

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 Columns: History	11/19/25	11/26/25
FEBRUARY	Sports Facilities Lighting Columns: Controls, Education	12/15/25	12/22/25
MARCH	Exterior Applications Columns: Careers, Progressions Bonus Distribution: Light + Building, Frankfurt, Germany	1/21/26	1/28/26
APRIL	Light and Wellness Columns: Safety, Diversity Bonus Distribution: LEDucation, New York City	2/20/26	2/27/26
MAY	Commercial and Institutional Lighting Columns: Controls, Education, Progressions Readership Survey	3/25/26	4/1/26
JUNE	Museums and Exhibits Columns: Wildlife	4/22/26	4/29/26
JULY	Infrastructure & Public Works Columns: History	5/22/26	5/29/26
AUGUST	Street/Facade/Landscape Lighting Columns: Diversity, Progressions Bonus Distribution: IES25: The Lighting Conference, Denver, Colorado	6/24/26	7/1/26
SEPTEMBER	IES Illumination Awards Columns: Controls, Education, Safety	7/24/26	7/31/26
OCTOBER	Emerging Professionals Takeover Columns: Careers, History	8/21/26	8/28/26
NOVEMBER	IES Progress Report Columns: Diversity, Wildlife Bonus Distribution: IES Street & Area Lighting Conference, Phoenix, Arizona	9/23/26	9/30/26
DECEMBER	Hospitality and Restaurants Columns: 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
2-Page Spread	\$8,910	\$8,035	\$7,265	\$6,805	\$6,175
Cover 2	\$5,585	\$5,105	\$4,480	\$4,120	\$3,860
Cover 3	\$5,185	\$4,725	\$4,300	\$4,000	\$3,765
Cover 4	\$5,625	\$5,305	\$4,665	\$4,265	\$4,020
Full Page	\$5,060	\$4,585	\$4,290	\$3,825	\$3,580
2/3 Page	\$4,115	\$3,650	\$3,300	\$3,105	\$2,925
1/2 Page Spread	\$6,195	\$5,525	\$5,120	\$4,705	\$4,395
1/2 Page	\$3,665	\$3,305	\$2,975	\$2,795	\$2,655
1/3 Page	\$3,020	\$2,705	\$2,450	\$2,300	\$2,170
1/4 Page	\$2,700	\$2,390	\$2,235	\$2,090	\$1,995
1/6 Page	\$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 ⅜" X 9 ¾"
1/4 Page	3 ⅜" X 4 ¾"
1/6 Page	2 ⅜" 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 Rates
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 sponsorships available. Contact your sales representative for pricing.		Monthly sponsorship
Interstitial Banners	300 X 250 px - 700 X 700 px	\$3,000
eArticle Advertising		
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

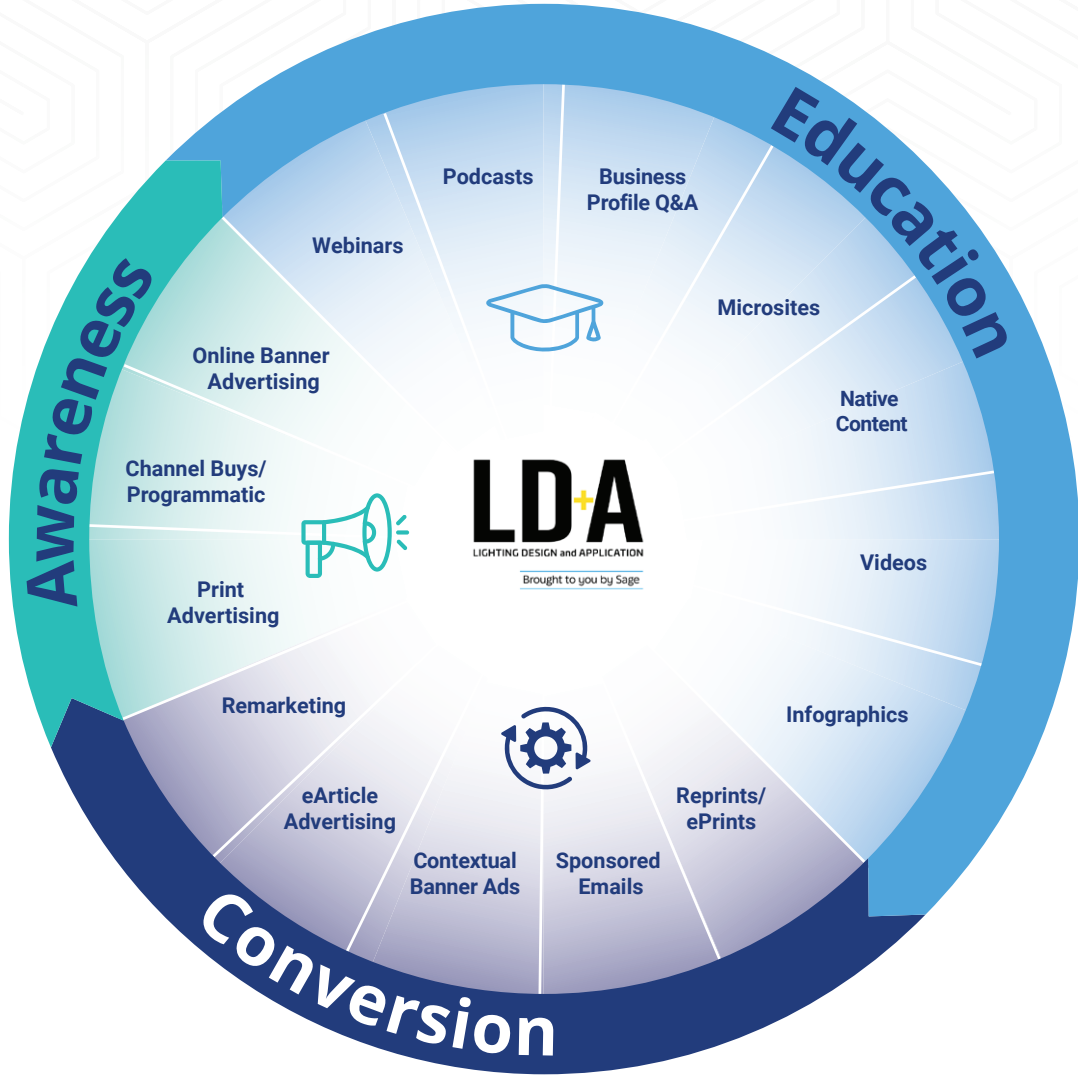
Sponsorship includes:

- 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



CONTACT



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SUBMITTAL INFORMATION

Send all materials to:
advertising@sagepub.com

