

Effective: 7/1/07

Top Banner

468x60
full banner and
50 words of text
including headline
and URL.
\$2,000 p/month
net

Top Half-Tower

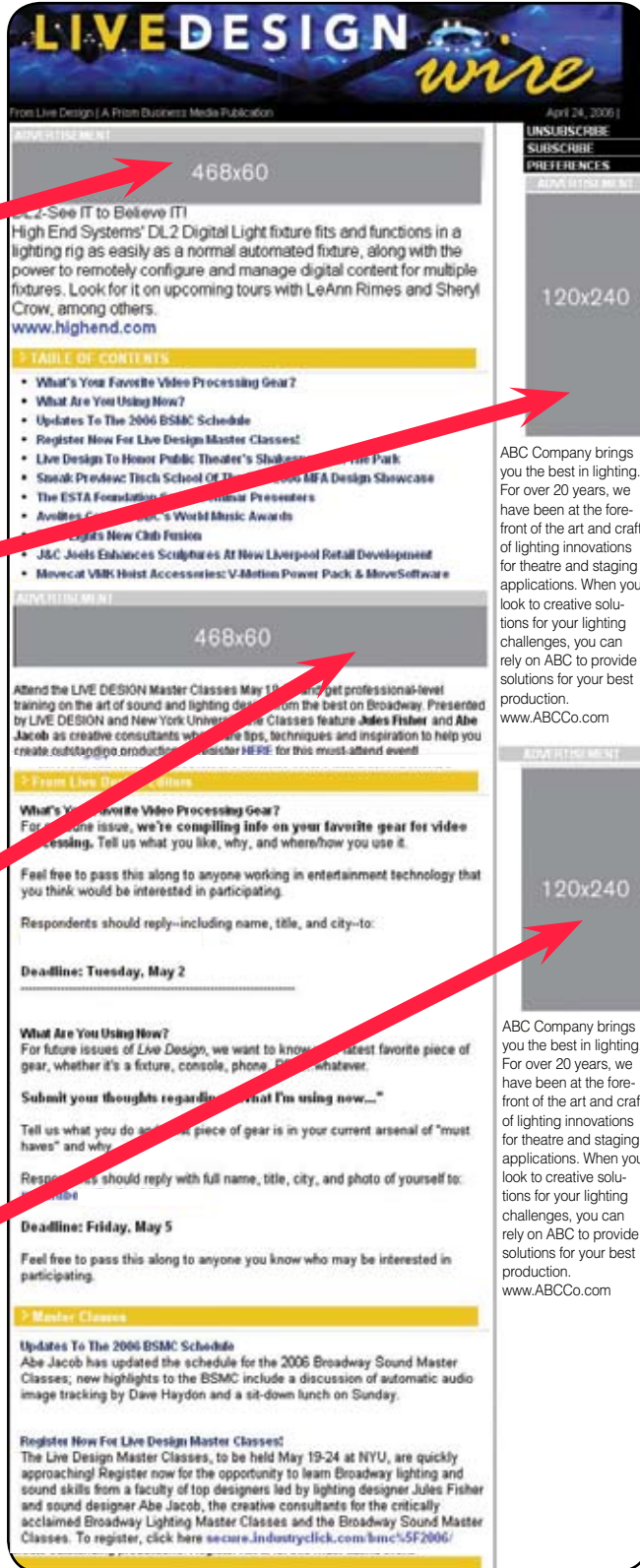
120x240
half-tower ad and
50 words of text
including headline
and URL.
\$1,600 p/month
net

Second Banner

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

Second Half Tower

120x240 half-tower
ad and 50 words
of text including
headline and URL.
\$1,600 p/month
net



LIVE DESIGN Wire newsletter delivers the latest industry developments, breaking news, new products and innovations, company mergers, people on the move, event news, and more. It's an essential marketing tool to reach today's industry professionals and communicate with current and potential customers.

Sponsor **LIVE DESIGN Wire to reach more than 37,000 designers, technicians and programmers** who purchase gear and technology across the entire spectrum of lighting, projection and design products. 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:

TQ Now

Reaches 34,000 industry professionals, and focuses on the theatre market and the people and companies who drive it—news from Broadway, new ideas, behind-the-scenes insights, and much 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:

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

3 month minimum

Frequency: Four times per month, on Mondays