



ONE ORGANIZATION TWO VALUABLE AUDIENCES*

NALMCO MEDIA KIT 2018

Digital advertising on the NALMCO website now available!

Contact Tonya Vitzthum
319 E 5th Street
Des Moines, Iowa 50309
M 515.669.3010 F 515.280.6399
tvitzthum@associationsinc.us

GENERAL MEMBERS LIGHTING MANAGEMENT PROFESSIONALS

*Reach The People Who Buy
\$400 Million
In Lighting Equipment Every Year*

WHO THEY ARE

Energy Service Companies (ESCOs)
Lighting-Focused Electrical Contractors
Lighting Maintenance Service Companies
Lighting & Energy Efficiency Consultants

THE AVERAGES

Has A 25-Year History
Operates 18 Service Trucks
Employs 44 People

WHAT THEY REPRESENT

\$400 MILLION

Annual Lighting, Electrical & Controls Material Purchases

\$145 MILLION

2013 Expected LED Based Lighting Retrofit Revenue

\$339 MILLION

2013 Expected Fluorescent Based Lighting Retrofit Revenue

4,300

Employed Energy Efficient Lighting Professionals

2.65 BILLION KILO

Annual Energy Savings

ASSOCIATE MEMBERS LIGHTING MANUFACTURERS

*Reach The People Who Manufacture
\$14 Billion
in Lighting Equipment Every Year*

WHO THEY ARE

Lighting Manufacturers
Lighting Equipment Manufacturers
Lighting Controls Manufacturers

WHAT THEY REPRESENT

\$14 BILLION

Annual Revenue

\$1.2 BILLION

Annual LED Sales

75,000

Combined Employees

LM&M

LIGHTING MANAGEMENT & MAINTENANCE

The *ONLY* Publication Dedicated To Lighting Management & Maintenance



PUBLICATION SCHEDULE

PRINT & DIGITAL EDITIONS | 4 ISSUES PER YEAR

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE
FEBRUARY 2018 Controls and Codes Spring Seminar Preview	JANUARY 5, 2018	JANUARY 12, 2018
MAY 2018 Shift in Customers' Expectations on LED Products and Projects	MARCH 16, 2018	MARCH 23, 2018
AUGUST 2018 New Exterior Lighting Technologies Annual Convention Preview	JUNE 15, 2018	JUNE 22, 2018
DECEMBER 2018 LED Technologies Update	OCTOBER 12, 2018	OCTOBER 19, 2018

92% Members Who See *LM&M* As A Valuable Resource

DISTRIBUTED TO

- All NALMCO General Members
- All NALMCO Associate Members
- Government Agencies
- Utilities
- Lighting Institutes
- Energy & Environmental Organizations

TOPICS

- Lighting Management
- Lighting Maintenance
- Energy-Efficient Lighting Retrofits
- Lighting Controls
- Lighting Events

CONFERENCES & EVENTS

NALMCO publications aren't your only outlet to reach lighting maintenance and management professionals. You can find current sponsorship opportunities for our Annual Convention & Trade Show available online at NALMCO.org.

EDITORIAL SUBMISSIONS

NALMCO is looking for articles and case studies to include in *LM&M*. To be accepted, articles must feature NALMCO General and Associate members in good standing. Articles must not reference non-NALMCO members. Contact director@nalmco.org for Submission Guidelines and dates.



LM&M IS THE INDUSTRY'S SOURCE TO LEARN ABOUT
NEW LIGHTING PRODUCTS & TECHNOLOGIES

DIGITAL RATES

AD SIZE	HEAVY ROTATOR	ROTATOR	6 MONTH ROTATOR
160 pixels x 600 pixels	\$3,000	\$2,000	\$1,500

2018 ADVERTISING RATES

(ALL RATES ARE NET)

AD SIZE	SINGLE 4-COLOR AD	SINGLE B&W AD	4X 4-COLOR AD	4X B&W AD
*FULL PAGE 7.5" x 10" Live area. Bleed Info Below	\$2,615	\$989	\$2,458	\$803
1/2 PAGE HORIZONTAL 7.5" x 4.875"	\$2,410	\$748	\$2,327	\$614
1/2 PAGE VERTICAL 3.625" x 10"	\$2,410	\$748	\$2,327	\$614
1/3 PAGE HORIZONTAL 7.5" x 3.25"	\$2,195	\$494	\$2,115	\$400
1/3 PAGE VERTICAL 2.375" x 10"	\$2,195	\$494	\$2,115	\$400
ANY SIZE AD Link directly to your website in the digital version	+\$100			

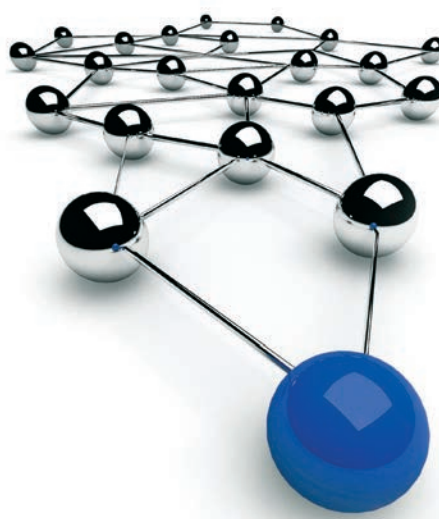
PREMIUM PLACEMENT OPPORTUNITIES

<p>BACK COVER FULL-PAGE FULL COLOR AD SINGLE ISSUE \$3,452 4-ISSUE COMMITMENT ONLY \$3,108/PER ISSUE</p>	<p>INSIDE FRONT COVER FULL-PAGE FULL COLOR AD SINGLE ISSUE \$3,138 4-ISSUE COMMITMENT ONLY \$2,825/PER ISSUE</p>	<p>INSIDE BACK COVER FULL-PAGE FULL COLOR AD SINGLE ISSUE \$3,138 4-ISSUE COMMITMENT ONLY \$2,825/PER ISSUE</p>
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ADDITIONAL COLOR OPTIONS & INSERT OPTIONS

2 COLOR - B/W Rate + \$950 | **INSERTS/BLEEDS** - Full Page Rate

FULL PAGE BLEED	FULL PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/3 PAGE HORIZONTAL	1/3 PAGE VERTICAL	<p>*Bleed Size 8.75" x 11.5"h Live: 7.5" x 10"</p> <p>Allow 1/8" on all sides</p> <p>Trim Size 8.5" x 11"</p>
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65% Feel That Their Investment in NALMCO Adds Value to Their Company

NALMCO AD SALES

Tonya Vitzthum
319 E 5th Street
Des Moines, Iowa 50309
M 515.669.3010
F 515.280.6399
tvitzthum@associationsinc.us

LM&M 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

Adobe Photoshop CS4, Adobe Illustrator CS4 & InDesign CS4

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)

NALMCO MEDIA KIT 2018

THE ONLY ORGANIZATION DEDICATED TO LIGHTING MANAGEMENT & MAINTENANCE

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, 1255 SW Prairie Trail Pkwy, Ankeny, IA 50023-7068 for the net total due. Please send a copy of the invoice with the payment.

PUBLISHER INFORMATION

NALMCO
1255 SW Prairie Trail Pkwy
Ankeny, IA 50023-7068
P: (515) 243-2360
F: (515) 334-1164

Heather Tamminga, CAE, LM&M Editor, Executive Director
director@nalmco.org



CONTRACT

OFFICIAL PUBLICATION OF THE INTERNATIONAL ASSOCIATION OF LIGHTING MANAGEMENT COMPANIES

ADVERTISER RESERVATION INFORMATION

AGENCY RESERVATION INFORMATION

ADVERTISERS (AS IT SHOULD APPEAR IN THE ADVERTISING INDEX)

AGENCY

CONTACT

CONTACT

ADDRESS

ADDRESS

CITY STATE ZIP

CITY STATE ZIP

PHONE FAX

PHONE FAX

EMAIL INVOICE ADVERTISER

EMAIL INVOICE AGENCY

2018 DEADLINES - CHECK WHICH ISSUES YOU WOULD LIKE

FEBRUARY 2018

SPACE DEADLINE:
JANUARY 5, 2018
COPY DEADLINE:
JANUARY 12, 2018
COPY STATUS:

MAY 2018

SPACE DEADLINE:
MARCH 16, 2018
COPY DEADLINE:
MARCH 23, 2018
COPY STATUS:

AUGUST 2018

SPACE DEADLINE:
JUNE 15, 2018
COPY DEADLINE:
JUNE 22, 2018
COPY STATUS:

DECEMBER 2018

SPACE DEADLINE:
OCTOBER 12, 2018
COPY DEADLINE:
OCTOBER 19, 2018
COPY STATUS:

LM&M AD SPECS:

- | | | |
|---|------------------------------------|-------------------------------------|
| <input type="checkbox"/> INSIDE FRONT COVER | <input type="checkbox"/> FULL PAGE | <input type="checkbox"/> HORIZONTAL |
| <input type="checkbox"/> INSIDE BACK COVER | <input type="checkbox"/> 1/2 PAGE | <input type="checkbox"/> VERTICAL |
| <input type="checkbox"/> BACK COVER | <input type="checkbox"/> 1/3 PAGE | <input type="checkbox"/> COLOR |
| <input type="checkbox"/> OTHER | <input type="checkbox"/> BLEED | <input type="checkbox"/> B/W |
- DIGITAL ADVERTISING :**
- | | | |
|--|----------------------------------|--|
| <input type="checkbox"/> HEAVY ROTATOR | <input type="checkbox"/> ROTATOR | <input type="checkbox"/> 6 MONTH ROTATOR |
|--|----------------------------------|--|

NOTES:

P.O.#

LM&M PER ISSUE COST: \$

LINK AD IN DIGITAL ISSUE: \$

DIGITAL ADVERTISING: \$

LM&M TOTAL: \$

CONTRACT TOTAL: \$

(ALL RATES ARE NET)

There may be a design charge with advance notification as to the amount if an ad is not print-ready or needs major adjustments. Cancellation: Cancellation or changes must be received in writing by the 15th of the month prior to the month of issue and rate will be adjusted to that earned by actual number of insertions used. Cancellation is not accepted after closing date. Payment Policy: Advertisers and advertising agencies are jointly responsible for payment of all insertions. NALMCO will invoice the advertising agency of advertiser immediately after publication and will send two tearsheets of the publication as proof of insertion. Payment must be received within 30 days of the invoice date, or finance charges of 1.5% will be incurred. A 15% discount is offered to those who book a whole year in advance and prepay. In the event it becomes necessary for NALMCO, at its option, to place this agreement in the hands of an attorney or collection agency for purpose of debt collection, the advertiser agrees to pay reasonable attorney fees and any other cost incurred by NALMCO, or its assignees. The advertiser or the advertiser's agency will bear full responsibility for withholding advertising materials which may violate the law, regulation, or ruling of the Federal Trade Commission or infringe any copyright, trademark, or patent and shall defend, indemnify and hold harmless the Publisher from all third party claims on account thereof. The Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed in keeping with the standards of the publication. I acknowledge upon signing this contract, that I have carefully read and accepted the terms, conditions and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

AUTHORIZED SIGNATURE:

DATE:

INVOICE WILL COME FROM & PAYMENT MADE TO: NALMCO | 1255 SW PRAIRIE TRAIL PKWY | ANKENY, IA 50023
CONTACT & COPY TO: ASSOCIATIONS INC., ATTN: TONYA VITZTHUM, 319 E 5TH STREET DES MOINES, IOWA 50309
M 515.669.3010 | F 515.280.6399 | TVITZTHUM@ASSOCIATIONINC.US