

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 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

The screenshot shows the newsletter layout with several ad placements. A sidebar on the left contains navigation links: UNSUBSCRIBE, SUBSCRIBE, PREFERENCES, and ADVERTISEMENT. The main content area features a large advertisement for High End Systems' DL2 Digital Light fixture, a table of contents, and a 'TQ Now Exclusive' section with an article about the play 'Well'.

120x240  
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

120x240  
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## 3 month minimum

Two times per month, on Thursdays

**TQ NOW newsletter** delivers breaking news, new ideas, innovative products, people on the move, behind-the-scenes insights, and more. It's an essential marketing tool to reach today's industry professionals and communicate with current and potential customers.

Sponsor **TQ 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.



### Projection Now

Bi-weekly newsletter that features industry experts and breaking news on the latest technology, trends and products in the exploding area of projection.

## 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.hill2@penton.com  
**Enewsletter:** Diane Straughen, (913) 967-1814, diane.straughen@penton.com