ProSoundWeb

LIVESOUND INTERNATIONAL

2019 MEDIA KIT

THE GLOBAL AUTHORITY ON SOUND REINFORCEMENT

LIVE SOUND INTERNATIONAL

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EDITORIAL LEADERSHIP FOR THE GLOBAL PRO AUDIO COMMUNITY

While *Live Sound International* is getting ready to celebrate three decades as the leading journal for sound reinforcement and *ProSoundWeb.com* is coming up on 20 trailblazing years as professional audio's leading portal website, we're also going in new directions. Our social media presence, for example, continues to grow by leaps and bounds, and we've also launched a new podcast series for audio professionals that's been very well received.

Regardless of direction both long-standing and more recent, we continue to follow a very straightforward mantra that drives our editorial approach: all publications are written by pro audio practitioners for pro audio practitioners. Our deep editorial team is highlighted by a stable of long-time contributors who consistently bring informed editorial to the table on a daily basis. Together they bring a combined 200-plus years of practical pro audio working experience. Meanwhile, a steady stream of newer authors deliver fresh ideas and perspective, and its all furthered with the valuable contributions and oversite of our veteran editorial advisory board.

Collectively, this select group shares a passion for education and for seeking new and innovative ways to communicate vital pro audio principles with our readership. The focus is on the latest technologies and applications as well as bedrock audio principles, upholding our firm commitment to deliver the most relevant information to our highly qualified readership around the world.

KEITH CLARK, *Editor in Chief*
269-687-8846 | kclark@prosoundweb.com

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MEET THE EDITOR

#1 MEDIA FOR AUDIO PROFESSIONALS

Our Mission at *Live Sound International* and *ProSoundWeb.com* is the same today as the day we were founded. To help audio engineers and sound reinforcement professionals do their jobs better. After all, everyone in our market knows it is our job to make sure the show goes on with the highest quality audio possible! Whether it be a live performance or an audio system installation, our readers are professionals, the best in their field, and they strive to get consistently smarter and better at what they do through our media.

Unique content approach keep us as #1 with readers: Audio engineering and sound reinforcement by its very nature, gets more difficult as your venue gets more complicated. That's why for 27 years, Live Sound International Magazine and Prosoundweb.com have delivered real world lessons filled with the experiences and expertise of the industry's best and brightest audio practitioners. We deliver over 200,000 engaged readers each month, the highest of any media brand and our readers are passionate about what we deliver.

Help you do your job better too: Our Media Partners want the same benefits from us as our readers do. They need help doing their jobs better and growing their businesses. We support them by producing custom programs, tailored to their individual goals using our Magazine, digital, social media, and events to produce sales leads, meet new customers, and build stronger brands. Live Sound International and Prosoundweb.com provide vendors engagement with the largest audience in the live event -sound reinforcement industry, which produces cost effective results.

KEVIN MCPHERSON, *Executive Publisher, Pro Audio*
508-663-1500 ext. 264 | kmcpherson@ehpub.com

NEW FOR 2019

Social Audience Extension Program: We know everyone wants to harness social media as a channel to build your brand and find new customers. But it is hard to do in a cost effective manner. The team at Live Sound has created a new and exclusive audience extension program that targets known visitors to PSW, your customers, while they are on Facebook. If you want to reduce your marketing costs and increase your social media targeting efficiency then this is a must try program for you. See page 5 to learn more about this unique opportunity.

Custom Content Lead Generation: Let us create the content our readers want to engage with while you enjoy the leads and added revenue they bring. This is a simple program with outstanding results. See page 21 for more information.

Church Sound: One of the fastest growing opportunities in the live performance and installed markets is the House of Worship market. We have that covered with Church Sound magazine, Church Sound enewsletter, and a dedicated web presence on ProSoundWeb.com. Ask us how we can target this segment for you with these channels and social media, too. (See page 13)

Featured Product eNewsletter: This customized enewsletter is a must for anyone launching a new product in the professional audio market. Your message, sent to our audience, by our editors, creates a great value. Add to that our highest open rate and you have an incredibly successful program. See page 21 for more information.

Rule Your World: Microphone World, Loudspeaker World and Console World are exclusive sponsorships that tell the audio community who is the most important player in these industries. Limited to only one sponsor each, you will be on the home page of ProSoundWeb and own the content tagged with these technologies. This is a perfect blend of contextual positioning and dominance. If you want to be known as the leader in your field, this is it. See page 23 for more detail.

Video for Audio Pros: Video is a trending engagement media channel. Ask us how we can get your video exposed to the largest number of audio professionals, quickly and easily in a cost efficient way.

[1] AUGUST 2018 *LSI/PSW* READER SURVEY

PROSOUNDWEB.COM & LSI EDITORIAL TEAM

Keith Clark
Editor In Chief
kclark@prosoundweb.com
Keith has covered professional audio and systems contracting for more than 25 years, authoring hundreds of articles in addition to hands-on work in every facet of publishing. He fostered the content of ProSoundWeb (PSW) from its inception, helping build pro audio's largest portal website, and has also served for several years as editor in chief of LSI.

Michael Lawrence
Technical Editor
michael@precisionaudioservices.com
Michael has been involved in event production since the seventh grade, when he was frequently pulled from classes to run his school's sound console. He provides FOH mixing and sound system optimization for a number of clients. He is currently at work on a new book, "The Live Sound Companion: A Complete Guide to the World of Live Sound Reinforcement."

Craig Leerman
Senior Contributing Editor
cleerman@livesoundint.com
Craig has worked in pro audio for more than 25 years in a career that encompasses touring, theater, live broadcast events and even concerts at the White House. Currently he owns Tech Works, a production company based in Reno, NV that focuses on corporate events.

M. Erik Matlock
Senior Editor
ematlock@livesoundint.com
Erik has worked in a wide range of roles in pro audio for more than 20 years in a dynamic career that encompasses system design and engineering in the live, install and recording markets. He also spent several years as a production staff member and team leader for the largest non-denominational church in central Georgia.

Bruce Bartlett
Consulting Editor
Bruce has worked in pro audio for more than 30 years as a live sound and recording engineer, audio journalist, and microphone design engineer. A widely published author on pro audio topics, his latest books are Practical Recording Techniques 7th Edition and Recording Music On Location 2nd Edition.

PROSOUNDWEB.COM & LSI EDITORIAL BOARD

We've assembled a team with in-depth knowledge and practical working experience in professional audio to help guide the editorial focus and content of ProSoundWeb and *Live Sound International*. They also share a passion for education and for seeking new and innovative ways to communicate vital pro audio principles with our readership.

Pat Brown
Pat is a graduate of the University of Louisville with a degree in electrical engineering technology, with a background as a musician, sound technician, retail music store owner, contractor and consultant. For more than 25 years, Pat and his wife Brenda have owned and operated SynAudCon, recognized as an industry leader in audio education worldwide.

Mike Sokol
Mike has been involved with sound reinforcement for more than 50 years as a mix engineer and sound system designer. In addition, he's a noted audio instructor as well as the writer of hundreds of published articles on audio and electrical power. He also moderates the AC Power & Grounding Forum on ProSoundWeb.

James Stoffo
James has worked in pro audio for more than 25 years, and is noted as a wireless product designer in addition to his wireless and frequency coordination work with countless high-profile performances, events and venues such as the Super Bowl, Broadway theatre, World Cup, NBA All-Star Weekend, the Radio City Rockettes and many others.

Jim Yakabuski
Jim has spent more than 35 years as a live sound engineer, working with artists such as Van Halen, Journey, Avril Lavigne, Peter Frampton, and many others. He's also the author of "Professional Sound Reinforcement Techniques," which provides a collection of tips and techniques for mix engineers.

Samantha Potter
Samantha's career in pro audio started in studio production, but quickly advanced into live sound reinforcement. Pedagogically passionate and an electronics enthusiast, she develops technology curriculum and re-designs house of worship media systems to help bring churches into the 21st century.

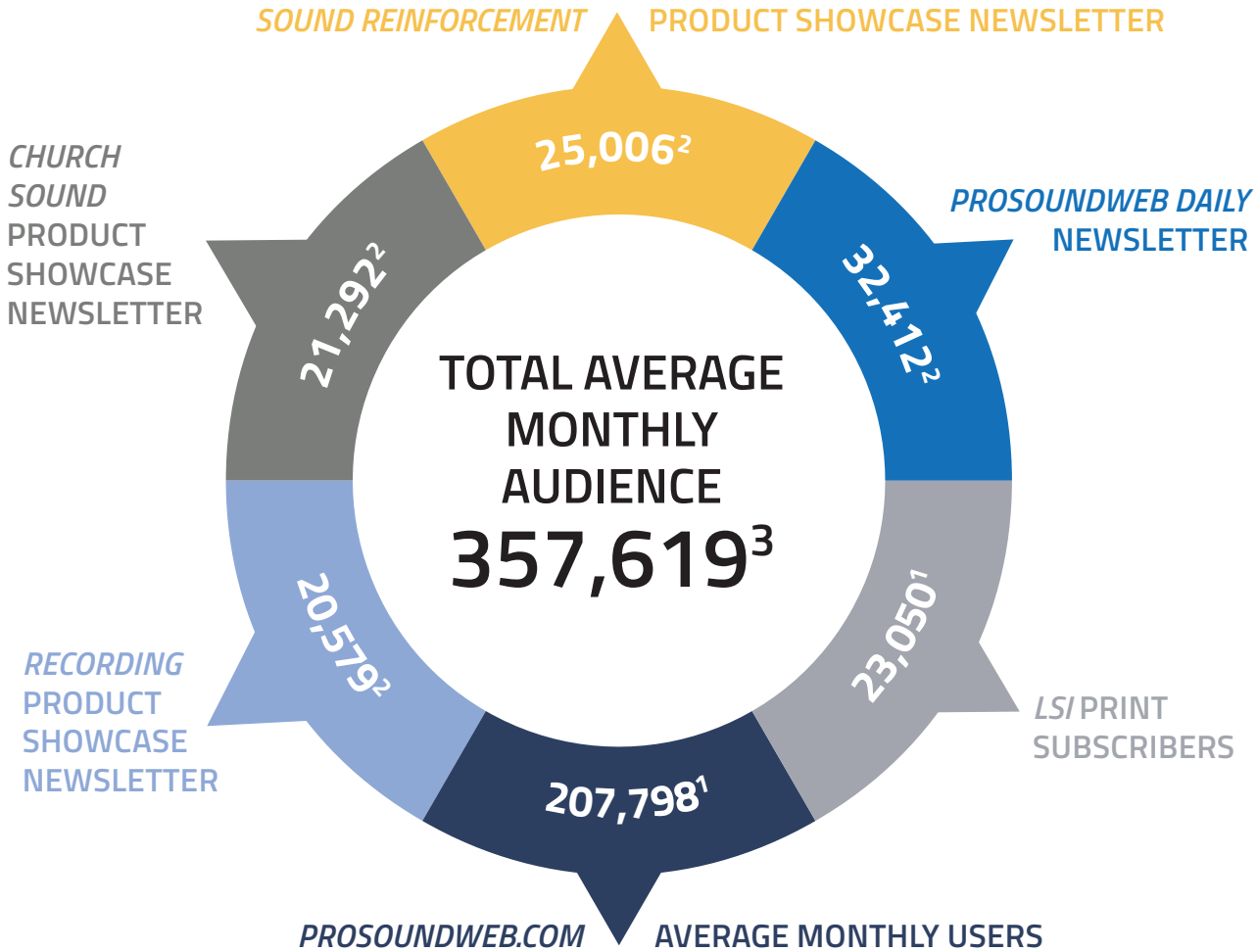
Dave Rat
Dave heads up Rat Sound Systems, a leading sound reinforcement company based in Southern California, and has also been a mix engineer for more than 25 years, working with artists such as Red Hot Chili Peppers, Soundgarden, Blink 182 and many others. In addition, he presents audio educational seminars and is a long-time contributor to LSI and PSW.

Mike Sessler
Mike has been involved in live production for well over 20 years both inside and outside of the church world. In addition to his work with PSW and LSI, he's a long-time church production operator and leader, is the author of the blog Church Tech Arts, and also hosts a popular weekly podcast called Church Tech Weekly.

Danny Abelson
Danny is an entertainment industry technologist with more than 35 years of experience in many facets of pro audio. A regular contributor to LSI and PSW, he is passionate about great audio and enjoys writing on the human and environmental factors in live sound.

Serving audio pros since 1992.

THE LARGEST PRO SOUND AUDIENCE



EXPAND YOUR REACH WITH OUR SOCIAL MEDIA AUDIENCE EXTENSION PROGRAM

ProSoundWeb's social media channels have more than 56K followers that are prequalified via visits to ProSoundWeb on a regular basis. You can reach this targeted audience of audio professionals through regular Facebook campaigns. Extend your message to these professionals by adding 2-week Facebook campaigns to your existing PSW advertising programs.

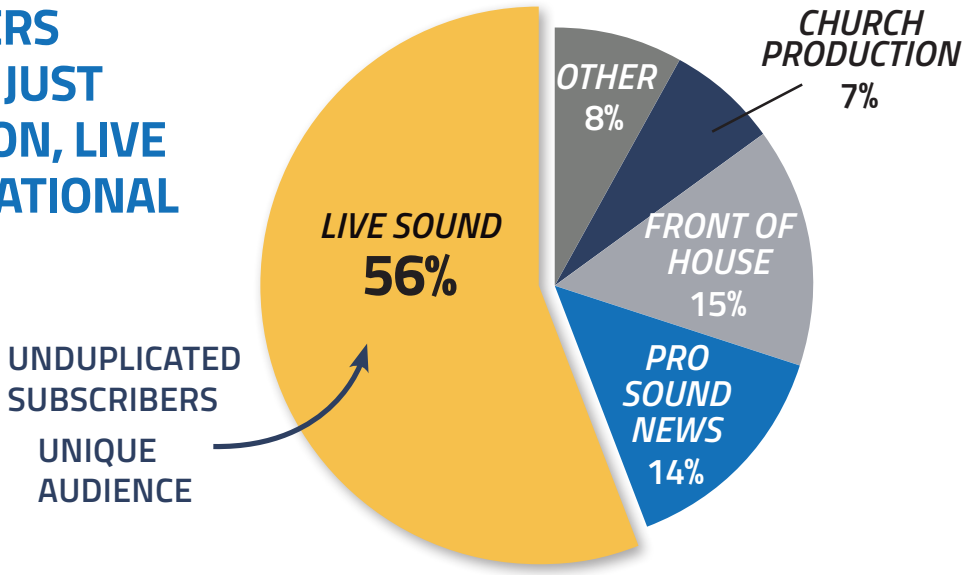
UTILIZE PROSOUNDWEB'S FACEBOOK CHANNEL TO REACH CUSTOM TARGETED AUDIENCES MADE UP OF PSW VISITORS.

CUSTOM CONTENT | DIRECT TO SITE TRAFFIC
EVENT REGISTRATION | LEAD GENERATION
WEBINAR PROMOTION | NEW PRODUCT ROLL-OUTS

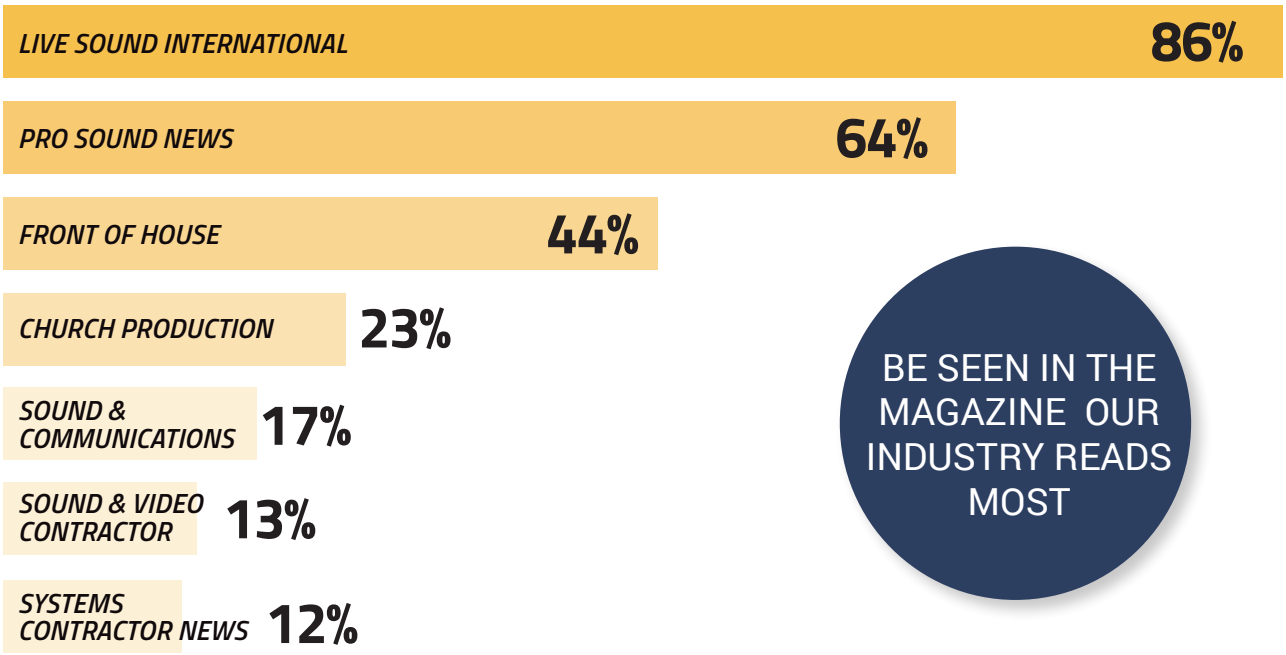
For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

[1] JUNE 2018 2017 VAC AUDIT REPORT
[2] PUBLISHER'S OWN DATA: NO ATTEMPT HAS BEEN MADE TO INDENTFY OR ELIMINATE DUPLICATION THAT MAY EXIST ACROSS MEDIA CHANNELS.

IF SUBSCRIBERS COULD CHOOSE JUST ONE PUBLICATION, LIVE SOUND INTERNATIONAL IS THE ONE[1]



MOST READ PUBLICATIONS[1]



BE SEEN IN THE MAGAZINE OUR INDUSTRY READS MOST

97% OF LSI & PSW AUDIENCE ARE INVOLVED IN THE PURCHASING PROCESS[1]

55%
I HAVE **FINAL PURCHASING AUTHORITY** FOR PRODUCTS AND SERVICES[1]

28%
I HAVE AUTHORITY TO **SPECIFY** PRODUCTS FOR PURCHASE BY THE FINAL DECISION MAKER[1]

14%
I CAN **RECOMMEND** PRODUCTS AND VENDORS FOR CONSIDERATION

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

[1] AUGUST 2018 *LSI/PSW* READER SURVEY

LIVE SOUND INTERNATIONAL SUBSCRIBER PROFILE

BUSINESS SEGMENTS LIVE SOUND INTERNATIONAL SUBSCRIBERS PROVIDE SERVICES TO:[1]

Music Venue/Night Club/Bar/Pub	51%
Entertainment/Theatre Venues/	49%
Houses of Worship	48%
Concerts/Touring/Production Companies	46%
Corporate/Industrial Events	44%
Live Recording	37%
School/Universities	36%
Studios (Recording/Production)	29%
Hotels/Resorts	24%
Sporting Venues/Events	22%
Government	15%
Broadcast Companies	12%
Theme Parks	9%

64%

OF LIVE SOUND INTERNATIONAL SUBSCRIBERS ARE INVOLVED IN INSTALLED SYSTEMS.[C]

OUR AUDIENCE TAKES ACTION AS A RESULT OF READING ARTICLES IN LIVE SOUND INTERNATIONAL MAGAZINE AND PROSOUNDWEB[2]

Visited a company's website	85%
Discussed articles with others	61%
Solved a technical problem	55%
Purchased product	45%
Contacted a company for more information	45%
Copied specific articles and forwarded	40%
Visited a company at a trade show	29%
Passed an entire issue along to others	27%
Requested informatioin via e-mail	21%
Visited dealer for product demonstration	17%
Identified new market opportunities	17%

LIVE SOUND INTERNATIONAL SUBSCRIBERS EXPECT TO PURCHASE THE FOLLOWING CATEGORIES OF PRO AUDIO PRODUCTS AND SYSTEMS IN 2019[2]

Wired Microphones	71%
Wireless Microphones	71%
Cases & Racks	67%
Digital Mixing Console	67%
Subwoofers	62%
Amplifiers	59%
Electrical Power Components	59%
Direct Boxes (DI)	58%
Monitor Wedges	58%
Portable PA	57%
Audio Transport Systems/Digital Snakes	55%
In-Ear Monitoring Systems	53%
Lighting	53%
Power Conditioners	52%
2-Way Loudspeakers	51%
Point Source Loudspeakers	48%
Plug-Ins	43%
Video Displays	42%
3-Way Loudspeakers	40%
Rigging	38%
Medium Size Line Array Loudspeakers (8" - 12")	36%
Mini Line Array Loudspeakers (under 8")	35%
Staging	34%
Outboard EFX/Processors	33%
Intercoms	30%
Analog Mixing Console	25%
Large Line Array Loudspeakers	22%

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

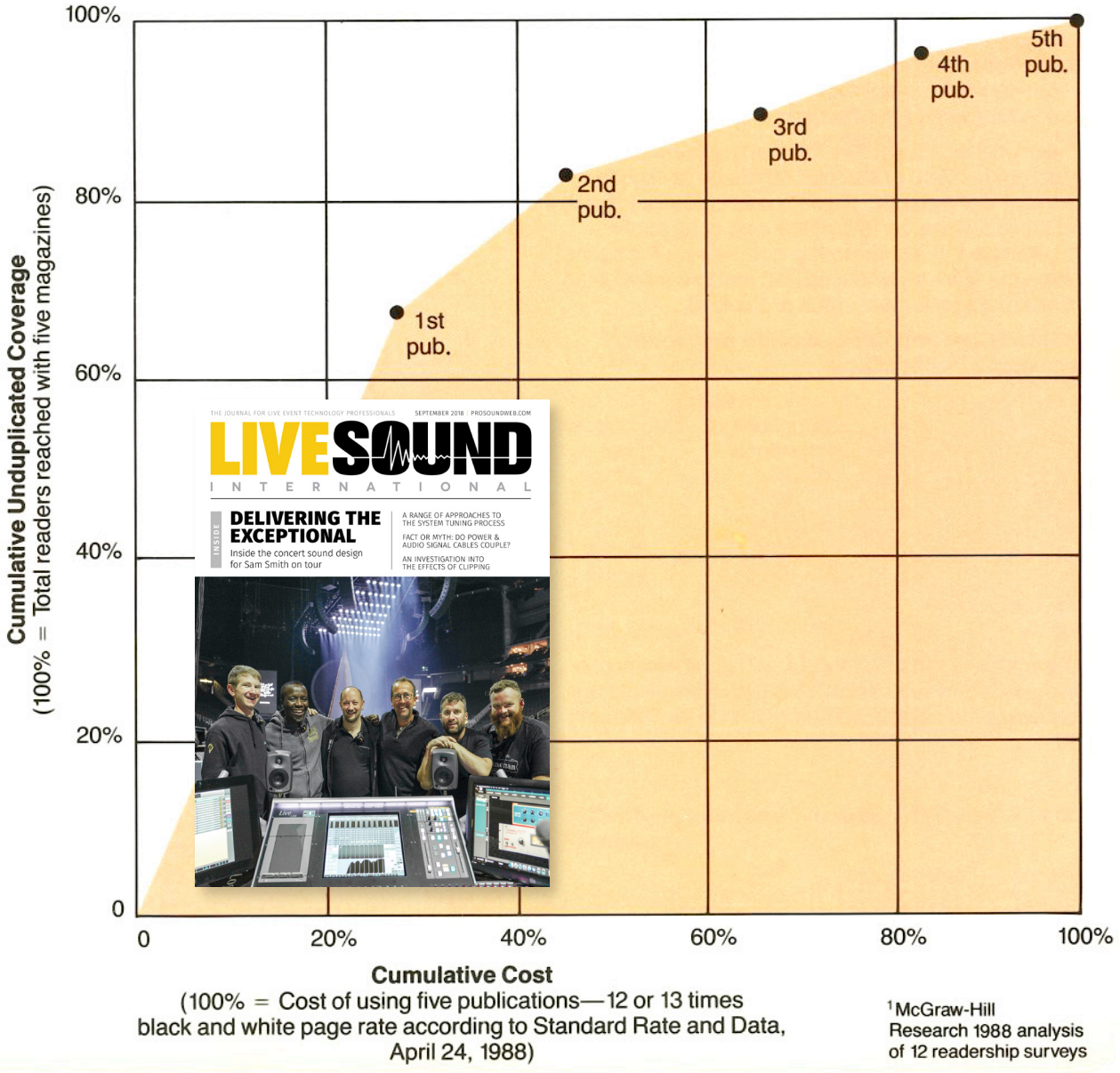
[1] DATA PROVIDED BY 21,161 RESPONDENTS; PERCENTAGES CALCULATED OFF TOTAL RESPONDENTS FROM THE JUNE 2018 VAC AUDIT REPORT
[2] AUGUST 2018 *LSI/PSW* READER SURVEY

"APPLYING THE LAW OF DIMINISHING RETURNS" ENHANCES EFFICIENT MEDIA BUYING

According to the Law of Diminishing Returns in marketing, media programs are optimized when the largest audience is utilized with full frequency (12 issues of *LSI* and a 12-month program in *PSW*) before adding a second, less productive, smaller reach advertising vehicle.

The Law of Diminishing Returns

A great majority of the readers of five business-to-business magazines can actually be reached by advertising in just one or two of the leading magazines—reaching the readers at a fraction of the cost of using all five[1].



REAL WORLD GEAR: MONTHLY PRODUCT EDITORIAL SECTION

Stand out in a crowded market *when it really matters*

Every month the editors of LSI/PSW highlight a product category that is vital to our reader's successes. A free basic listing is given to the major products in these categories. As a vendor in the category you can enhance your listing to show your product as one worthy of purchase consideration.

Enhance your print product listing:

- Stand out with a half page 4-color editorial write up, including photographs, key specs, product information and a recent install
- Your product is guaranteed to grab the attention of our 23,050[1] *Live Sound International* subscribers
- Your product is exposed to an average of 207,798[1] *ProSoundWeb* users per month.
- Contact Jeff Turner for more infromation.

Real World Gear

GOING BIG

Large-format line array design and a look at recent models.

by Live Sound Staff

Large-format line arrays deliver in terms of output, and in many cases, are now much more than simply loudspeakers, better described as integrated systems. The vast majority of the models we're presenting here incorporate dedicated power and DSP packages (onboard or rack mounted), and are outfitted with sophisticated control, networking, and optimization capabilities. Integral rigging is user-friendly and marked by precision and ease of use.

It's still surprising to some that line arrays have been around for more that half of a century in the guise of column loudspeakers, and most of them in earlier days were voice-range only. Their application was generally for highly reverberant spaces, where a narrow vertical dispersion avoided exciting the reflective room boundaries and, as a result, improved intelligibility of the spoken word.

V-DOSC from L-Acoustics was the first (in the mid-1990s) to show the concert sound world that more level and smoother frequency response can come from fewer drivers in a line array. Now, large-format line arrays (which we loosely identify as models with 12-inch and larger woofers) exist in a wide range of types and options.

Driver configuration and enclosure design remain defining factors. Some models employ dual woofers with a center high-frequency section to provide horizontal symmetry. The simplest systems may just have a single cone and high-frequency driver. Quasi 3-way solutions use dual woofers, but low-pass one woofer at a lower frequency than the other, thereby eliminating lobing at higher frequencies where the drivers become displaced with relation to the frequencies being reproduced.

True 3-way designs operate separate low-, mid- and high-frequency drivers, each in their own band. There are several approaches to horn-loading, which can provide higher sensitivity for additional power. And now, we're seeing some 4-way systems, with the mid-frequencies subdivided into two sections.

In the listings that follow, note that the horizontal dispersion spec is provided for all models. Vertical dispersion varies, dependent on array structure and configuration.

Also, several companies present more than one choice in this category, and for the most part, we've selected the largest and/or the most recently introduced model, with the other options referenced. In addition, several manufacturers also offer complementary array elements with wider angles of coverage that perform better as the lowest near-throw enclosure(s) in vertical arrays.

Enjoy this look at the latest large-format line arrays. LSI

Adamson Systems E15
adamsonsystems.com

Configuration: 3-way
LF: 2 x 15-in neo Kevlar woofers
MF: 2 x 7-in neo Kevlar cones
HF: 2 x 4-in-exit voice coil neo Kevlar drivers
Note: MF/HF coaxially mounted on Co-Linear Drive Modules
Frequency Response: 60 Hz – 18 kHz
Horizontal Dispersion: 90 degrees
Size (H x W x D) & Weight: 15.4 x 51.4 x 21.4 in; 176 lbs
Electronics: E-Rack with Lab.gruppen PLM amplifiers, audio & AC panels, Ethernet switch
** Adamson also offers the E12 12-in line array

L-Acoustics K1
l-acoustics.com

Configuration: 3-way
LF: 2 x 15-in woofers, bass-reflex
MF: 4 x 6.5-in cones
HF: 3 x 3-in drivers on DOSC waveguides
Frequency Response: 35 Hz – 20 kHz
Horizontal Dispersion: 90 degrees
Size/Weight: 17.2 x 52.8 x 20.5 in; 234 lbs
Electronics: LA-RAK with LA8 amplified controllers, includes signal, network & power distro panels
**L-Acoustics also offers the K2 12-in line array

d&b audiotechnik GSL8 & GSL12
dbaudio.com

Configuration: 3-way
LF: 2 x 14-in woofers (front), 2 x 10-in cones (side)
MF/HF: Coaxial, 1 x 10-in cones and 3 x 1.4-in-exit drivers on a dedicated wave shaping device
Frequency Response: 45 Hz – 18 kHz
Horizontal Dispersion: GSL8/GSL12 – 80 or 120 degrees
Size (H x W x D) & Weight: GSL8/GSL12 – 15.4 x 51.2 x 24.7 in; 172 lbs
Electronics: d&b D Series amplifiers/DSP/loudspeaker management, accessible via d&b Remote network

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BASIC LISTINGS

RWG Spotlight Listing

NEXO STM | *yamahaproaudio.com*

Reach Communications (Minneapolis) recently deployed a NEXO STM Series system in a 360-degree configuration to deliver coverage to more than 50,000 for the Pulse-Twin Cities worship event at U.S. Bank Stadium, a domed venue in downtown Minneapolis.

The system incorporated 15 STM M46/B112 main and bass module sets per side, with side arrays of another 15 STM M46/B112. The hangs also included dual STM M28 to provide down fill. Eight STM S118 subwoofers were flown per side, and on the ground there were a dozen RS18 subwoofers (running in cardioid mode) joined by eight STM S118s (omni) per side. All of the loudspeakers were driven by more than 60 NXAMP 4x4 amplifiers over (Audinate) Dante networking, with an analog backup.

"The STM system by far outperformed our expectations," states Val Gilbert, NEXO engineering support specialist who provided onsite support. "No one felt the system was running out of headroom, and the engineers were globally satisfied, with SPL reaching 120 dB(A) peak at front of house. Considering the extremely challenging acoustics of the venue, the overall sound was very good."

TECHNOLOGY FOCUS: *STM modules are outfitted with proprietary CompossRig and REDLock rigging that enables any size system to be flown safely by one person. All adjustments can be made from one position at the rear of the cluster.*

OF NOTE: *Both M46 Main and B112 Bass modules share the same dimensions, weight and gravity center, forming seamless arrays. The STM S118 extends LF response down to 25 Hz. The M28 Omni can also be arrayed in the same columns with the M46 in larger-format systems, arrayed in the same column as B112 bass cabinets in mid-format systems, or used independently.*

KEY SPECIFICATIONS:

Configuration: 3-way
B112 Bass LF: 1 x 12-in neo woofer, hybrid horn design
M28 Omni: 2 x 8-in neo woofers, 2 x neo compression drivers
M46 Main LF/MF: 4 x 6.5-in flat-membrane cones
M46 Main HF: 4 x 2.5-in neo drivers on Hyperbolic Reflector (4 x HRW waveguides)
Frequency Response: 85 Hz – 20 kHz (M46); 55 Hz – 200 Hz (B112)
Horizontal Dispersion: 90 or 120 degrees (M46)
Size (H x W x D) & Weight: 13.8 x 22.6 x 28.1 in; 130 lbs (M46 & B112)
Electronics: NUAR racks, incorporating NXAMP4x4 amplifiers/processors are outfitted with precisely matched presets for the STM Series

ENHANCED LISTING

2019 REAL WORLD GEAR SCHEDULE

JANUARY	Small-format digital consoles
FEBRUARY	Medium-format line arrays (8-in to 10-in)
MARCH	IEM – systems and earpieces
APRIL	Compact line arrays (under 8-in)
MAY	Wireless microphone systems
JUNE	Large-format digital consoles
JULY	Dynamic & condenser vocal microphones
AUGUST	Column loudspeakers
SEPTEMBER	Large-format line arrays (12-inch and above)
OCTOBER	The latest subwoofers
NOVEMBER	Full-range (2-way) loudspeakers
DECEMBER	Loudspeaker drivers
JANUARY 2020	Rack-mount digital mixers

PSW REAL WORLD GEAR MONTHLY ENEWSLETTER EXCLUSIVE SPONSORSHIP

- You own this branding opportunity
- Includes your product listing, top leaderboard and rectangle ads
- Linked to the full article, with your product listed first.
- Sent to 25,905 PSW subscribers[2]

CONTACT MARK SHEMET FOR PRICING

For LSI: ***Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com***
For PSW: ***Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com***

[1] JUNE 2018 VAC AUDIT REPORT
[2] PUBLISHER'S OWN DATA

DON'T MISS OUT ON THE BEST LEADS IN THE INDUSTRY

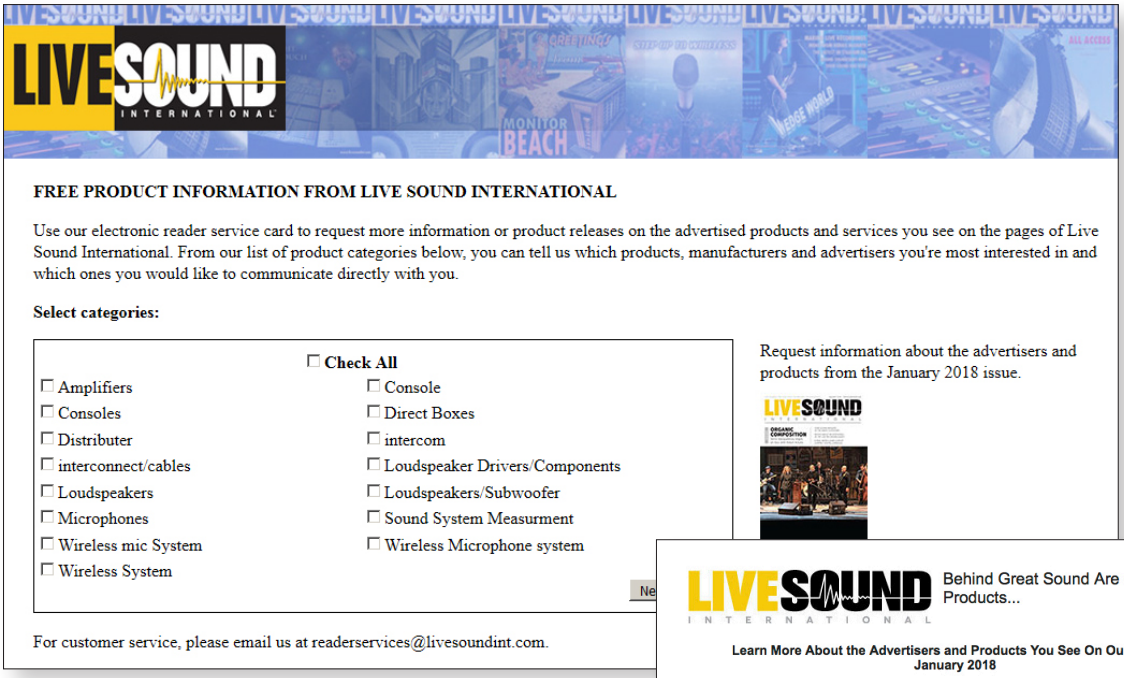
Each year** Live Sound International **shares thousands of leads with our advertising partners as part of their marketing investment. Inquiries about products lead to:

- ***Conversations***
- ***New Customers***
- ***Increased Sales***

Advertising in *Live Sound International* provides real results that lead to sales.

26,478
LEADS GENERATED OVER THE LAST 12 MONTHS BY *LSI* ADVERTISING [1]

LEAD GENERATION



FREE PRODUCT INFORMATION FROM LIVE SOUND INTERNATIONAL

Use our electronic reader service card to request more information or product releases on the advertised products and services you see on the pages of Live Sound International. From our list of product categories below, you can tell us which products, manufacturers and advertisers you're most interested in and which ones you would like to communicate directly with you.

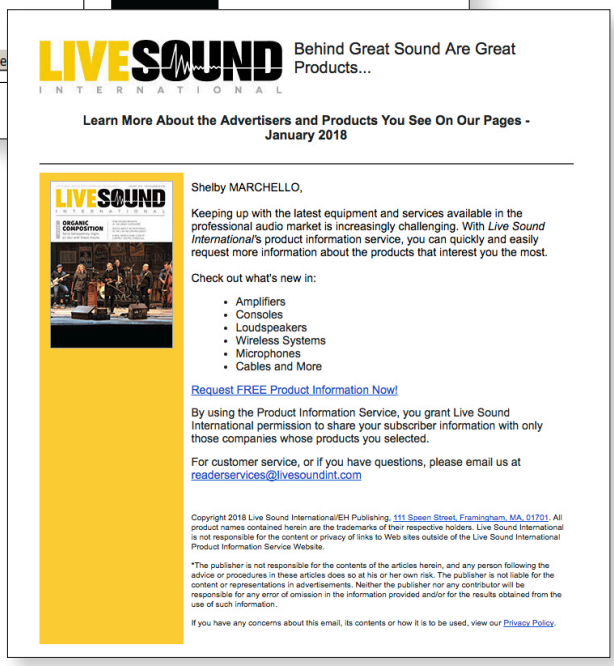
Select categories:

☐ **Check All**

☐ Amplifiers	☐ Console
☐ Consoles	☐ Direct Boxes
☐ Distributer	☐ intercom
☐ interconnect/cables	☐ Loudspeaker Drivers/Components
☐ Loudspeakers	☐ Loudspeakers/Subwoofer
☐ Microphones	☐ Sound System Measurment
☐ Wireless mic System	☐ Wireless Microphone system
☐ Wireless System	

Request information about the advertisers and products from the January 2018 issue.

For customer service, please email us at readerservices@livesoundint.com.



LIVE SOUND INTERNATIONAL Behind Great Sound Are Great Products...

Learn More About the Advertisers and Products You See On Our Pages - January 2018

Shelby MARCHELLO,

Keeping up with the latest equipment and services available in the professional audio market is increasingly challenging. With *Live Sound International*'s product information service, you can quickly and easily request more information about the products that interest you the most.

Check out what's new in:

- Amplifiers
- Consoles
- Loudspeakers
- Wireless Systems
- Microphones
- Cables and More

Request FREE Product Information Now!

By using the Product Information Service, you grant Live Sound International permission to share your subscriber information with only those companies whose products you selected.

For customer service, or if you have questions, please email us at readerservices@livesoundint.com

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If you have any concerns about this email, its contents or how it is to be used, view our Privacy Policy.

Each** Live Sound **subscriber receives a lead generation email with your product listed.

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LIVESOUND INTERNATIONAL

EDITORIAL CALENDAR 2019

Month	Real World Gear	In Focus	Showcase	Spotlight	Bonus	Ad Close	Materials Due
January	Small-format digital consoles	Microphone types/ applications for live recording	Portable loudspeakers	Power Amplifier Technology	Distribution: Winter NAMM, ISE & Loudspeaker Demo at NAMM	12/7/2018	12/14/2018
February	Medium-format line arrays (8-in to 10-in)	Console DSP and effects	Microphone techniques for amplified instruments	Digital audio/ networking Update	Show Report: Winter NAMM & Loudspeaker Demo	1/11/2019	1/18/2019
March Church Sound	Church Sound is a **supplement** that focuses on the applications, techniques, best practices, products and technologies that matter most to **church sound practitioners** and **worship tech team members**. Vol I is bundled with March Live Sound				Distribution: USITT, USITT Loudspeaker demo	2/1/2019	2/8/2019
March	IEM - systems & earpieces	Headset/Lavalier microphone applications	Loudspeaker optimization software	Latest plugins for live applications	Distribution: USITT, USITT Loudspeaker demo, Pro Light + Sound	2/8/2019	2/15/2019
April	Compact line arrays (under 8-in)	Console strategies/ techniques for festivals	Wireless systems antenna approaches /strategies	Cabling the stage	Show Report: USITT Loudspeaker Demo	3/8/2019	3/15/2019
May	Wireless microphone systems	Column loudspeaker applications	Digital console firmware/software	Maintenance Tips - cables, snakes & related		4/5/2019	4/12/2019
June Church Sound	Church Sound is a **supplement** that focuses on the applications, techniques, best practices, products and technologies that matter most to **church sound practitioners** and **worship tech team members**. Vol II is bundled with June Live Sound				Distribution: InfoComm	4/26/2019	5/3/2019
June	Large-format digital consoles	Medium/large-format loudspeaker options beyond line arrays	Podium and lecturn microphones	Optimizing sound check	Distribution: InfoComm	5/3/20179	5/10/2019

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

LIVESOUND INTERNATIONAL

EDITORIAL CALENDAR 2019

Month	Real World Gear	In Focus	Showcase	Spotlight	Bonus	Ad Close	Materials Due
July	Dynamic & condenser vocal microhones	Line array design trends	Analog consoles/mixers	Audio test & measurement platforms	Show Report: InfoComm	6/7/2019	6/14/2019
August	Column loudspeakers	Microphone techniques for string instruments	Console deployment strategies	Electrical power for audio, along with conditioners and protection		7/6/2019	7/13/2019
September Church Sound	Church Sound is a **supplement** that focuses on the applications, techniques, best practices, products and technologies that matter most to **church sound practitioners** and **worship tech team members**. Vol III is bundled with October Live Sound				Distribution: WFX, Loudspeaker Demo WFX, AES	8/2/2019	8/9/2019
September	Large-format line arrays (12 in and above)	Condesner microphones on the live stage	Digital consoles on tour	Outboard effects - how, what and why?	Distribution: LDI Show	8/9/2019	8/17/2019
October	The latest subwoofers	Microphone approaches for acoustic performances	Digital console strategies/ techniques for monitors	Wireless systems and the RF spectrum	Distribution: WFX, Loudspeaker Demo WFX, AES	9/6/2019	9/13/2019
November	Full-range (2-way) loudspeakers	Unique digital console features sets	Microphone strategies for large groups	DI boxes	Show Report: Loudspeaker Demo at WFX	10/11/2019	10/18/2019
December	Loudspeaker drivers	The latest microphone applications	Best practices in console maintenance	Cases and road gear		11/8/2019	11/15/2019
January 2020	Rack-mount digital mixers	Loudspeaker approaches in tough acoustical environments	Microphone techniques for drums	Stage management primer	Distribution: Winter NAMM, ISE	12/6/2019	12/13/2019

REACH THE FASTEST GROWING AUDIO MARKET YEAR ROUND

Church Sound is a tri-annual supplement that focuses on the applications, techniques, best practices, products and technologies that matter most to church sound practitioners and worship tech team members.

ISSUE DATES
March 2019
June 2019
September 2019

TOTAL PRINT DISTRIBUTION

16,648	*Live Sound International* Subscribers[2]
1,000	Copies at Worship Facilities Expo & Loudspeaker Demo[3]

DIGITAL

9,955	*Live Sound International* Digital Subscribers[2]
21,292	*Church Sound* enews subscribers[2]

This year 71% of our Pro Audio audience expects to purchase new microphones and wireless systems[1]; 67% expect to purchase digital mixers/consoles[1]; and 50% expect to purchase loudspeakers and 58% stage monitors[1]

Bonus: Church Sound Special Reports will be promoted on *ProSoundWeb.com* with a total reach of 207,798[2] average monthly users.

› Contact Jeff Turner for more infromation.

48%
OF THE LSI AUDIENCE IS INVOLVED IN THE HOUSE OF WORSHIP MARKET[1]

FULL PAGE ADVERTISERS RECEIVE A 1/2 PAGE PROJECT PROFILE TO COVER A RECENT CHURCH APPLICATION.

ADD ONLINE FOR ADDITIONAL EXPOSURE TO CHURCH MARKET

- Church Sound monthly newsletter is distributed to 21,292 subscribers
- Social media exposure through facebook
- Put your products in front of church decision makers

CONTACT MARK SHEMET FOR DIGITAL BUNDLED PRICING

For LSI: ***Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com***
For PSW: ***Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com***

[1] AUGUST 2018 LSI/PSW READER SURVEY
[2] JUNE 2018 VAC AUDIT REPORT AVERAGES
[3] PUBLISHER'S OWN DATA

2019 LSI CREATIVE SPECIFICATIONS

Note For Full Pages & Spreads: Please allow .375" for gutter on each side. Please keep live matter .375" from trim size. Bleed requires .125" added to all sides for trim.

ACCEPTABLE MACINTOSH FILES

Adobe InDesign (high-resolution, press-ready PDFs preferred, Adobe Illustrator, Adobe Photoshop

WINDOWS/PC FILES

We cannot accept native Windows/PC files.
Please submit your ads as press-ready PDF, TIFF or EPS files.

ACCEPTABLE DIGITAL FILES: PDF (HIGH-RESOLUTION, PRESS-READY)

.pdf files are the preferred format. Please call the Production Department for specific directions or questions if needed.

DIGITAL FILE REQUIREMENTS

- All images should be 300 dpi and CMYK. We do not accept RGB or spot color images. Do not save any images as JPGs or GIFs. They should be either EPS or TIFF files.
- A color proof must accompany your ad. If one is not provided, a Kodak Approval may be made and a charge of $75 incurred.
- If files need intervention, the advertiser will be billed at $150 per hour. A call will be placed to the advertiser if this occurs.
- The advertiser guarantees that all of the fonts and linked graphic files are supplied to ensure that final output will meet the advertiser's specifications.

TERMS & CONDITIONS The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations or expenses, including legal fees, rising from ads placed in Live Sound International, ProSoundWeb.com, or EH Publishing Internet sites.

CANCELLATIONS Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancellable within 60 days of scheduled closing dates.

SEND MATERIALS TO:

EH Media
Attn: Jason Litchfield
111 Speen Street, Suite 200
Framingham, MA 01701
508-663-1500 x252
jlitchfield@ehpub.com

ProSoundWeb

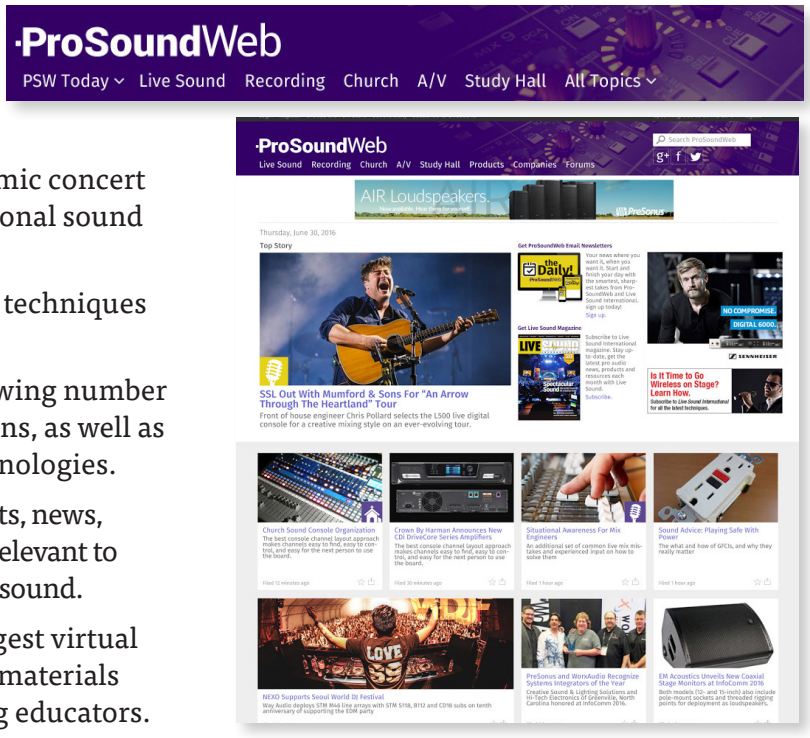
2019 MEDIA KIT

THE GLOBAL AUTHORITY ON SOUND REINFORCEMENT

prosoundweb.com

PSW: NEWS & INFORMATION FOR THE AUDIO PRO

ProSoundWeb has one of the largest online, worldwide communities for all aspects of Professional Audio.



LIVE SOUND covers every aspect of dynamic concert touring technology from festivals to regional sound reinforcement.

RECORDING provides the latest in studio techniques and DAW developments.

CHURCH is devoted to educating the growing number of church sound operators and technicians, as well as others involved with worship audio technologies.

INSTALLED SYSTEMS presents the products, news, applications, techniques and trends most relevant to systems contractors dealing with installed sound.

STUDY HALL offers one of the world's largest virtual libraries of in-depth technical reference materials written by many of the industry's leading educators.

PSW has 207,798 average users who generate on average 914,766 page views each month.[1]

On PSW, *content is king* ***and*** *PSW****'s technical content and forums make it a resource not just a news source.***

207,798 AVERAGE MONTHLY USERS[1]

LARGEST ONLINE PRO AUDIO AUDIENCE

6-MONTH UNIQUE PAGE VIEW TREND[1]

2018	PAGE VIEWS	USERS
Jan	999,616	255,501
Feb	877,465	236,800
Mar	902,057	240,137
Apr	866,178	229,624
May	914,358	251,508
June	810,766	233,840

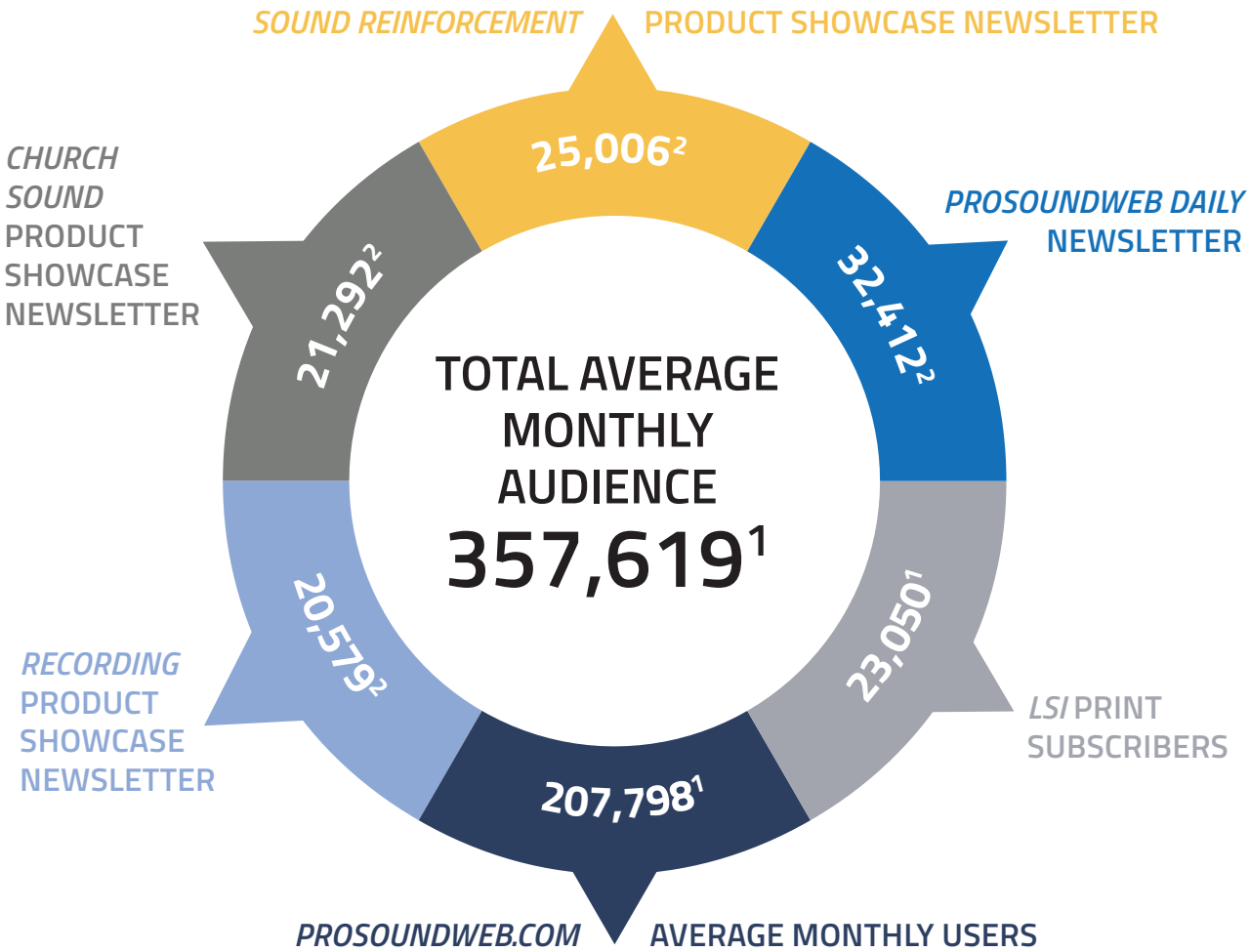
99%

OF VISITORS FIND PROSOUNDWEB BENEFICIAL IN HELPING THEM DO THEIR JOB BETTER.[2]

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

[1] JUNE 2018 VAC AUDIT REPORT
[2] PUBLISHER'S OWN DATA

THE LARGEST PRO SOUND AUDIENCE



EXPAND YOUR REACH WITH OUR SOCIAL MEDIA AUDIENCE EXTENSION PROGRAM

ProSoundWeb's social media channels have more than 56K followers that are prequalified via visits to ProSoundWeb on a regular basis. You can reach this targeted audience of audio professionals through regular Facebook campaigns. Extend your message to these professionals by adding 2-week Facebook campaigns to your existing PSW advertising programs.

UTILIZE PROSOUNDWEB'S FACEBOOK CHANNEL TO REACH CUSTOM TARGETED AUDIENCES MADE UP OF PSW VISITORS.

CUSTOM CONTENT | DIRECT TO SITE TRAFFIC
EVENT REGISTRATION | LEAD GENERATION
WEBINAR PROMOTION | NEW PRODUCT ROLL-OUTS

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

[1] JUNE 2018 2017 VAC AUDIT REPORT
[2] PUBLISHER'S OWN DATA: NO ATTEMPT HAS BEEN MADE TO INDENTFY OR ELIMINATE DUPLICATION THAT MAY EXIST ACROSS MEDIA CHANNELS.

YOUR MARKETING MESSAGE MAKES AN ACTIONABLE IMPACT ON THE PROSOUNDWEB AUDIENCE!

99%

OF PROSOUNDWEB VISITORS SAY THEIR PURCHASING DECISIONS ARE INFLUENCED AS A RESULT OF THE INFORMATION OBTAINED FROM THE SITE.[1]

FUNCTION & EXPERTISE OF PROSOUNDWEB VISITORS[1]:

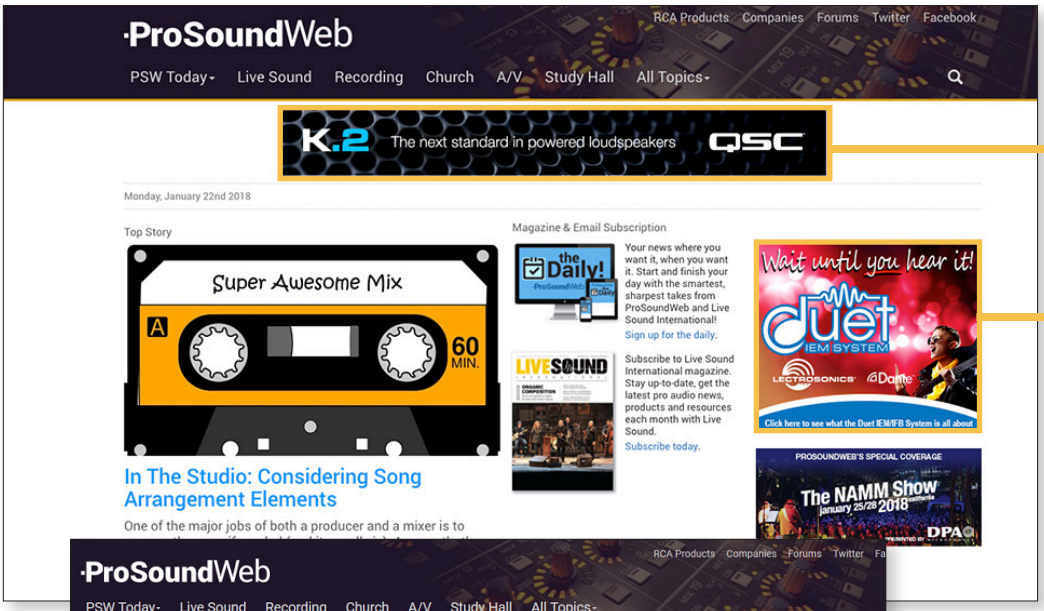
	Response Percent
Front of House Engineer	66%
Front of House System Technician	47%
Systems Design/Specification	49%
Live Recording Engineer/Technician	41%
Monitor Engineer	39%
Administrative/Support Functions	39%
Systems Installation	39%
Monitor System Technician	30%
Education/Instruction	29%
Production Manager	28%
HOW/Church Sound Operator	26%
RF Technician	21%

PROSOUNDWEB VISITORS EXPECT TO PURCHASE THE FOLLOWING PRO AUDIO PRODUCTS AND SYSTEMS IN 2019[1]:

Wired Microphones	71%
Wireless Microphones	71%
Cases & Racks	67%
Digital Mixing Console	67%
Subwoofers	62%
Amplifiers	59%
Electrical Power Components	59%
Direct Boxes (DI)	58%
Monitor Wedges	58%
Portable PA	57%
Audio Transport Systems/Digital Snakes	55%
In-ear Monitoring Systems	53%
Power Conditioners	52%
2-Way Loudspeakers	51%
Plug-Ins	43%
Video Displays	42%
3-Way Loudspeakers	40%
Rigging	38%
Medium Size Line Array Loudspeakers (8" - 12")	36%
Mini Line Array Loudspeakers (under 8")	35%
Staging	34%
Outboard EFX/Processors	33%
Intercoms	30%
Analog Mixing Console	25%
Large Line Array Loudspeakers	22%

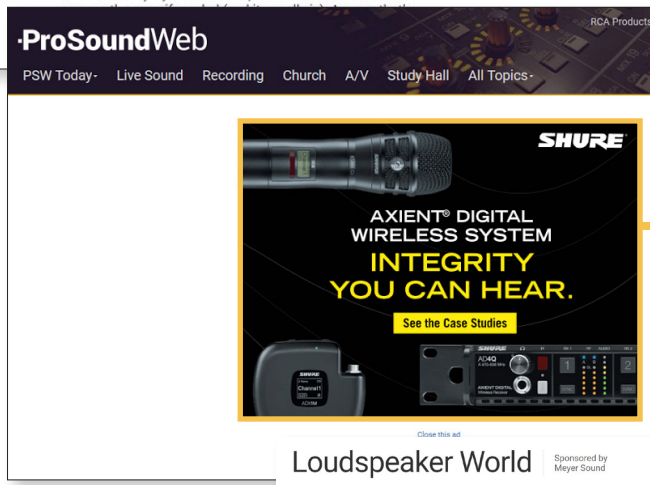
[1] AUGUST 2018 *LSI/PSW* READER SURVEY

TARGETED BANNER SOLUTIONS

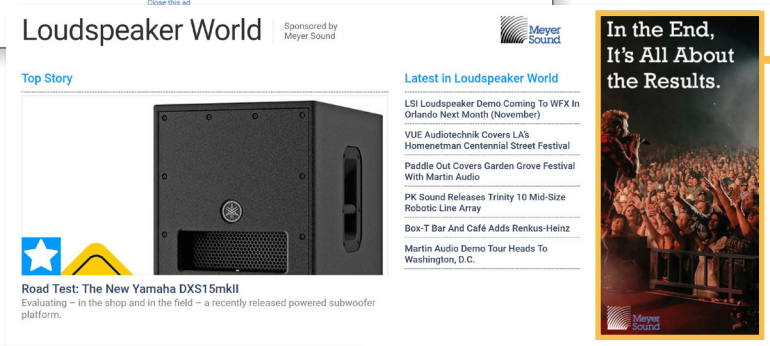


LEADERBOARD
728X90

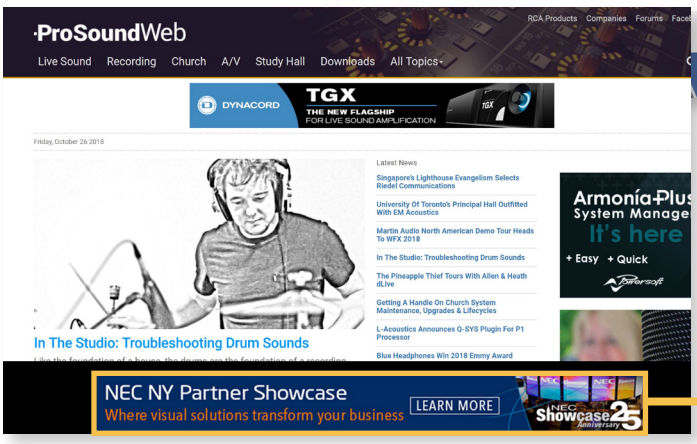
RECTANGLE
300X250



JUMBOSTITIAL
640X480



HALF PAGE
300X600



BOTTOM BAR OVERLAY
1100X120 AND 320X90 (MOBILE)
APPEARS AT BOTTOM OF PAGE ONCE USER HAS SCROLLED PAST HALF WAY POINT

PUSH YOUR MESSAGE OUT TO BUYERS

Targeted eNewsletters

INSTALLED SOUND PRODUCT SHOWCASE (MONTHLY)

19,894[2] Subscribers
Includes integrators, system designers,
DISTRIBUTION:
1ST TUESDAY OF MONTH

LIVE SOUND PRODUCT SHOWCASE (MONTHLY)

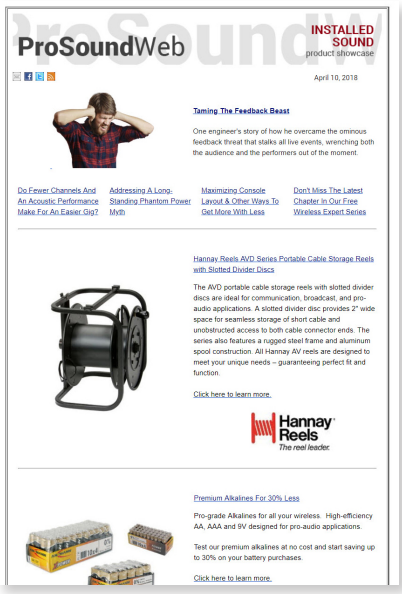
25,006[1] Subscribers
Include Live Sound International magazine subscribers, front of house engineers, sound contractors, sound company owners,theater production managers, live sound engineers, architects, consultants.[2]
DISTRIBUTION:
2ND TUESDAY OF MONTH

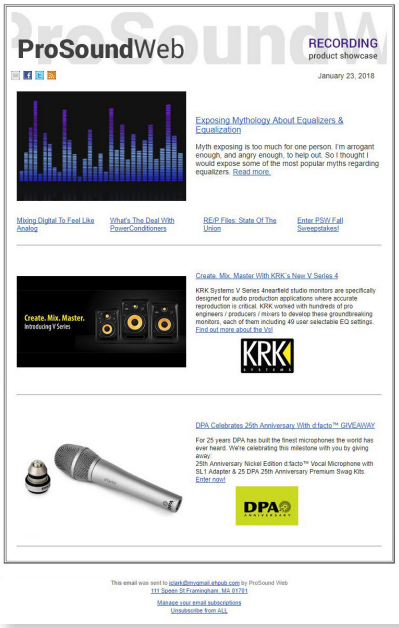
RECORDING PRODUCT SHOWCASE (MONTHLY)

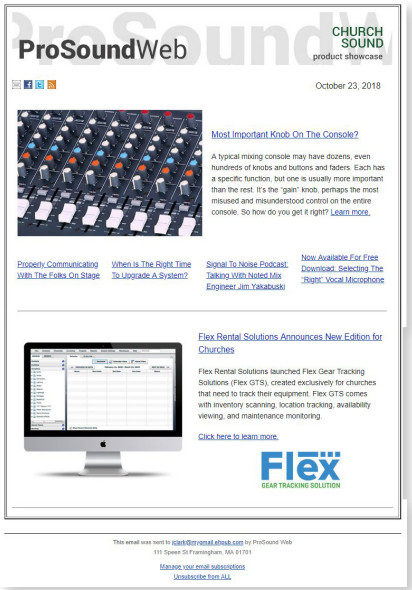
21,292[1] Subscribers
Include studio owners, engineers, producers, recording musicians and live recording engineers.[2]
DISTRIBUTION:
4TH TUESDAY OF MONTH

CHURCH SOUND PRODUCT SHOWCASE (MONTHLY)

20,579[1] Subscribers
Include Worship Facilities Expo, PSW Church Forum Members, Church Sound Magazine subscribers and LSI "worship" subs.[2]
DISTRIBUTION:
3RD TUESDAY OF MONTH







Product Showcase Ad Specs:

IMAGE (325 X 175)

Advertiser Headline
Advertiser Copy - 35 Word Limit - Redirect URL. The templates feature a large image space and reduced copy to increase reader interaction and CTR.

LOGO (200 X 75)

#1 IN CUSTOM CONTENT DELIVERY

Targeted eNewsletters

FEATURED PRODUCT, TECHNOLOGY, EVENT OR CONTENT NEWSLETTERS

An exclusive newsletter made from a product release or provided materials. The newsletter can be sent to any of the 5 newsletter lists including Live Sound, Installed Sound, Recording, Church, PSW Daily or Installed Sound newsletter subscribers.

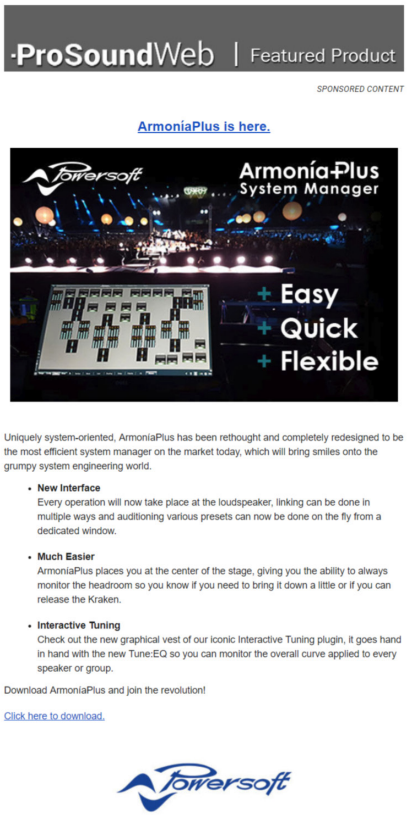
YOUR CONTENT SENT TO TARGTED BUYERS

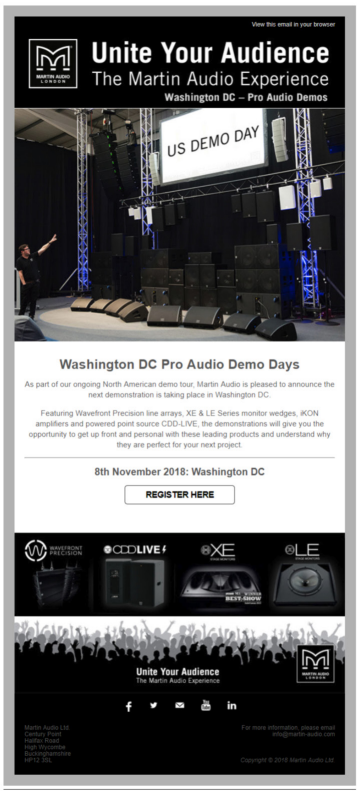
Custom HTML messages delivered to the best lists. Through our list rental services, you will reach the most influential buyers in the pro audio market and produce responsive sales leads. Target your message:

› Demographic & Geo Selections

› Job Function

› Industry Selects





MESSAGES THAT MAKE AN IMPACT

PSW DAILY NEWSLETTER

32,412[1] Subscribers

All the news of the day: breaking news, industry reports, in-depth show coverage and exclusive tips and techniques. Five prime locations for your brand to be seen every day of the work week.

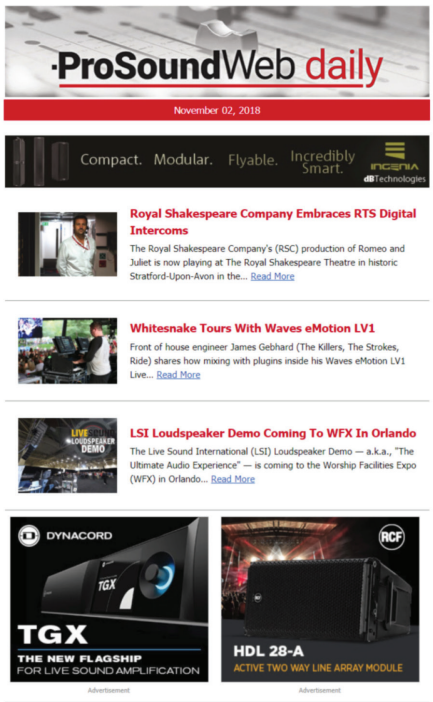
INDUSTRY INSIDER

Highlight your product around the NAMM, ISE, Prolight + Sound, INFOCOMM and WFX shows

› ***2x send - opening day of show and one week after***

› ***Created from your product release or press release including your booth number***

› ***Sent to PSW Daily Newsletter list***



INCREASE YOUR VISIBILITY DURING MAJOR PRO AUDIO TRADE SHOWS

For LSI: *Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com*
For PSW: *Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com*

[1] PUBLISHER'S OWN DATA

PRODUCT EDITORIAL SPONSORSHIP

Stand out in a crowded market *when it really matters*

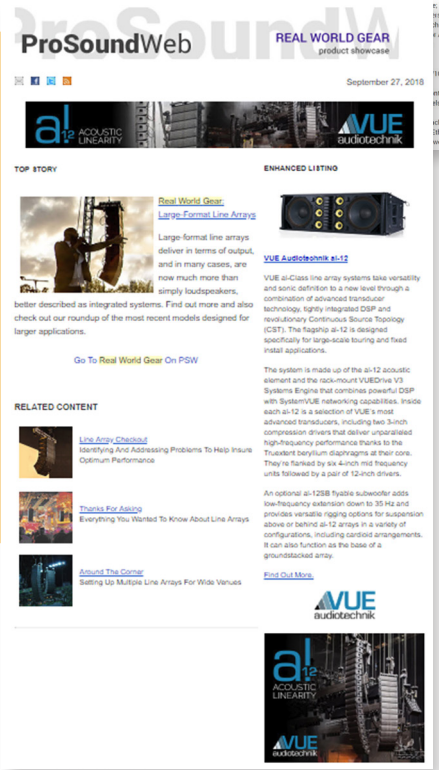
Monthly, Live Sound Magazine highlights a product category. One manufacturer has the option to exclusively sponsor the HTML send of this article. Maximize your exposure with the exclusive sponsorship of the online component of Real World Gear.

2019 REAL WORLD GEAR SCHEDULE

JANUARY	Small-format digital consoles
FEBRUARY	Medium-format line arrays (8-in to 10-in)
MARCH	IEM – systems and earpieces
APRIL	Compact line arrays (under 8-in)
MAY	Wireless microphone systems
JUNE	Large-format digital consoles
JULY	Dynamic & condenser vocal microphones
AUGUST	Column loudspeakers
SEPTEMBER	Large-format line arrays (12-inch and above)
OCTOBER	The latest subwoofers
NOVEMBER	Full-range (2-way) loudspeakers
DECEMBER	Loudspeaker drivers
JANUARY 2020	Rack-mount digital mixers

REAL WORLD GEAR Monthly Enewsletter Exclusive Sponsorship Own Your Product Category

- 2 banners 728x90 & 300x250
- Enhanced listing with links to your site
- Link to the feature article on PSW
- Sent to 25,905[1]
- Results are measurable, metric report provided.
- Contact Mark Shemet for info



ENHANCE YOUR DIGITAL PRODUCT LISTING IN LIVE SOUND MAGAZINE

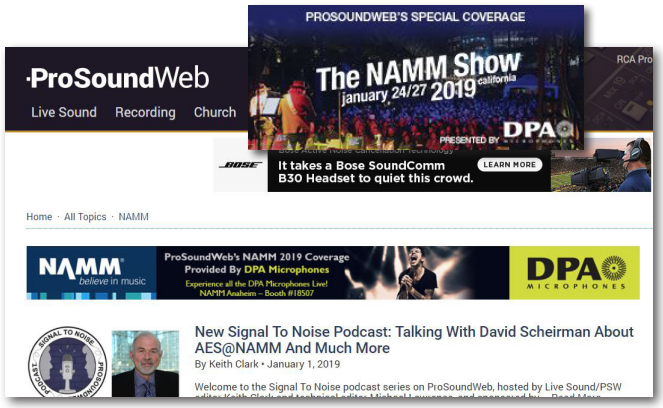
- Stand out with a half page 4-color editorial write up, including photographs, key specs, product information and a recent install
- Your product is guaranteed to stand out to our 23,050[1] *Live Sound International* subscribers
- Your product is exposed to an average of 207,798[1] *ProSoundWeb* users per month

CONTACT JEFF TURNER FOR PRINT PRICING

TRADESHOW CONTENT SPONSORSHIP

During the four weeks leading up to, during, and the two weeks following a trade show, ProSoundWeb provides visitors with a specific area to read about new products and technologies introduced at the show. It's a great opportunity for those at the show to ensure they see everything they are interested in plus an opportunity for those not in attendance to stay knowledgable.

One lucky manufacturers is given the opportunity to promote their brand and products while sponsoring this valuable content. The package includes a 300 x 130 banner that revoles throughout the site as well as a dominant banner introducing the content to visitors.

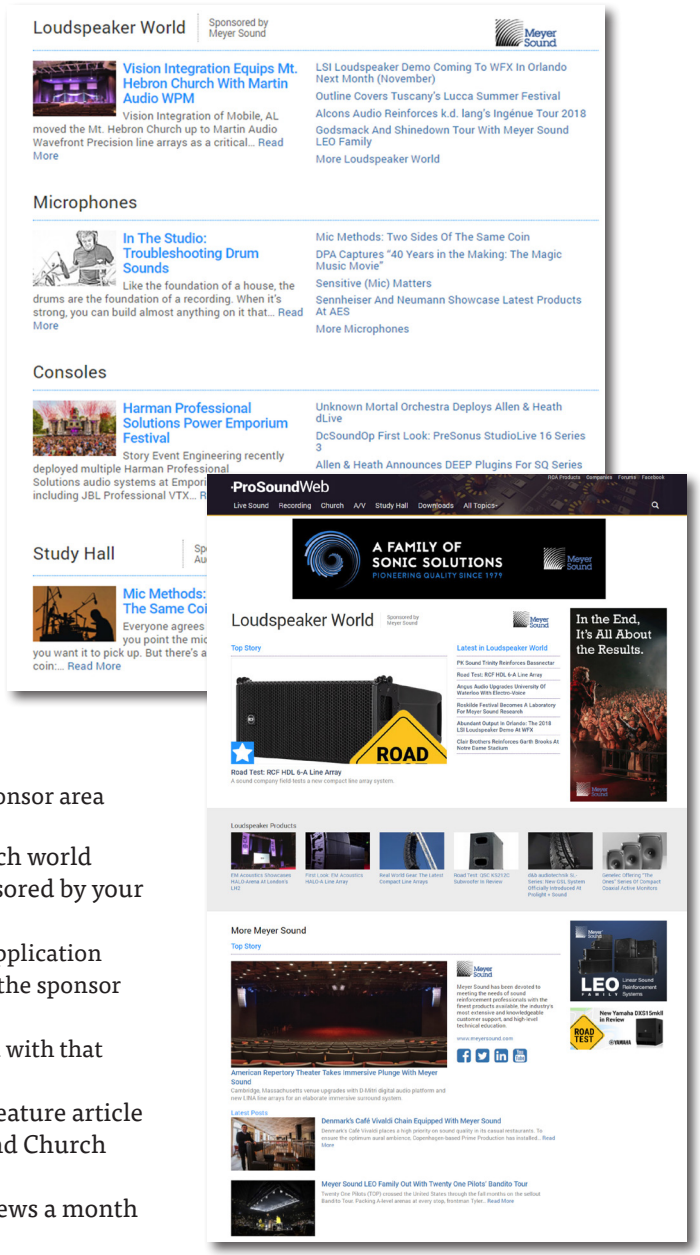


RULE YOUR WORLD

Microphone, Loudspeaker and Console Worlds are exclusive sponsorships that provide advertisers with the opportunity to promote their brand across specific product categories.

Limited to only one sponsor, your brand will appear within the World section shown on the home page of ProSoundWeb (see graphic right) and be included in all content tagged with this product category. This is a perfect blend of contextual positioning and dominance in the market. If you want to be known as a leader in your field, this is it.

The "World" page is accessible via the home page and will not only feature current category news, but will also highlight product and technology news provided by the sponsor. It's the perfect blend of information and branding.



WORLD PRICING PACKAGE

Cost: Contact Mark Shemet for pricing and availability (6-month minimum)

- 24/7 Static home page World Logo header in content sponsor area (40,000 average monthly page views)
- Editors post a minimum of 3 articles per month to each world — each post features top billboard banner and "sponsored by your clickable logo".
- World page content will also feature technical papers, application stories, special offers, and installer profiles provided by the sponsor to our editors.
- Clickable logo and "sponsored by" on all features tagged with that World.
- Quarterly promotion of sponsor World through top feature article posts in ProSoundWeb newsletters for Live, Install and Church products.
- World Sponsor Banners: Front of Site: 10,000 pageviews a month
  - Billboard: 970 X 125
  - Half-Page: 300 X 600
  - Rectangle IMU: 300 X 250

PODCASTS GENERATE LEADS

Podcasts attract an engaged audience.

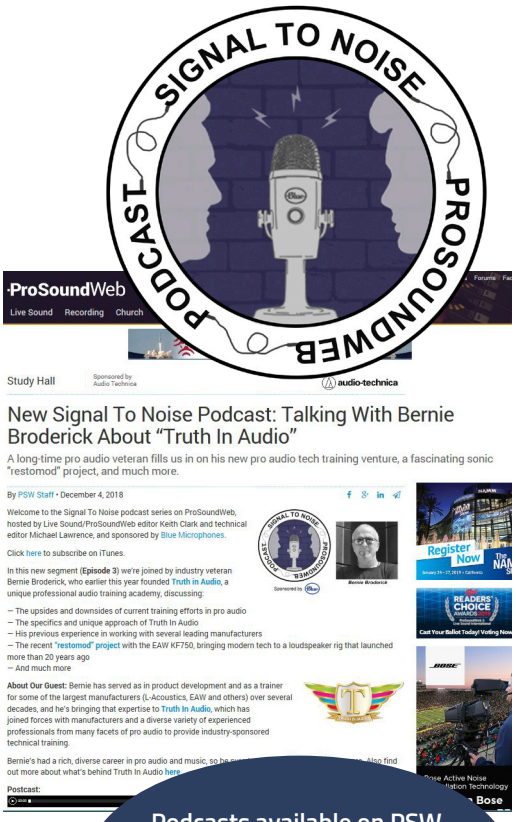
ProSoundWeb/Live Sound Editor Keith Clark and Technical Editor Michael Lawrence talk with top mix engineers, system techs and other noted industry figures about touring, system design, mix approaches, technology and more. Additional focuses include best practices and career building. Podcasts are scheduled twice a month on ProSoundWeb.

SPONSORSHIP

Podcast sponsors receive turnkey branding within the podcast itself and in all promotional materials released for that podcast. Sponsorships are sold per podcast. ***Includes "Podcast Brought to You By your company name/logo"***

- Promotion runs for 2 full weeks prior to your podcast
- PSW daily enewsletter editorial promotions – 2x per week, includes sponsorship brand
- Promoted in the appropriate product based enewsletter (if timing allows)
- PSW editorial article promotion
- PSW Post Podcast article
- PSW Podcast sponsorship will remain with podcast for 12 months.

Cost: Contact Mark Shemet for pricing and availability



Podcasts available on PSW, iTunes and the Podcast Addict app. Also promoted across all social media channels.

TAKE YOUR PRODUCT ON THE ROAD

PSW Road Test is the best viral marketing in the industry. Put your gear on the road with our select audio professionals and receive unbiased reviews of products that offer manufacturers a direct discussion and feedback connection to their prospective customers in our forums.

ROAD TEST PRODUCT SUPPORT PACKAGE

3 month program

- Month #1: Review is posted to top story on PSW home, and promoted in the Daily newsletter.
- Month #2: Review is posted to top story on Live Sound, called out once in the Daily newsletter.
- Month #3: Review is posted to top story on Church, and called out once in the Daily newsletter.
- 300 x 100 promotional banner runs for three months and links to your review.

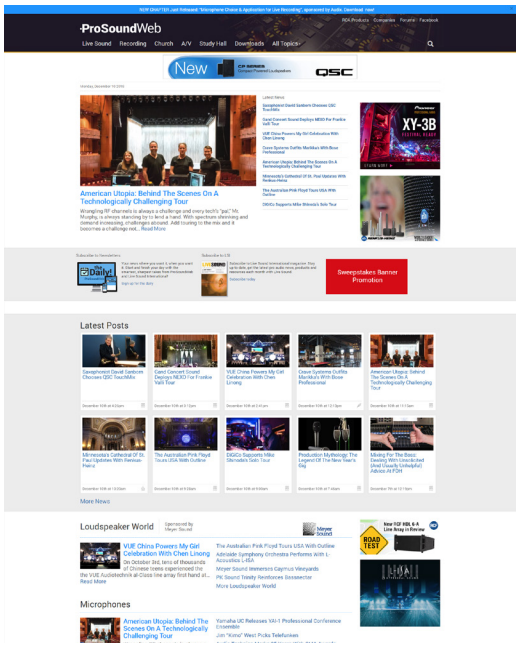
MORE LEAD GENERATION OPPORTUNITIES

WEBINAR SPONSORSHIPS

We Do All The Work, You Receive Leads & Branding

45-minute long sponsored live interactive presentation, lecture, workshop, seminar, roundtable discussion or series moderated by a PSW editor. Each webinar is given extensive advanced promotion, has a detailed registration page and polling capabilities. Contact information is collected on all registrants and provided to the sponsor.

Includes leads, archived for 12 months, call for availability and pricing



SPONSORED POLL

Reach the PSW Community and Gain Market Intelligence

Sponsors have input on registration and polling questions.
Promoted in Live Sound International Magazine and on ProSoundWeb.com.

Call Mark Shemet for availability and pricing.

SWEEPSTAKES

Build Your Database

Our Sweepstake campaign is a 90 day program which uses your product to generate qualified leads. Each program includes the following dedicated promotion to 207,798[1] average monthly users to ProSoundWeb.com.

> The sweepstakes promo appears on page of ProSoundWeb.com reaching 207,798[1] average monthly users.

> EH Publishing develops the 130 x 300 ad creative, including sponsors logo and product shot.

> The sweepstakes will be announced in two ProSoundWeb.com eNewsletters.

> Sponsor will receive all opt-in email addresses and survey data at the end of the sweepstake period.

> Sponsor is required to provide the prize(s) not to exceed $4,999 MSRP. The sponsor sends the prize to the winner and is responsible for all shipping costs

Call Mark Shemet for availability and pricing.

THE READERS' CHOICE AWARDS

Participate in the ONLY awards program where end-users vote

ProSoundWeb.com and Live Sound International will showcase your outstanding products and technologies to 207,798[1] average monthly users plus 23,050[1] subscribers in the annual Readers' Choice Awards program. Most recently, 40,800 votes were cast and 36 winners were named.[2]

Cost: Sliding scale based upon number of products entered - for more information contact Sam Clark (sclark@ehpub.com).

The READERS' CHOICE AWARDS 2019
ProSoundWeb & Live Sound International

3RD PARTY LIST RENTAL

Your Content Sent to Targeted Buyers

You get the best results when you use the best lists. Through our list rental services, you will reach the most influential buyers in the pro audio market and produce responsive sales leads.

Target your message:

> ***Demographic & Geo Selections***

> ***Job Function***

> ***Industry Selects***

MEET YOUR CUSTOMERS, FACE TO FACE

THESE LOUDSPEAKER DEMONSTRATIONS ARE WIDELY PROMOTED:

- In Live Sound International magazine and on ProSoundWeb
- In email newsletters
- With onsite signage
- On the show guide bellyband
- In the Loudspeaker Demo Program Guide with your loudspeaker photo & specs

At USITT, March 20-23, 2019, Louisville, KY, every participating company will be provided with:

- Compact and portable loudspeaker systems will be in separate demos (1 system per Demo)
- One 10 X 15 booth in the DEMO area with one high top table and 2 chairs (no additional show floor presence required)
- Two individual sponsor play times (15 minute sessions)
- Post show survey of attendees available to sponsors
- List of attendees who visit the demo for promotion and follow-up

At WFX (Worship Facilties Expo), September 17-19, 2019, Orange County Convention Center, every participating company will be provided with:

- 10 X 10 booth in the DEMO area (compact line array and portable systems) with high top table and 2 chairs (no additional show floor presence required)
- Individual sponsor play time (One 15 minute session)
- Compact Loudspeaker System will be in the Compact DEMO
- Portable Loudspeaker Systems will be in the Portable System DEMO
- All four sides of the DEMO area will be curtained off
- Post show survey of attendees available to sponsors
- List of attendees and contact information who visit the demo for promotion/follow-up

2019 SPECIFICATIONS AND TERMS

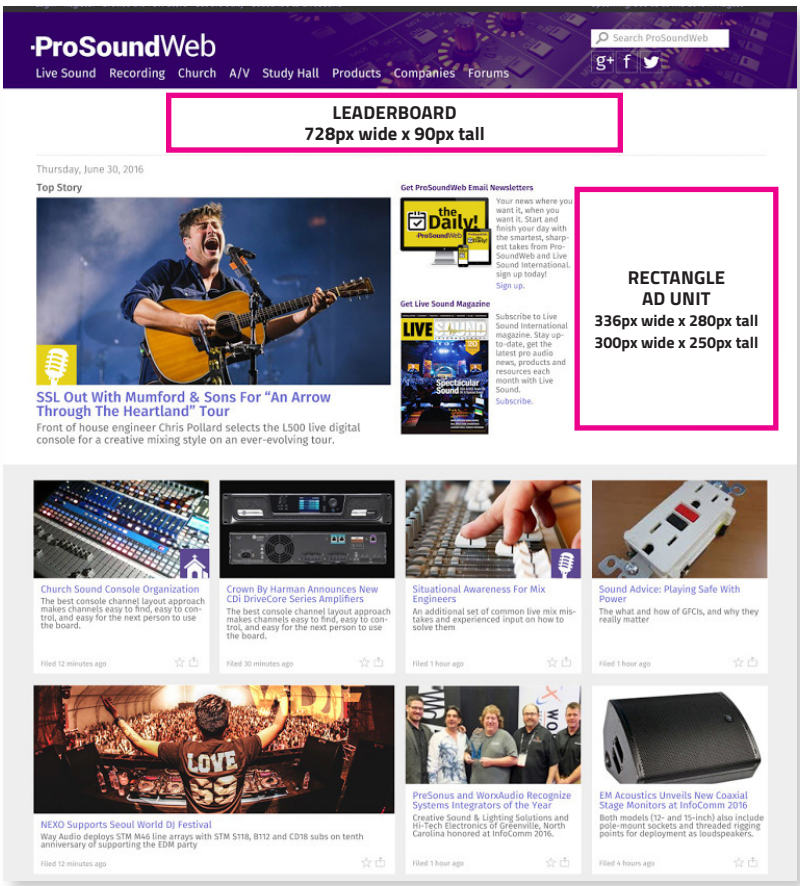
OUR ADVERTISING BASICS

EH Media will review your advertising submissions to optimize our audience experience with your creative materials. Our staff will work with you to make sure you get the most value out of your advertising opportunity with our websites. We reserve the right to ask you to edit your creative to meet our editorial and creative guidelines if necessary.

EH MEDIA WEBSITES CURRENTLY SUPPORT THE FOLLOWING IAB STANDARD UNITS:

- Leaderboard:
  728px wide x 90px tall
- Super leaderboard:
  920px wide by 90px tall
- Half Page :
  300px wide x 600px tall
- Rectangle IMU Unit:
  300px wide x 250px tall
- Jumbo Pre/Interstitial Unit:
  640px x 480px wide that is served to one unique IP address per 24-hour appear.

Note: The PSW Forums area does not support the skyscraper or Jumbo unit; it displays a leaderboard and two rectangle units only.



EXAMPLE OF JUMBO PRE/INTERSTITIAL AD UNIT:

Note: Jumbo ad unit performs best when displayed as a static JPEG or GIF. We can support 3rd party based Jumbo unit, but require additional lead time for testing.

We can support a variety of custom opportunities. Please contact your sales representative if you have questions on these or other advertising venues.

CREATIVE SUGGESTIONS

To improve audience experience and response, we advise that advertisers:

- Test creatives across multiple platforms and browsers to ensure performance
- Rotate animated GIF and Flash files a maximum of 3 times for a total play time of 30 seconds
- Submit files with only one linking URL per creative (no multi-link creatives or image maps)
- We cannot support 4th party serving

2019 SPECIFICATIONS AND TERMS

TYPE OF CREATIVE	FILE SIZE MAXIMUM	PLEASE SUBMIT	NOTES
JPEG or GIF	*25k*	*Creative in .jpg or .gif format with linking URL*	*Animated GIFs can be submitted but must only rotate 3 times.*
Flash	*75k*	*Creative in .swf format. Including .fla file is helpful if we encounter problems.*	*Please also include alternative creative in .jpg or .gif format for users without Flash. See notes below for Flash submission specifications.*
3rd Party Tags (DART, Atlas, Pointroll, etc.)	*N/A*	*3rd Party tags accepted as text file.*	*3rd Party tag should support javascript/ iframe implementation. See notes below for 3rd Party tag submission specifications.*
Jumbo Pre-Interstitial	*90k*	*Creative in .jpg format with linking URL*	*Flash, Animated GIFs or 3rd party tags can hinder performance of this large ad unit. Please see note below Jumbo ad unit example on previous page.*

FLASH FILE SUBMISSION GUIDELINES

To ensure correct operation and measurement of impressions and clicks of Flash based units the following must be followed:

- *Make the entire Flash ad area function as a button on the top layer to maximize clicks and implement clickTAG call as outlined below.*
- **IMPORTANT:** *The click button must use the proper variable to allow us to track your ad properly in our ad server. The Actionscript button must read (this variable IS case sensitive):*

```
on(release)
{
getURL(clickTAG, "_blank");
}
```

- *If you are having trouble implementing the click button, please review the 24/7 Real Media creative guide for ad server guidelines: http://www.247realmedia.com/marketing/websites/creative_specs/UK/specifications.html*
- *Provide .FLA, .SWF, and an alternate .GIF or .JPG 10 days prior to launch;*
- *Alternate file is needed for audience members who do not have Flash Player installed or functioning*
- *Note that user-initiated events are more complicated to display and will require significant testing to ensure proper function*
- *Flash files should be set at 12 fps using Flash 8 and ActionScript 2.0. The latest versions of Flash (9 and 10) and Actionscript 3.0 are not as widely prevalent in users browsers, so for maximum exposure please make your files compatible with earlier versions.*
- *Make the entire Flash ad area function as a button on the top layer to maximize clicks and implement clickTAG call as outlined in the 2nd bullet above.*
- *Final Flash files can only rotate 3 times for 30 seconds total play time*

3RD PARTY TAG SUBMISSION GUIDELINES:

- *We accept 3rd party ad tags from a variety of platforms (DART, Pointroll, etc.); please contact for more information*
- *Please submit 3rd party ad tags as a text file attached to an email 10 days prior to deploy*
- *Please provide EH Publishing with a login and password to review 3rd party reporting metrics and verify for invoicing*

2019 SPECIFICATIONS AND TERMS: SOCIAL MEDIA

FACEBOOK FEED ADS

Every advertiser is fighting for space on a user's Facebook Feed. This is the prime real estate for Facebook ads to stand out to users. Available both in image or video format, these ads will appear on both mobile and desktop.

IMAGE GUIDELINES:

- Recommended image dimensions is 1200 x 628 pixels.
- Minimum width and height of 600 pixels.
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with a link.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

CHARACTER LIMITS:

- Text: 215 characters.
- Headline: 25 characters.
- Link description: 30 characters.

FACEBOOK FEED VIDEO ADS

In the US, Facebook video posts have increased by 94% year over year with a video audience of 8 billion daily views. The ridiculous growth in video has many businesses shifting all their focus on video. Below is the information for Facebook feed video ads.

VIDEO GUIDELINES:

- Recommended to upload the highest resolution video possible.
- Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (square).
- Recommended aspect ratio is between 9:16 to 16:9 (Horizontal: 16:9, Square: 1:1, Vertical: 4:5 or 2:3 and Full Portrait: 9:16).
- Recommended video formats are .MP4 and .MOV (see full list here).
- Max video file size is 4GB.
- Video length max is 240 minutes.

CHARACTER LIMITS:

- Text: 125 characters.
- Headline: 25 characters.
- Link description: 30 characters.

FACEBOOK CAROUSEL ADS

Facebook Carousel Ads are a perfect way to showcase your brand with multiple images or videos. For retailers, it's great to show various colors, sizes and other key details to convince users to buy. This format is available for both video and image for all Carousel ad placements.

Additionally, Facebook Carousel Ads are available on six different ad types:

- carousel image ad
- Facebook Feed (Image and Video)
- Facebook Right Column

IMAGE GUIDELINES:

- Minimum width and height of 600 pixels.
- Minimum 2 cards and max of 10 cards per Carousel Ad.
- Recommended ratio is 1:1.
- Max image size of 30MB.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

FACEBOOK RIGHT COLUMN ADS

Ah–the sneaky right column photo ad. Everyone knows it and for businesses, this ad type can work extremely well. However, while they only appear on desktop, data shows they have the most effective response rates. .

IMAGE GUIDELINES:

- Recommended image dimensions is 1200 x 628 pixels.
- Minimum width and height of 600 pixels.
- Recommended aspect ratio is between 9:16 to 16:9, but crops to 1.91:1 with link.
- Recommended image formats are JPG and PNG.
- Images with 20% text or more could increase chances of failed delivery.

CHARACTER LIMITS:

- Text: 215 characters.
- Headline: 25 characters.
- Link description: 30 characters.

FOR ADDITIONAL PRODUCTION INFO:

Julie Clark (EST)
Jclark@ehpub.com | 269-240-3175

Sam Clark (PST)
sclark@ehpub.com | 269-240-3325

2019 SPECIFICATIONS AND TERMS

SUBMITTING AD MATERIALS

For advertisers with ad placements on ProSoundWeb, please send all creative media to ads@ehpub.com at least 5 business days before campaign start.

For advertisers placing products in any of our email newsletters, please send creative assets to us 5 business days before email deployment.

Please email these items directly to jlitchfield@ehpub.com with the subject line "PSW Newsletter Product"

If you have questions on the above, please do not hesitate to call or write us at anytime.

EH Media LLC
(508) 663-1500

For email newsletter campaigns:
Jason Litchfield, (508) 663-1500 x252
jlitchfield@ehpub.com

Thank you,
The ProSoundWeb.com Team

Terms & Conditions The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations or expenses, including legal fees, rising from ads placed in Live Sound International, ProSoundWeb.com, or EH Publishing Internet sites.

Cancellations Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancellable within 60 days of scheduled closing dates.

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