

LIVE DESIGN'S *Projection Now*

RATES & SPECS

Effective: 7/1/07

Top Banner

468x60
full banner and
50 words of text
including headline
and URL.
\$1,600 p/month
net

Top Half-Tower

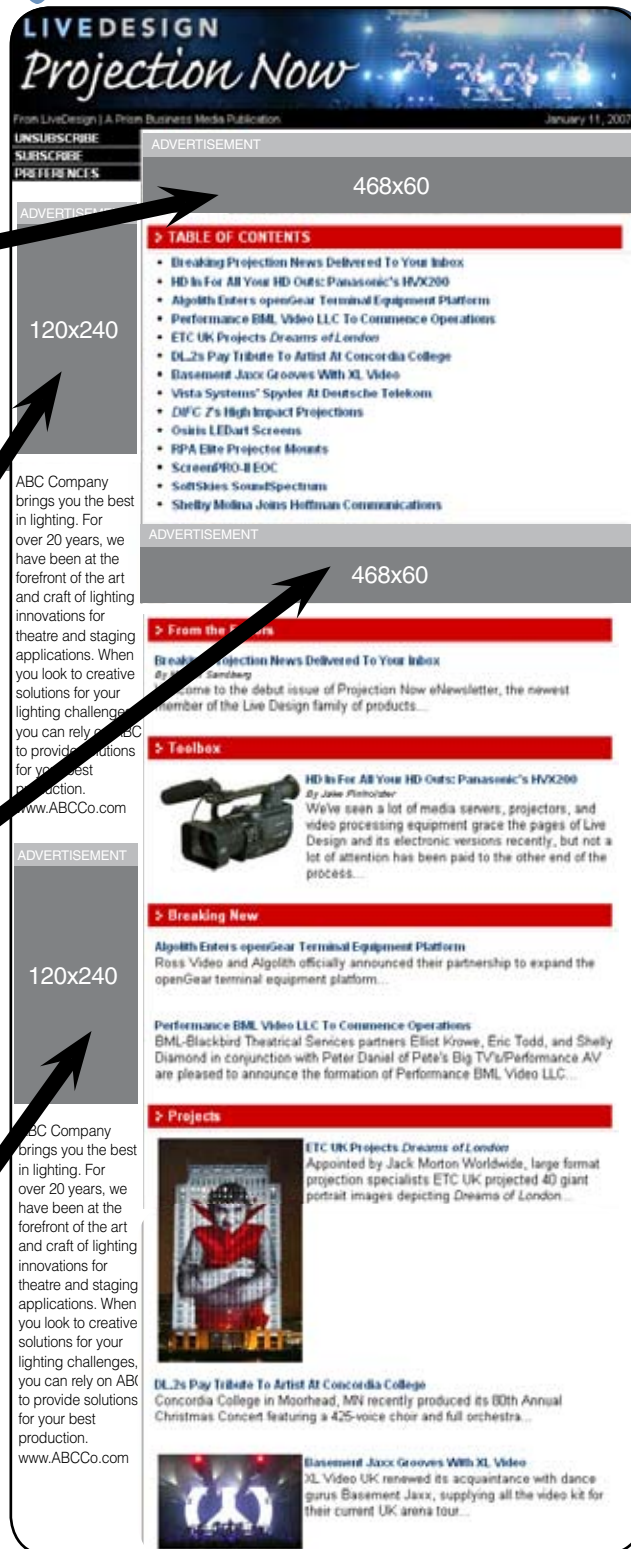
120x240
half-tower ad and
50 words of text
including headline
and URL.
\$1,200 p/month
net

Second Banner

468x60 full banner
and 50 words
of text including
headline and URL.
\$1,200 p/month
net

Second Half Tower

120x240 half-tower
ad and 50 words
of text including
headline and URL.
\$1,200 p/month
net



ABC Company brings you the best in lighting. For over 20 years, we have been at the forefront of the art and craft of lighting innovations for theatre and staging applications. When you look to creative solutions for your lighting challenges, you can rely on ABC to provide solutions for your best production. www.ABCCo.com

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Projection Now is a biweekly newsletter geared toward projection and technology for live events. Every other Thursday, this newest product from **LIVE DESIGN** magazine offers subscribers tips and ideas from top concert, theatre, and corporate event projection designers and technicians, as well as the latest in gear, projects, and related news from around the world.

Sponsor **Projection Now** to reach more than **34,000 designers, technicians and programmers** who purchase gear and technology across the theatre, opera, and dance markets. 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.

Other newsletters in the LIVE DESIGN franchise:

LIVE DESIGN Wire

Reaches 37,000 live event designers, technicians and programmers, and focuses on the latest industry intelligence—breaking news, new products and innovations, company mergers, people on the move, event news and more.



TQ Now

Delivers up to date information on designers, technicians, and manufacturers involved in all aspects of theatre—lights, sound, sets, costumes, projections, makeup and more.

TECHNICAL SPECS

- 1. Banner Dimensions:** 468x60 full banner
120x240 half-tower
- 2. Banner Format:** GIF or JPEG files only. No Rich Media.
- 3. File Sizes and Looping:**
Max File Size = 468x60, 120x240 - 15-20K
Max Frames = 4
Looping = 3 times
- 4. 3rd Party Ad Serving:** We will accept most 3rd Party Ad tags. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Send creative and questions to:

Website: Jason Hill, (212) 204-4253, jason.hill@penton.com
Enewsletter: Diane Straughen, (913) 967-1814, diane.straughen@penton.com

3 month minimum

Two times per month,
on Thursdays

LIVE DESIGN™

Envision. Build. Tech. Go.

WWW.LIVEDESIGNONLINE.COM

A Penton Media Publication

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