

The publishers of

PLSN
PROJECTION LIGHTS & STAGING NEWS

&

FOH
FRONT OF HOUSE
PEOPLE, PRODUCTION, GEAR, GIGS.

present the
2012 edition of

2012

EPD

EVENT PRODUCTION DIRECTORY



The #1 Resource Guide For Live Event Professionals

**THE MOST WIDELY CIRCULATED
DIRECTORY IN THE INDUSTRY!**

is referred to more often than any other directory of its kind.

40,000 copies are distributed annually

The *EPD* is your most effective advertising channel to influence potential new customers and reinforce your relationship with current ones.

Event Producers — to find production and service companies

Touring Shows — to find local rentals

Rental Companies — to find sub rental partners and manufacturers

Production Managers — to bid out production services

Promoters — to rent lights, audio and staging

Production Companies — to locate manufacturers and suppliers

Facility Managers — to locate contractors and installers

The EPD is the first and the best—don't be fooled by the rest

The *Event Production Directory* is the most widely distributed production directory of its kind. Going to the combined readership of *Projection, Lights & Staging News* and *FRONT of HOUSE*, the *EPD* is your best advertising vehicle to influence potential customers. We print and distribute 40,000 copies annually.

Bonus distribution at major industry trade shows

- Audio Engineering Society (AES)
- InfoComm
- Live Design International (LDI)
- National Association of Broadcasters (NAB)
- Professional Light and Sound Association (PLASA)
- United States Institute of Theatre Technology (USITT)



| | | | |
|------------------------------------|--------------------------------------|-----------------------------|----------------------------------|
| Lighting | Set Design & Construction | Generators | Tent Companies |
| Sound | Lasers | Coaches | Soft Good Manufacturers / |
| Staging/Rigging | Pyrotechnics | Freight Forwarders | Distributors |
| Cases | Fog & Haze Machines | Trucking | |
| Manufacturers, Distributors | Backline | Radio Communications | |
| &Theatrical Retailers | Video Projection | Labor Companies | |

Easy to use, concise and accurate

Unlike some bulky directories that easily fall apart, the *Event Production Directory* is perfectly bound and easily fits in a gig bag for use while on the road. Plus, every year the *EPD* is updated to ensure that most up-to-date information is available about your company's abilities and resources. The *EPD* is published on time every year to ensure your message is in the market and influencing purchasing decisions of otherwise hard-to-reach industry decision makers.

Advertising in the *Event Production Directory* WORKS!



"Thank you for the opportunity to be on the EPD Directory cover. The EPD and PLSN are the best advertising money I have ever spent. I look forward to a long term relationship with PLSN and the EPD."

—Bob Morrissey, President

East Coast Lighting & Production Services (ECLPS)





2012 EPD Display Advertising Rates

| Ad Sizes | 4/C | 2/C | B&W |
|-----------------|---------|---------|---------|
| Two Page Spread | \$7,650 | \$6,250 | \$5,800 |
| Full Page | \$4,499 | \$3,649 | \$3,216 |
| 2/3 Page | \$3,522 | \$2,976 | \$2,648 |
| 1/2 Page | \$2,921 | \$2,495 | \$2,288 |
| 1/3 Page | \$2,217 | \$1,829 | \$1,556 |
| 1/4 Page | \$1,840 | \$1,447 | \$1,229 |
| 1/6 Page | \$1,196 | \$857 | \$775 |
| Bus. Card | | | \$473 |

| Special Placement | 4/C |
|--------------------|---------|
| Inside Front Cover | \$5,129 |
| Inside Back Cover | \$4,862 |
| Back Cover | \$5,345 |

Live Area Specs
 Live area of bleed ads is .5 inch inset from bleed size.
 • Enhanced Bold Listings \$250

Ad Sizes

| | |
|-----------------------|------------------|
| Two Page Spread Bleed | 17w x 11.125h |
| Full Page Bleed | 8.625w x 11.125h |
| Full Page Non Bleed | 7.5w x 10.375h |
| 2/3 Page V | 4.945w x 10h |
| 1/2 Page H | 7.5w x 5.5h |
| 1/2 Page V | 3.667w x 10h |
| 1/2 Page Island | 4.945w x 7.5h |
| 1/3 Page H | 7.5w x 3.125h |
| 1/3 Page V | 2.385w x 10h |
| 1/3 Page Square | 4.945w x 5.5h |
| 1/4 Page H | 7.5w x 2.5h |
| 1/4 Page V | 3.667w x 5.5h |
| 1/4 Page Square | 4.945w x 3.5h |
| 1/6 Page H | 4.945w x 2.5h |
| 1/6 Page V | 2.385w x 5h |
| Business Card | 3.5w x 2h |



Special Showcase Features

Tell your company's unique story and position yourself as an industry leader and cutting-edge innovator through a Showcase feature. You'll have full editorial approval as a professional PLSN or FOH writer works with you to create a written and pictorial showcase of your company that will reach EPD users month after month. Two great options:

Two-page Showcase Feature. Lead off a major section of the directory with two full pages that showcase the reason why your company is so remarkable. In addition to this effective impression, you'll also receive 1,000 four-color reprints of your advertorial, which you can use in your marketing material and as a great introduction to future clients.

Price: \$8,100 net

Four-Page Showcase Feature. There is no better way to brand yourself as the top choice of professionals than with this four-page advertorial, where we'll go into great detail on why your organization is the first choice for those seeking production solutions. This showcase includes 1,500 four-color reprints in the form of an impressive two-page brochure, and you'll also receive the article in digital form, which you can put up on your Web site!

Price: \$11,950 net

All photography and graphics to be supplied by client. All material is due no later than **February 6, 2012**. All Showcase features are at net pricing. No agency discounts are allowed.

Advertising Space Reservation must be made by **January 26, 2012**.

Art materials must be received by **February 6, 2012**.

Art Instructions

All ads must be presented in digital format and should be supplied in either of the following methods in Mac format:

Photoshop - EPS, TIFF, PDF or PSD form. If supplying layered files, all support images and fonts must be included.

Illustrator - EPS with all fonts converted to outlines. All files should be supplied in CMYK or Grayscale at 300dpi. All ads must be accompanied by a four-color proof. Color laser prints or copies and PDFs are not CMYK and will be used for color reference only. We cannot accept responsibility for color accuracy unless a match print is supplied. Files can be sent on CD-R, or uploaded to www.plsn.com/upload (no files over 100 MB). We must receive a color proof by mail for any ads supplied via upload.

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IMPORTANT EVENT PRODUCTION DIRECTORY DATES

Reserve your ad in
the Event Production
Directory NOW!

- New company listings must be submitted or existing company listings updated before **1/20/12**

Go to www.epdweb.com

- Advertising space reservations must be made by **1/26/12**

- Art materials must be received by **2/6/12**



STAND OUT FROM THE CROWD

GET LISTED IN THE EVENT PRODUCTION DIRECTORY



Company
Address
P: 000 000-0000
F: (000) 000-0000
E: Your E-mail
W: Your Web site

Company
Address
P: 000 000-0000
F: (000) 000-0000
E: Your E-mail
W: Your Web site
GEAR LISTING
House Consoles: Crest vX, XR series, XRM, ImX, Mackie VLZ series, Midas XL, Venice, Yamaha PM5D, DM series, PM5000, PM4000
House Cabinet: Turbosound Floodlight, Q-LIGHT, Aspect, Electrovoice Qrx Series, T Series, Mackie SRM series
Monitor Consoles: Yamaha PM4000M, DM series, PM5D, Crest X-8, X-MON, LMX, Mackie vIz pro, Midas Venice
Monitor Cabinet: Electrovoice QRx, Turbosound TXD-12M, TXD081, TXD-15m
Backline: Yes
Power Amps: QSC Powerlight, EX Series, PLX
Microphones: Beyerdynamic M88, AKG C414, C1000, D112, AT Artist Elite series, Countryman E6, Crown PCC-160, EV RE20, RE27 N/D, 408, Sennheiser e604, MD 421, e602, e609, e906, e904, Shure SM58, SM57, U4D UHF-UA, Beta87 UHF, SM87 UHF, UHF-R, SM81, SM86, SM98, ULXP wireless, UHF Wireless, KSM series, Beta Series
Personal Monitors: Shure PSM 700, PSM 600
Crossovers & EQ: Ashly GQX1502, Protea 4.24GS, Protea 4.24RD, Protea 4.24G, Protea 2.24GS, GQX3102, BSS FCS960, FDS 388, Klark Teknik DN3600, DN370
Drive Processors: Ashly Protea series, BSS Omnidrive, Turbo-Sound LMS-D4, LMS-D6

Company **LOGO**
Address
P: 000 000-0000
F: (000) 000-0000
E: Your E-mail
W: Your Web site
GEAR LISTING
House Consoles: Crest vX, XR series, XRM, ImX, Mackie VLZ series, Midas XL, Venice, Yamaha PM5D, DM series, PM5000, PM4000
House Cabinet: Turbosound Floodlight, Q-LIGHT, Aspect, Electrovoice Qrx Series, T Series, Mackie SRM series
Monitor Consoles: Yamaha PM4000M, DM series, PM5D, Crest X-8, X-MON, LMX, Mackie vIz pro, Midas Venice
Monitor Cabinet: Electrovoice QRx, Turbosound TXD-12M, TXD081, TXD-15m
Backline: Yes
Power Amps: QSC Powerlight, EX Series, PLX
Microphones: Beyerdynamic M88, AKG C414, C1000, D112, AT Artist Elite series, Countryman E6, Crown PCC-160, EV RE20, RE27 N/D, 408, Sennheiser e604, MD 421, e602, e609, e906, e904, Shure SM58, SM57, U4D UHF-UA, Beta87 UHF, SM87 UHF, UHF-R, SM81, SM86, SM98, ULXP wireless, UHF Wireless, KSM series, Beta Series
Personal Monitors: Shure PSM 700, PSM 600
Crossovers & EQ: Ashly GQX1502, Protea 4.24GS, Protea 4.24RD, Protea 4.24G, Protea 2.24GS, GQX3102, BSS FCS960, FDS 388, Klark Teknik DN3600, DN370
Drive Processors: Ashly Protea series, BSS Omnidrive, Turbo-Sound LMS-D4, LMS-D6

COMPANY NAME
LOGO
**SERVING THE
PRODUCTION
INDUSTRY FOR
OVER 25 YEARS!**

Company
Address
P: 000 000-0000
F: (000) 000-0000
E: Your E-mail
W: Your Web site
GEAR LISTING
House Consoles: Crest vX, XR series, XRM, ImX, Mackie VLZ series, Midas XL, Venice, Yamaha PM5D, DM series, PM5000, PM4000
House Cabinet: Turbosound Floodlight, Q-LIGHT, Aspect, Electrovoice Qrx Series, T Series, Mackie SRM series
Monitor Consoles: Yamaha PM4000M, DM series, PM5D, Crest X-8, X-MON, LMX, Mackie vIz pro, Midas Venice
Monitor Cabinet: Electrovoice QRx, Turbosound TXD-12M, TXD081, TXD-15m
Backline: Yes
Power Amps: QSC Powerlight, EX Series, PLX
Microphones: Beyerdynamic M88, AKG C414, C1000, D112, AT Artist Elite series, Countryman E6, Crown PCC-160, EV RE20, RE27 N/D, 408, Sennheiser e604, MD

There is a Listing to Fit EVERY BUDGET

Go to www.epdweb.com to get your listing.

If you have any problems just call William Vanyo at

702-932-5585 for technical support.