



# LIGHTING MANAGEMENT & MAINTENANCE (LM & M)

Official Publication of the interNational Association of Lighting Management Companies

## 2009 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 at 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 11-14, 2009, at the Hilton Sandestin Beach Golf Resort and Spa, Destin, FL.

### Publication Schedule

<u>Issue</u>	<u>Space deadline</u>	<u>Materials deadline</u>	<u>Editorial Content</u>
Winter (January)	December 5, 2008	December 12, 2008	Lighting Technology/NALMCO Spring Seminar (Preview)
Spring (April)	February 20, 2009	February 27, 2009	Lighting Maintenance
Summer (August)	June 19, 2009	June 26, 2009	NALMCO Convention and Trade Show (Preview)
Directory (October)	August 7, 2009	August 14, 2009	NALMCO Membership Directory
Fall (November)	October 16, 2009	November 6, 2009	Convention Highlights and Opportunity

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

<u>Size (B &amp; W Rates)</u>	<u>1 Time</u>	<u>4 Time</u>	<u>Directory</u>
<b>*Full page</b> 7.5"w x 10"d	\$840	\$683	\$1120
<b>2/3 page H</b> 7.5"w x 6.5"d	\$738	\$625	\$966
<b>2/3 page V</b> 5"w x 10"d	\$738	\$625	\$966
<b>1/2 page H</b> 7.5"w x 5"d	\$635	\$522	\$778
<b>1/2 page V</b> 3.75"w x 10"d	\$635	\$522	\$778
<b>1/3 page H</b> 7.5"w x 3.25"d	\$420	\$340	\$625
<b>1/3 page V</b> 2.375"w x 10"d	\$420	\$340	\$625
<b>1/4 page</b> 3.25"w x 5"d	\$340	\$261	\$527

\*LM&M Bleed size 8.875"w x 11.375"d • Trim Size 8.5"w x 11"d  
Directory Trim Size 6"w x 9"d

### Color Rates

2 Color - Space Rate + \$950  
4 Color - Space Rate + \$1775  
5th Color - 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

Carol Henderson  
Associations Inc.  
319 East 5th Street, Suite 3  
Des Moines, IA 50309  
515-254-1032  
fx 515-276-9212

Tom Smull  
Associations Inc.  
319 East 5th Street, Suite 3  
Des Moines, IA 50309  
515-280-7234  
fx 515-280-6399

### Publisher

NALMCO  
100 E Grand Ave, Suite 330  
Des Moines, IA 50309 515-243-2360; fx 515-243-2049  
Heather Tamminga, CAE, LM&M Editor; [editor@nalmco.org](mailto:editor@nalmco.org)  
Molly Lopez, CAE, Executive Director; [director@nalmco.org](mailto:director@nalmco.org)

### 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.