

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

2020 SPECIFICATIONS AND TERMS

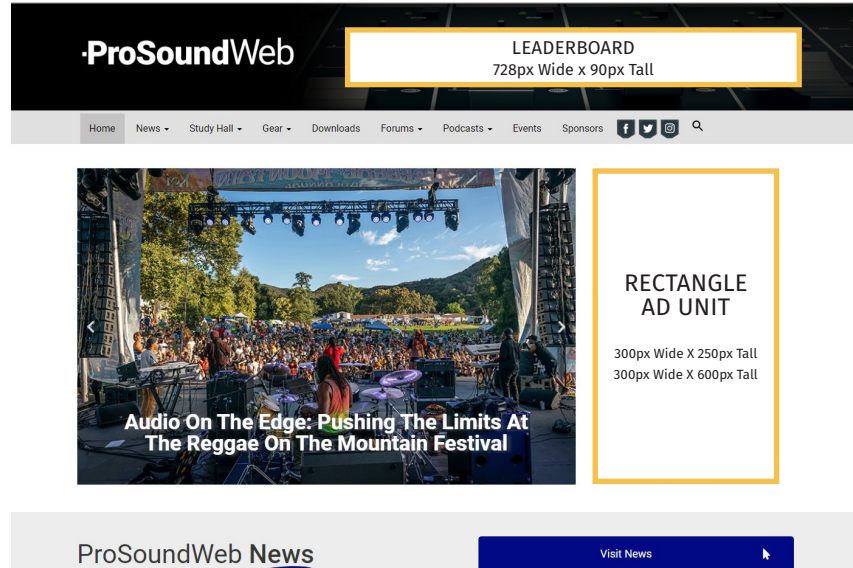
OUR ADVERTISING BASICS

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, Jumbo or rectangle ad unit; it only displays leaderboards.

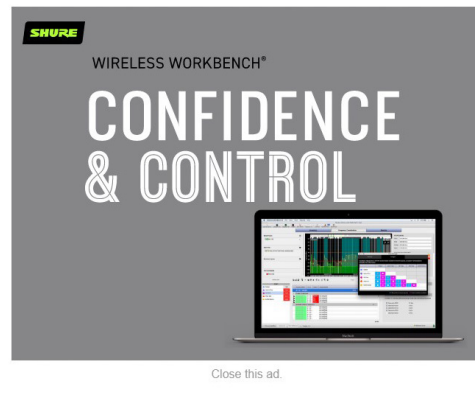


EXAMPLE OF JUMBO PRE/INTERSTITIAL AD UNIT:

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



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.

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| Type of Creative | 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

2020 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.

FOR ADDITIONAL PRODUCTION INFO:

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

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.

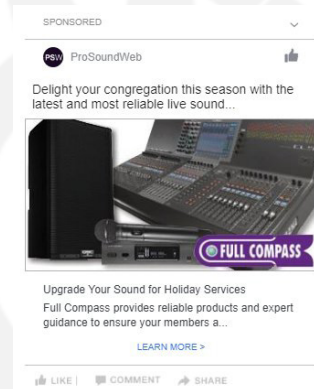


IMAGE GUIDELINES:

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- > Minimum width and height of 600 pixels.
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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.

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For more information about online specifications, terms & conditions, inserts and commissions, please visit: www.ehpub.com/terms

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Thank You,
The ProSoundWeb.com Team

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EH Media LLC, is the leading provider of independent business and consumer content and information

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