



interNATIONAL ASSOCIATION  
OF LIGHTING MANAGEMENT

• COMPANIES •

# LIGHTING MANAGEMENT & MAINTENANCE (LM&M)

Official Publication of the interNational Association  
of Lighting Management Companies

## 2010 ADVERTISING INFORMATION

*Lighting Management & Maintenance* reaches over 500 lighting management professionals and allied manufacturers internationally and is the official publication of the interNational Association of Lighting Management Companies® (NALMCO®). Member purchasing power is more than \$77 Million a year. Members receive the publication as a benefit of membership. *Lighting Management & Maintenance* is also circulated and read by affiliated groups and others, such as governmental entities, utilities, lighting institutes, energy and environmental organizations and the media.

The *NALMCO® Membership Directory*, updated and published annually, is a key resource for NALMCO® members to obtain contact information on company personnel, company headquarters and branch locations, addresses, telephone numbers and e-mail addresses, web sites and fax information. The *NALMCO® Membership Directory* is the reference source used most frequently throughout the year by the entire lighting management industry and is distributed just prior to the Annual Conference in October. More information is available on our Website [www.nalmco.org](http://www.nalmco.org).

Over the years, NALMCO® has become the premier lighting trade association offering education, certification programs, an annual convention & trade show, industry information and networking opportunities. The NALMCO® Annual Convention & Trade Show will take place October 17-20, 2010, at the Fiesta Americana Grand Los Cabos, Cabo San Lucas, Mexico.

### Publication Schedule

<u>Issue</u>	<u>Space deadline</u>	<u>Materials deadline</u>	<u>Editorial Content</u>
Winter (February)	January 8, 2010	January 15, 2010	Lighting Technology/NALMCO Spring Seminar (Preview)
Spring (May)	March 26, 2010	April 2, 2010	Lighting Maintenance
Summer (August)	June 18, 2010	June 25, 2010	NALMCO Convention and Trade Show (Preview)
Directory (October)	July 9, 2010	July 16, 2010	NALMCO Membership Directory
Fall (November)	October 15, 2010	November 5, 2010	Convention Highlights and Energy Efficiency

### Advertising Sizes/Rates (all rates are net)

<u>LM&amp;M Size</u> (B & W Rates)	<u>1 Time</u>	<u>4 Time</u>	<u>Directory</u>
*Full page 7.5"w x 10"d	\$840	\$683	\$1120
1/2 page H 7.5"w x 5"d	\$635	\$522	\$778
1/2 page V 3.75"w x 10"d	\$635	\$522	\$778
1/3 page H 7.5"w x 3.25"d	\$420	\$340	\$625
1/3 page V 2.375"w x 10"d	\$420	\$340	\$625

\*LM&M Bleed size 8.75"w x 11.25"d • Trim Size 8.5"w x 11"d  
Directory Trim Size 6"w x 9"d

### Color Rates

2 Color - B/W Space Rate + \$950  
4 Color - B/W Space Rate + \$1775  
5th Color - B/W Space Rate + \$500  
Inserts/Bleeds - \$200 tip-in charge, plus  
standard full page rates

**Premium Pages-** Back Cover, Inside Front and Inside Back - 20% premium on full-page rate.

Advertisers who commit to 4 issues plus directory receive a 10% discount on the advertising rates. (Total discount for the year applied to last invoice.)

### Mechanical Requirements

- Printed sheet-fed offset and saddle-stitched
- Cover and body are enamel gloss.
- Digital-ready artwork should be supplied at 300dpi.
- Keep all live matter 1/4" from edges for trim on all sides (See ad dimensions)
- Color or black & white proofs must accompany digital files.

### Electronic Art Specifications (preferred)

- Quark Xpress 6.0, Adobe Photoshop CS2, Adobe Illustrator CS2 & InDesign
- Macintosh format, PDF, high res converted to CMYK
- Include all fonts and graphics even if they are embedded.
- We are unable to accept Microsoft Publisher, Powerpoint and Word formats.
- The re-design rate to convert files to accepted format is \$150 per hour.

Ad design services available at \$100 per hour (\$100 minimum).

### Advertising Sales & Ad Material Delivery

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### Policies

All advertising is subject to publisher's approval. Advertisers agree to indemnify and defend the publisher, *Lighting Management & Maintenance* and the interNational Association of Lighting Management Companies (including their officers, employees and agents), from any and all liability for content of advertisements. No fraudulent or misleading advertising accepted. Rates based on digital ready materials.

### Payment Policy

Advertisers and advertising agencies are jointly responsible for payment of all insertions, NALMCO® will invoice the advertising agency or advertiser immediately after publication and will send two (2) tearsheets of the publication as proof of insertion. Payment must be received within 30 days of invoice date, or finance charges of 1.5% will be incurred. Accounts more than 60 days delinquent are prohibited from advertising in any NALMCO® publication until payment is received. Payment is to be made to: **NALMCO®, 100 E Grand Ave., Suite 330, Des Moines, IA 50309** for the net total due. Please send a copy of the invoice with the payment.