

PLSN

PROJECTION, LIGHTS & STAGING NEWS

Web offset. SWOP standards apply. CMYK, 4-color process printing only. For PMS ink color availability contact your account manager.

All ads must be submitted in digital format. Preferred file format: CMYK or Grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included, with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS3 or Illustrator .EPS files, collected with all working files and Postscript fonts (screen and printer) included. Publisher is not liable for inferior outcome if guidelines are not followed.

For color critical ads, two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used as content confirmation only. Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

For bleed fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

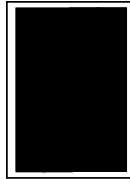
Materials not provided to the above specs will be altered by the publisher. Advertiser will be invoiced for necessary alterations for technical reasons and for any requested design changes.

If you have questions or concerns regarding ad or insert specifications, please contact the production manager at 702.932.5585. For ad sales information, please contact your account manager.

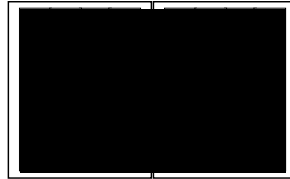
Preferred method of ad file delivery—please upload self-extracting compressed digital files to: www.fohonline.com/upload (100 MB max)

Send ALL materials & color proofs to:

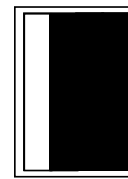
Timeless Communications
Attn: PLSN, Production Dept.
6000 S. Eastern Ave., Suite 14-J • Las Vegas, NV 89119
Tel: 702.932.5585 • Fax: 702.932.5584
www.plsn.com
6000 S. Eastern Ave. Ste. 14-J • Las Vegas, NV • Tel: 702.932.5585 • Fax: 702.932.5584 • www.plsn.com



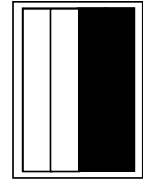
FULL PAGE TAB
W. 11.125 X H. 14.75 (Bleed)
W. 9.9375 X H. 13.5 (Non Bleed)
W. 10.857 X H. 14.5 (Trim)



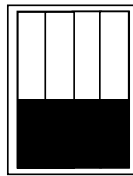
FULL TABSPREAD
W. 8.115 X H. 14.75 (Bleed)
W. 7.265 X H. 13.5 (Non-Bleed)



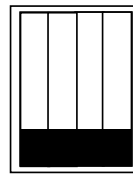
3/4 TAB VERTICAL
W. 8.115 X H. 14.75 (Bleed)
W. 7.365 X H. 13.5 (Non-Bleed)



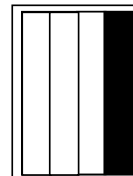
1/2 TAB VERTICAL
W. 5.60 X H. 14.75 (Bleed)
W. 4.85 X H. 13.5 (Non-Bleed)



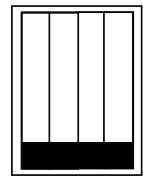
1/2 TAB HORIZONTAL
W. 11.125 X H. 7.5 (Bleed)
W. 9.9375 X H. 6.65 (Non-Bleed)



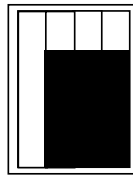
1/3 TAB HORIZONTAL
W. 11.125 X H. 4.83 (Bleed)
W. 9.9376 X H. 4.325 (Non-Bleed)



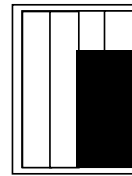
1/4 TAB VERTICAL
W. 3.1 X H. 14.75 (Bleed)
W. 2.375 X H. 13.5 (Non-Bleed)



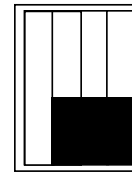
1/4 TAB HORIZONTAL
W. 11.125 X H. 4.25 (Bleed)
W. 9.9375 X H. 3.5 (Non-Bleed)



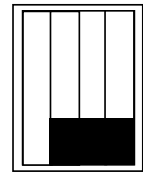
JUNIOR FULL PAGE
W. 8.115 X H. 10.5 (Bleed)
W. 7.375 X H. 9.75 (Non-Bleed)



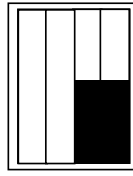
2/3 Jr. VERTICAL
W. 4.85 X H. 9.75 (Non-Bleed)



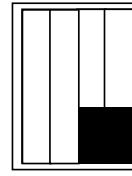
2/3 Jr. HORIZONTAL
W. 7.375 X H. 6.5 (Non-Bleed)



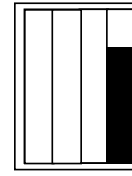
1/2 Jr. HORIZONTAL
W. 2.375 X H. 4.875 (Non-Bleed)



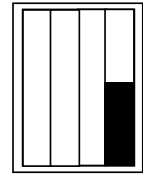
1/2 Jr. VERTICAL
W. 4.85 X H. 7.5 (Non-Bleed)



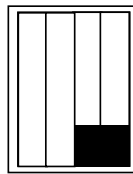
1/3 Jr. SQUARE
W. 4.85 X H. 4.85 (Non-Bleed)



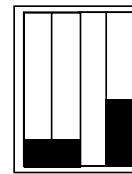
1/3 Jr. VERTICAL
W. 2.375 X H. 9.75 (Non-Bleed)



1/4 Jr. VERTICAL
W. 2.375 X H. 7.0 (Non-Bleed)



1/4 Jr. HORIZONTAL
W. 4.85 X H. 3.5 (Non-Bleed)



1/6 Jr. HORIZONTAL
W. 4.85 X H. 2.5 V.

1/6 Jr. VERTICAL
W. 2.375 X H. 4.75

Editorial Contact:

Richard Cadena, Editor
PLSN
Tel: 512.280.0384
Fax: 512.292.0183
E-mail: rcadena@plsn.com

Sales Contacts:

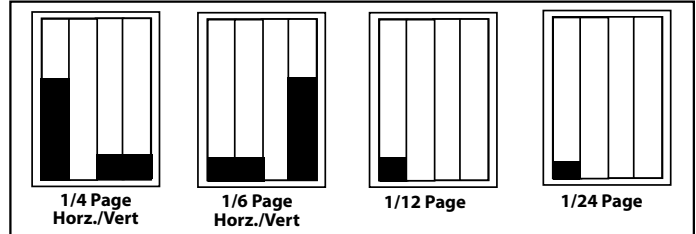
Greg Gallardo Advertising Director Tel: 702.454.8550 Fax: 702.898.2942 E-mail: gregg@plsn.com	James Leasing Account Manager Tel: 817.795.8744 Fax: 702.554.5340 E-mail: jleasing@plsn.com	Leslie Rohrscheib Account Manager Tel: 702.932.5585 Fax: 702.932.5584 E-mail: lr@plsn.com
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PROJECTION, LIGHTS & STAGING NEWS

Marketplace Advertising

Ad Specs:	
1/4 Page Horizontal	4.85 W x 3.5 H
1/4 Page Vertical	2.375 W x 7.0 H
1/6 Page Horizontal	4.85 W x 2.5 H
1/6 Page Vertical	2.375 W x 4.75 H
1/12 Page	2.375 W x 2.0 H
1/24 Page	2.375 W x 1.5 H



Send Materials To: PLSN, Production Dept., 6000 S. Eastern Ave. Ste 14-J, Las Vegas, NV 89119

Digital Ad Material Specifications

4-Color Only	1X	3X	6X	9X	12X
1/4 Page	\$1,075	\$1,025	\$970	\$860	\$782
1/6 Page	790	755	715	635	575
1/12 Page	475	450	425	380	345
1/24 Page	350	330	315	280	253

Classified Advertising

Ad Size	1X	6X	12X
1 Col x 4"	\$440	\$400	\$320
1 Col x 3"	330	300	265
1 Col x 2"	220	200	180
1 Col x 1"	110	100	90

Employment Marketplace (\$110 per column inch)

Ad Size	Rate	Sales Contacts:		
2 Col x 6"	\$1,320	Greg Gallardo	Leslie Rohrscheib	James Leasing
2 Col x 5"	1,100	Advertising Director	Account Manager	Account Manager
2 Col x 4"	880	Tel: 702.454.8550	Fax: 702.932.5585	Tel: 817.795.8744
2 Col x 3"	660	Fax: 702.898.2942	Fax: 702.932.5584	Fax: 702.554.5340
2 Col x 2"	440	E-mail: gregg@plsn.com	E-mail: lr@plsn.com	E-mail: jleasing@plsn.com
2 Col x 1"	220			

Conditions & Requirements

PRODUCTION MARKETPLACE CLASSIFIEDS

Special advertising section for: Backline Rental, Case Companies Coach Companies, Communications, Freight Forwarding, Generator Rentals, Insurance Tour Supplies, Tour Pass / Itinerary Books, and Trucking. **Free** 4-color for all 1/6 and 1/4 page ads. **Free** Spot Color for 1/12 and 1/24 pg ads.

EMPLOYMENT CLASSIFIEDS

Employment Display Classifieds see rates above. Employment Text Classifieds see rates below.

TEXT CLASSIFIEDS

Sell your equipment fast and effectively with text classifieds in PLSN: \$2.50 per word up to 50-words — \$2.25 per word from 51-100 words — \$2.00 per word from 101-200 words — \$1.75 per word for 201-words or more — and add a company logo for just \$75.00 more. **Added Bonus** — All text classifieds placed online at www.plsn.com at no additional charge.

Payment: All ads must be prepaid.

A check, money order, Visa, MasterCard, or American Express payment must accompany all new advertisements.

ADS/BLEEDS & LIVE AREA SPECS

10.875 INCHES X 14.5 INCHES

