attendance of 13,567 professionals.

### Q. How do I know that LDI attendees are interested in my products?

A. LDI attendees come to specify and purchase the following products: Lighting, Sound, Projection, Software, Production, Special Effects, Cinematography, Staging, Rigging, Truss

### Q. Where do LDI attendees come from?

A. LDI attracts an international audience. In 2008, LDI professionals came from all 50 states and 76 countries.



## LDI Exhibitors

### Q. What types of companies exhibit at LDI?

A. Manufacturers and distributors of a wide range of products for live event production including lighting, sound, projection products, software, etc.

### Q. How many companies exhibit at LDI?

A. Over 400 companies exhibit each year at LDI

### Q. How can I see a current list of exhibiting companies?

A. Just go to [www.ldishow.com](http://www.ldishow.com) and click on the "exhibits" tab.

### Q. Can I request that my booth is not next to my competitor's booth?

A. You can select a limited number of companies that you would not like to be located next to.

### Q. How is exhibitor satisfaction at LDI?

A. Exhibitor satisfaction at LDI is high:

- 66% of LDI 2008 exhibitors have exhibited at 6 or more LDI shows in the past
- 75% of LDI 2008 exhibitors are very likely to exhibit at LDI 2009
- 84% of LDI 2008 exhibitors would recommend LDI to industry colleagues



## LDI Exhibiting How-To's

### Q. What's the cost to exhibit at LDI?

A. In 2010, the cost of a 10 x 10 booth is \$2,625. We also offer tiered pricing based on the number of booths purchased.

### Q. Do you offer packages which include in-person, on-line and in-print exposure?

A. Yes, we offer customized media packages that combine the LDI tradeshow and conference, print advertising in *Live Design* Magazine and online exposure on both the LDI and *Live Design* Web pages. Contact your sales manager for details.

### Q. How do I go about reserving a booth at LDI and advertising in *Live Design* Magazine?

A. Contact your LDI Sales Manager:

#### • Ken Baird, Sales Manager

Phone: 913-981-6141

Fax: 913-514-3823

E-mail: [ken.baird@penton.com](mailto:ken.baird@penton.com)

Companies headquartered in Canada and the following states: AL, CT, DE, GA, FL, IL, IN, KY, ME, MA, MD, MI, MS, NC, NH, NJ, NY, OH, PA, RI, SC, TN, VA, VT, WI, WV

#### • Kelly Turner, Sales Manager

Phone: 415-455-8305

Fax: 913-514-3817

E-mail: [kelly.turner@penton.com](mailto:kelly.turner@penton.com)

Companies headquartered in Europe, Asia Pacific Rim countries, and the following states: AZ, AR, CA, CO, ID, IA, KS, LA, MN, MS, MT, NE, NV, NM, OR, ND, OK, SD, TX, UT, WA, WY





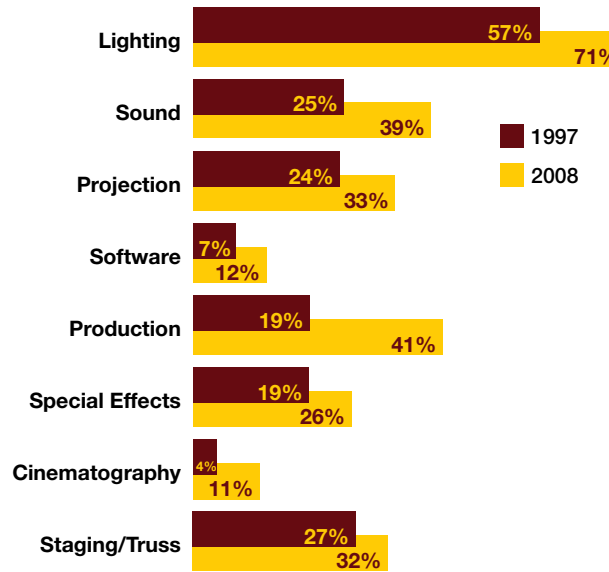
# attendee demographics

## Main Professional Titles Attending LDI 2008

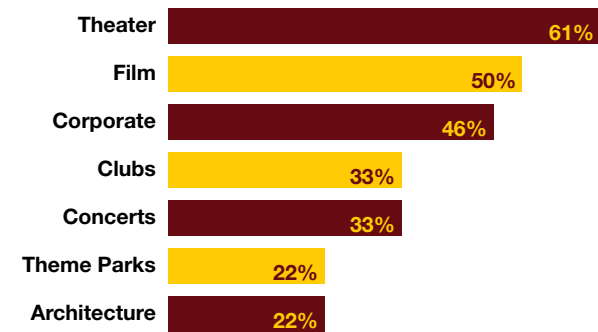
- Lighting Designer
- Lighting Programmer
- Production Lighting Crew
- Technical Director
- Lighting Rental Operations
- Visual Designer
- Sound Designer
- Facility Design: Lighting
- Purchasing Manager
- Stage Manager
- Sound Mixer
- Production Staging Crew
- Set Designer
- Production Sound Crew
- Audio Rental Operations

## LDI Professionals are Behind the Scenes at Every Live Event Using the Gear Your Company Manufactures

### Gear Used By LDI Professionals



### Where LDI Professionals Work



LDI 2008 attracted professionals from 76 countries around the world.

### Sales Contacts

Ken Baird, 913-981-6141  
ken.baird@penton.com

Kelly Turner, 415-455-8305  
kelly.turner@penton.com

# LDI & LIVE DESIGN

## meet the staff



### **Zari Stahl** **Group Show Director and Publisher**

Zari just recently joined the LDI/LD Franchise Family, although she's been producing tradeshow for 25 years. Zari's been involved with the production of shows in various industries – fitness, medical, coal and meetings, but thinks the LDI show floor promises to be the most exciting of them all!

### **David Johnson** **Editorial Director/Associate Publisher** **Live Design Magazine**

David Johnson has been involved in the *Live Design*/LDI franchise since the dawn of time. He was hired by LDI founder Pat Mackay back in 1993 to be the business editor for *Lighting Dimensions* and *Theatre Crafts International*, and over the intervening 16 years has worn a variety of hats, from managing editor of the seminal ETEC online service to editor of *TCI*. He oversaw the transition of *TCI* into *Entertainment Design* in 1996, and later as an associate publisher/editorial director was responsible for the merger of *Entertainment Design* and *Lighting Dimensions* into *Live Design* in 2005. He produces the annual *Live Design* Master Classes which take place every May in New York and for the last two years has become more closely involved in the content and direction of the LDI trade show. His first LDI was in 1993 in Orlando and he'll never forget all the cool gear and fantastic lunatics on the show floor.

### **Marian Sandberg** **Editor, Live Design Magazine**

A long time ago, in a galaxy far, far away, Marian Sandberg started working as a PR flack for Group One Ltd. where Jack Kelly told her she'd never leave the lighting industry. He was right.

### **Ellen Lampert-Gréaux** **LDI Conference Director**

Ellen Lampert-Gréaux has played the role of conference director for LDI since its inception in 1988, as well as for the *Live Design* Broadway Master Classes, doubling as consulting editor for *Theatre Crafts*, *Lighting Dimensions*, *Entertainment Design*, and *Live Design*, having had her first article published in *Theatre Crafts* in 1983. She served as publicity director of the Brooklyn Academy of Music from 1979-1985 and is a member of ATPAM (Association of Theatrical Press Agents and Managers/IATSE). She holds an MFA in Arts Administration from Brooklyn College, and is co-founder/director of The St. Barth Film Festival in the French West Indies.

### **Tara Melingonis** **LDI Conference Manager**

Tara Melingonis has worked for Penton Media since 2002. In 2006 she joined the staff of both LDI and The Special Event as conference manager, developing and coordinating hundreds of sessions and speakers for the extensive professional training programs at these two trade shows each year.

### **Ken Baird** **Sales Manager**





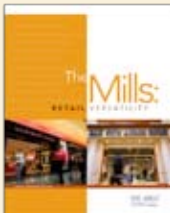
Ken Baird has been part of the LDI team for the past 9 years. His specialty is collaborating with sales and marketing teams to help identify opportunities and create custom solutions that will result in improved sales. Ken graduated with a B.S. degree in Accounting from the University of Colorado and has over 15 years of experience supporting the entertainment industry.






### **Kelly Turner** **Sales Manager**

Kelly Turner, a senior sales manager, has worked in business-to-business sales, marketing and trade show management for more than 17 years including on the LDI and Live Design franchise since 1996. She enjoys travel, listening to music, chasing her four children and helping her clients grow their businesses (not necessarily in that order).

### **Betsy Carballo** **Marketing Manager**

Betsy Carballo has been with Penton since 2000 as a marketing manager for the tradeshow division. Specifically, she has worked with the LDI tradeshow and conference for 7 years. Prior to that, Betsy spent over 15 years in marketing for Fortune 500 companies including Charles Schwab, Dayton Hudson Corp. and McKesson Corporation. She has specific experience in International Marketing, Research and eMarketing and Direct Marketing and Media.

eBook	Webinar	eMedia Center	e-Newsletters	Supplements
<p><b>Timeframe:</b> 6 - 8 weeks</p> <p><b>Output:</b> Digital edition; gated and lead-generating options; can be promoted in direct emails, banner ads and ads in e-Newsletters.</p> <p><b>Interesting Aspects:</b> Very customized content and design; can custom-target the message; branded as a sponsored product, but content is very informational and educational.</p> <p><b>Product Benefits:</b> Lead Generation, Thought Leadership, Brand Awareness, New Product Introduction</p> 	<p><b>Timeframe:</b> 6 - 8 weeks (based on availability)</p> <p><b>Output:</b> 60-minute, online, LIVE seminar; fully recorded, lead generation solution; available for viewing On-Demand 24/7/365.</p> <p><b>Interesting Aspects:</b> All events are custom created with an emphasis on matching company's colors, look/feel.</p> <p><b>Product Benefits:</b> Lead Generation, Brand Awareness, Thought Leadership, Custom Education</p> 	<p><b>Timeframe:</b> 3 - 6 weeks</p> <p><b>Output:</b> Aggregates webinars, podcasts, video, research, forums, case studies, white papers, etc. to form a lead-generation vehicle through a gated registration page.</p> <p><b>Interesting Aspect:</b> The lead gen report contains contact information and usage details for each contact.</p> <p><b>Product Benefits:</b> Brand Awareness, Thought Leadership, Lead Generation</p> 	<p><b>Timeframe:</b> 4 - 7 weeks for 1<sup>st</sup> issue</p> <p><b>Output:</b> Print or e-versions; varied frequency (monthly, bi-monthly or quarterly); custom content targeted to selected audiences.</p> <p><b>Interesting Aspects:</b> e-Newsletters offer ROI metrics; open rates, polling questions, reader habits, etc.</p> <p><b>Product Benefits:</b> Lead Generation, Brand Awareness, Customer Education, Internal Communications</p> 	<p><b>Timeframe:</b> 1 - 3 months</p> <p><b>Output:</b> Special section in publication and/or downloadable PDF version; can be emailed.</p> <p><b>Interesting Aspects:</b> Penton can create a custom micro site on a Web site promoting the special print section.</p> <p><b>Product Benefits:</b> Brand Awareness, Customer Education, Thought Leadership, Sales Support</p> 

Custom Magazine	Research	Reprints	Video	Sponsored Content	White Paper
<p><b>Timeframe:</b> 6 - 12 weeks</p> <p><b>Output:</b> Most cost-effective means of influencing consumer behavior at certain stages of the decision-making process.</p> <p><b>Interesting Aspects:</b> Integrates high-quality editorial with award-winning graphic design. Can be polybagged or promoted with a Penton publication.</p> <p><b>Product Benefits:</b> Thought Leadership, Brand Awareness, Customer Education</p> 	<p><b>Timeframe:</b> 2 - 4 months</p> <p><b>Output:</b> Whether analyzing purchase intentions, buying power or product perception, Penton's research capabilities provide on-target market intelligence.</p> <p><b>Interesting Aspects:</b> Penton readers are loyal and genuinely interested in helping improve their industries.</p> <p><b>Product Benefits:</b> Brand Awareness, Thought Leadership, Perception Modification, Sales Support, New Product Introduction</p> 	<p><b>Timeframe:</b> 2 - 3 weeks</p> <p><b>Output:</b> The reuse of editorial content lends credibility, offers third-party endorsement, and adds support to many companies' marketing and communication efforts - print, PDF or ePrint.</p> <p><b>Interesting Aspects:</b> Send reprints to your prospect/customer list or extend your distribution via purchase of a Penton magazine circulation lists.</p> <p><b>Product Benefits:</b> Thought Leadership, Brand Awareness</p> 	<p><b>Timeframe:</b> 2 weeks - 3 months</p> <p><b>Output:</b> Video interviews with presenters, suppliers, attendees or industry experts. Video can be emailed or placed on company or Penton Web site.</p> <p><b>Interesting Aspects:</b> Video is an innovative way to tell your story while being promoted by one of Penton's publications.</p> <p><b>Product Benefits:</b> Leverages the broad popularity of online video and adds a strong multimedia component to a client's message.</p> 	<p><b>Timeframe:</b> 3 weeks - 3 months</p> <p><b>Output:</b> Print, PDF or digital piece (gated option for lead generation) based on an industry-related topic, inserted or polybagged into a publication for third-party credibility.</p> <p><b>Interesting Aspects:</b> Penton publications can promote the guide via emails, e-Newsletter ads and banner ads (space permitting).</p> <p><b>Product Benefits:</b> Thought Leadership, Lead Generation, Customer Education</p> 	<p><b>Timeframe:</b> 5 - 7 weeks</p> <p><b>Output:</b> PDF which can be emailed directly to prospects or customers; promoted via e-Newsletters or linked to web banners; archived on Penton Web site for a year; gated and lead generating; can be printed and used as sales collateral or leave behind.</p> <p><b>Interesting Aspects:</b> Can have video embedded into the document.</p> <p><b>Product Benefits:</b> Lead Generation, Thought Leadership, Custom Education, Sales Support</p> 