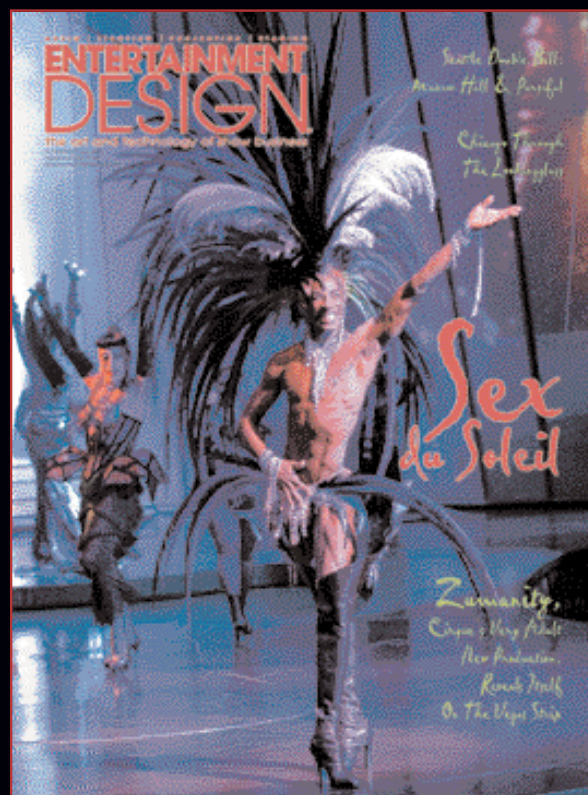




Strand Lighting has been advertising in *Entertainment Design* since they started years ago as *Theatre Crafts*. The audience we reach through *Entertainment Design* are key customers and the link between the magazine, the LDI trade show, and our goals have always complemented each other.”

Peter Rogers

Global Sales and Marketing Director
Strand Lighting



AUDIO | LIGHTING | PROJECTION | STAGING
ENTERTAINMENT DESIGN
the art and technology of show business

From the Publisher



Please join myself and our leading editorial and marketing and sales team in 2004 when *Entertainment Design* focuses its editorial spotlight on theatre – Broadway, off Broadway, community, regional and university theatre, the West End, and more. For the past 37 years, *Entertainment Design* (evolving from Theatre Crafts to Theatre Crafts International to TCI to *Entertainment Design*) has served the North

American and international theatre community with professionalism, comprehensiveness, and wit. In 2004, we will deliver thorough coverage of the latest in theatre design and technological advances from around the world. We also invite you to join us at our annual Broadway Lighting & Sound Master Classes and EDDY Awards here in New York from June 16-20 and our 17th annual ETS-LDI 2004 trade show, October 22-24 in Las Vegas. Let *Entertainment Design's* experienced and professional advertising team: Aimee Eckert, Adrienne Gurman, and Holly O'Hair help you craft an effective and successful marketing campaign!



Jacqueline Tien
publisher
jtien@primediabusiness.com

Jacqueline Tien has been with Entertainment Design (formerly TCI) and sister publication Lighting Dimensions for over 20 years, serving as publisher for the past 8 years. She is part of the founding team that started the LDI trade show in 1988.

From the Editor

The spectacular success of our 2003 Broadway Lighting and Sound Master Classes confirmed what I've long suspected: everyone in this industry — from the most experienced designers, technicians, distributors, and manufacturers to the youngest aspiring artisans and gearheads — all crave education. It's the lingua franca of this business. There's no way to get ahead and stay ahead in entertainment technology unless you continue to improve your knowledge, your skills, and your craft. *Entertainment Design's* 2004 editorial calendar will be geared to satisfy that hunger more than ever, from in-depth coverage of cutting-edge live production to the unqualified expertise of our lighting, sound, and projection columnists to our unique access to the industry's top designers. And because we believe it is the core from which all entertainment technology springs, look for even more theatre coverage in *Entertainment Design*, from around the country and around the world. So get in your seats, open your notebooks, and get ready to learn. Class is officially in session.



David Johnson
editor
djohnson@primediabusiness.com

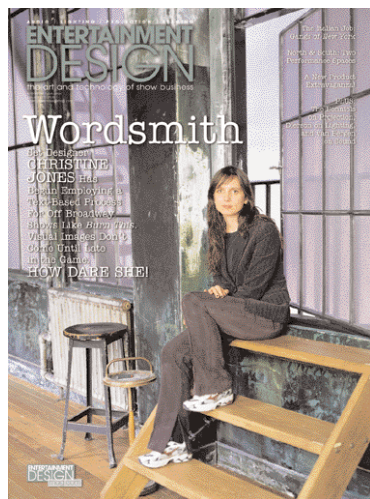
David Johnson has been the editor of Entertainment Design since 1996, when it was still called TCI. He's written for the magazine since 1993, and prior to that worked at several other entertainment-related titles.

Entertainment Design is the only business-to-business magazine targeting theatre design and technology across lighting, audio, staging, and projection sectors.



AUDIO | LIGHTING | PROJECTION | STAGING
ENTERTAINMENT DESIGN
 the art and technology of show business

Dominate the Theatre & Live Entertainment Markets with *Entertainment Design*



Connect to the Most Subscribers

Involved In....	
■ Theatres	43.8% ¹ (or 6,675 subscribers) ³
■ Concerts/Touring Businesses	14.2% ¹ (or 2,164 subscribers) ³
■ Live Corporate/ Industrials/Exhibits	14.9% ¹ (or 2,272 subscribers) ³
■ Themed Entertainment Venues	9.8% ¹ (or 1,496 subscribers) ³

Connect to More Subscribers

with the Following Job Functions...

Lighting Professionals:	32.1% ¹ (4,894) ³ of subscribers
Producers/Directors:	31.5% ¹ (4,791) ³ of subscribers
Sound Professionals:	29.9% ¹ (4,550) ³ of subscribers
Production Managers:	29.5% ¹ (4,488) ³ of subscribers
Technical Directors:	27.0% ¹ (4,122) ³ of subscribers
Staging/Scenic Professionals:	26.0% ¹ (3,961) ³ of subscribers
Special Effects Professionals:	17.6% ¹ (2,678) ³ of subscribers
Faculty (Education):	14.7% ¹ (2,241) ³ of subscribers
Projection Professionals:	11.6% ¹ (1,766) ³ of subscribers
Costumes/Make-Up Specialists:	10.3% ¹ (1,562) ³ of subscribers
Students (Education):	6.2% ¹ (945) ³ of subscribers

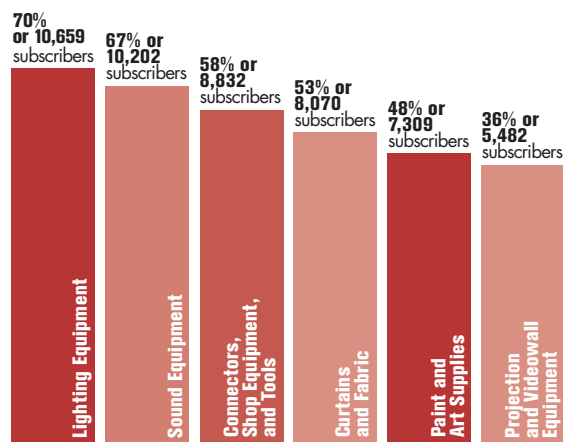


52,597
 Total Pass-Along
 Readership²
 15,227
 subscriber base⁴

Influential Purchasing Power

■ *Entertainment Design* subscribers planned on spending an average of \$181,000 on technology equipment and supplies with 21% planning on spending \$500,000 or more. That's \$2.75 billion in cumulative purchases for the subscriber base.²

■ *Entertainment Design* subscribers have currently installed or are planning to buy in the next 12 months the following theatre & live entertainment products and services²:



1 Publisher's Own Data
 2 *Entertainment Design* 2002 Reader Survey, Paramount Research
 3 Publisher's own calculation utilizing the *Entertainment Design* June 2003 ABC Publisher's Statement. Number is sum of the Business/Occupational Analysis and the Optional Analysis of Multiple Business and Multiple Title/Job Function. Total responses exceed total subscribers responding to question. Respondents indicate multiple areas of business/titles/functions that apply to their work; therefore total respondents exceed total subscribers.
 4 *Entertainment Design* June 2003 ABC Statement (6-month period)

2004 editorial calendar

MONTH	AD CLOSING	MAT DUE	SPECIAL REPORT	BONUS DISTRIBUTION
JAN	11/13/03	11/18/03	ETS-LDI Show Report	NAMM
FEB	12/12/03	12/18/03	Sound Products of the Year	USITT, NSCA
MAR	1/15/04	1/22/04	Education I/ Regional Theatre/ Lighting Products of the Year	SIB, USITT, NSCA, NAB
APR	2/9/04	2/13/04	Staging & Projection Products of the Year	USITT, NSCA, Inspiration, InfoComm
MAY	3/12/04	3/18/04	EDDY Awards	Inspiration, InfoComm
JUNE	4/12/04	4/16/04	BLMC/BSMC	BLMC/BSMC, EDDY Awards
JUL	5/14/04	5/20/04	Who's Who in Entertainment Technology: Industry's 20 Most Influential People/PLUS: 20 under 30	BLMC/BSMC, EDDY Awards
AUG	6/11/04	6/17/04	Cruise Ships/Themed Entertainment Now	PLASA
AUG New Product Buyers Guide	7/1/04	7/8/04	Special New Products Buyers Guide published with <i>Lighting Dimensions</i> magazine	PLASA
SEPT	7/15/04	7/21/04	International Issue	PLASA, AES
OCT	8/16/04	8/20/04	Educational II/Young Designers to Watch	ETS-LDI 2004, AES
NOV	9/13/04	9/17/04	ETS-LDI Preview/Sound Focus	ETS-LDI 2004, AES
DEC	10/15/04	10/21/04	Product Mania	
DEC Directory	10/25/04	10/29/04	Special Industry Resources Directory published with <i>Lighting Dimensions</i> magazine	

Meet your integrated marketing objectives

On the Web with www.entertainmentdesignmag.com

Banners/Web Site Sponsorships: entertainmentdesignmag.com offers a number of standard IAB-supported ad sizes. Targetted opportunities are available.

Web Site Sponsorships: www.entertainmentdesignmag.com offers a wide range of sponsorship opportunities on our site, from content-embedded 125 x 125 buttons to 120 x 600 tower ads.

Online Classifieds: Typical categories available for sponsorship include: Career Opportunities, Marketplace Classifieds and more.

Online Custom Publishing

Special Reports: Sponsor an online special supplement covering topics in more depth than typically found in featured articles.

Advertorials: Target our readers through advertorial sponsorships.

Sponsored White Papers: Share product information by posting your white papers and research reports on our site's special white paper section.

In E-Newsletters with *ED/LD E*Wire*

Place your message in this must-read weekly-online environment of latest industry news and information, brought to you by the editors of *Entertainment Design* and *Lighting Dimensions*. Take advantage of e-newsletter sponsorship opportunities: Top, middle, and bottom ad sponsorships available.



With More Ways to Connect to Your Audience

Custom publishing: *Entertainment Design's* turnkey custom publishing capabilities allow you to create and maintain an effective, personalized relationship with your customers. Services include content and distribution strategies.

2005 Exclusive ED & LD Combined Summer New Products Buyers Guide: Check out the latest lighting, sound, projection, and staging equipment (Ad Close: July 1 Mats Due: July 8).

2005 Exclusive LD & ED Combined Winter Directory:

Published in December, and available year-round on www.entertainmentdesignmag.com and lightingdimensions.com, the Directory offers targeted ads and enhanced listings, to ensure your company name jumps off the page (Ad Close: Oct 25 Mats Due: Oct 29).

Ad Reprints: Contact your *Entertainment Design* sales representative for ad reprint quotes.

Postal and Email Lists and Databases: For more information, contact our list partner at www.statistics.com.

Installation Profiles: Commission writers to work with you to develop a feature of your best installations with a single spread.

Literature Showcase: Promote your brochures, catalogs, and specifications sheets in our two Literature Showcase special advertising sections in March and October. \$575 for a color listing.

Literature Polybag: This is a special offer for select shows. Show distribution copies of *Entertainment Design* will include your insert (up to four pages of any pre-printed literature) to give you stronger visibility and presence at industry trade shows.



For more online information
 on rates, stats, and specifications, please visit:
<http://advertisers.www.entertainmentdesignmag.com>

2004 advertising rates

Junior Ads

Black & White	1X	4X	8X	12X	16X	24X
Junior page.....	\$3600	\$3400	\$3250	\$2950	\$2800	\$2750
2/3 page.....	2850	2700	2600	2350	2250	2200
1/2 page.....	2300	2150	2050	1850	1800	1750
1/3 page.....	1750	1700	1600	1450	1400	1350
1/4 page.....	1450	1350	1300	1200	1150	1100
1/6 page.....	1050	950	900	800	750	700
1/12 page.....	450					
1/24 page.....	325					

Two Color	1X	4X	8X	12X	16X	24X
Junior page.....	\$4450	\$4200	\$4000	\$3650	\$3500	\$3400
2/3 page.....	3600	3350	3200	2900	2800	2700
1/2 page.....	2800	2650	2550	2300	2200	2150
1/3 page.....	2250	2100	1950	1800	1750	1700
1/4 page.....	1650	1550	1500	1450	1350	1300
1/6 page.....	1200	1100	1000	900	850	800

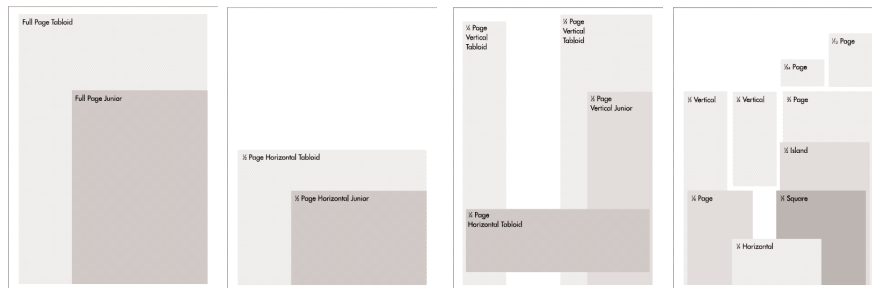
Four Color	1X	4X	8X	12X	16X	24X
Junior page.....	\$5900	\$5750	\$5500	\$5000	\$4850	\$4650
2/3 page.....	4850	4600	4400	4000	3850	3750
1/2 page.....	3850	3650	3450	3200	3050	2950
1/3 page.....	3150	2900	2800	2550	2450	2350
1/4 page.....	2600	2450	2350	2150	2050	2000

Tabloid Ads

Black & White	1X	4X	8X	12X	16X	24X
Full page.....	\$4600	\$4350	\$4150	\$3800	\$3650	\$3550
1/2 page.....	3600	3400	3250	2950	2800	2750
1/4 page.....	2300	2150	2050	1850	1800	1750

Two Color	1X	4X	8X	12X	16X	24X
Full page.....	\$5700	\$5350	\$5150	\$4700	\$4500	\$4350
1/2 page.....	4450	4200	4000	3650	3500	3400
1/4 page.....	2800	2650	2550	2300	2200	2150

Four Color	1X	4X	8X	12X	16X	24X
Full page.....	\$7800	\$7350	\$7050	\$6450	\$6150	\$6000
1/2 page.....	5900	5750	5500	5000	4850	4650
1/4 page.....	3850	3650	3450	3200	3050	2950



GENERAL SPECIFICATIONS

PRINTING METHOD: Web Offset Binding; Saddle-stitched and Perfect Bound (Buyers Guide and Directory)

PAPER: Cover printed on 70-lb. coated offset; perfect bound text printed on 36-lb. coated groundwood offset

INK: SWOP standard and 4-color process

DIGITAL AD SPECIFICATIONS

ADVERTISERS ARE STRONGLY ENCOURAGED TO SUBMIT ADVERTISING MATERIALS IN A DIGITAL FORMAT PREPARED ACCORDING TO THE FOLLOWING GUIDELINES:

PREFERRED APPLICATIONS: QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®

PHOTOS: 300 dpi, actual size, CMYK color model, tif or eps format.

ILLUSTRATIONS: 800 dpi minimum for line art; CMYK color model; eps format with color preview.

FONTS: Send screen and printer fonts for use in producing the ad. On illustrations, it is recommended to convert text to outline before saving as eps.

LETTERING: Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided.

LINE SCREEN: 120-line screen recommended but not to exceed 150; 120-line screen recommended for black and white halftones.

TOPE VALUE: Sum percentages for four-color process art is recommended at 265%; per SWOP, total density should not exceed 300%; required value of over 85% for any one color should be made solid.

PROOFS: Laser printout or .pdf required to show elements; a SWOP-certified proof is recommended for color critical content. Accurate reproduction cannot be guaranteed without an accompanying proof.

MEDIA: Mac or IBM CD, Zip, 100 floppy, electronic transfer via email or FTP.

Ad materials supplied as film will be converted to a digital file at a cost of \$50.00 per ad.

For complete preparation guidelines and file delivery information, please visit www.primediabusinessads.com or contact *Entertainment Design's* Ad Production Coordinator.

MECHANICAL REQUIREMENTS

JUNIOR AD PAGE DIMENSIONS

	inches W x H	metric (mm) W x H
Jr. page live area.....	7" x 10"	180 x 254
Jr. page bleed.....	8 1/8" x 11"	207 x 280
Jr. page trim.....	7 1/8" x 10 3/4"	200 x 273
Jr. page spread trim.....	15 1/4" x 10 3/4"	400 x 273
2/3 page.....	4 5/8" x 10"	118 x 254
1/2 page (vertical).....	3 3/8" x 10"	85 x 254
1/2 page (horizontal).....	7" x 4 7/8"	180 x 124
1/3 page (island).....	4 3/8" x 7 3/8"	118 x 188
1/3 page (vertical).....	2 1/4" x 10"	58 x 254
1/3 page (square).....	4 5/8" x 4 7/8"	118 x 124
1/4 page.....	3 3/8" x 4 7/8"	85 x 124
1/4 page (vertical).....	2 1/4" x 4 7/8"	58 x 124
1/4 page (horizontal).....	4 3/8" x 2 3/8"	118 x 60
1/12 page**.....	2 1/4" x 2 3/4"	57 x 70
1/24 page**.....	2 1/4" x 1 3/8"	57 x 35

TABLOID AD PAGE DIMENSIONS

	inches W x H	metric (mm) W x H
Full page trim.....	10 7/8" x 14 3/4"	276 x 370
Full page bleed.....	11 1/8" x 15"	283 x 381
Full page live area.....	10 3/8" x 14 1/4"	264 x 362
1/2 page (vertical).....	4 3/4" x 14"	121 x 356
1/2 page (horizontal).....	9 7/8" x 7"	252 x 180
1/4 page (vertical).....	2 1/4" x 13 3/8"	57 x 346
1/4 page (horizontal).....	9 1/2" x 3 1/4"	241.3 x 82.5

All live matter not intended to bleed should be kept 1/8" or 6.35 mm from trim.

RATE POLICY AND CONTRACT PROVISIONS:

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements) and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Primedia Business Magazines & Media Inc. will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card.

TERMS OF SALE: Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.

DEFINITIONS: As used in this section and this rate card, the term "Publisher" shall refer to PRIMEDIA Business Magazines & Media Inc. and PRIMEDIA. For more information on positions, policies, cancellations fees or charges, please visit <http://advertisers.entertainmentdesignmag.com>.

“Entertainment Design helps me keep in touch with featured projects that are happening around the world. It delivers information on the complete production process, including in-depth audio design coverage. Entertainment Design provides me with detailed articles on the design approach, design infrastructure and its intention, equipment choices, applications, and overall results.”

Jonathan Deans

Sound Designer

Without a Paddle, LLC



“Entertainment Design is an excellent resource for entertainment professionals who are involved in designing and specifying lighting equipment. Entertainment Design is an effective advertising vehicle to reach our target audience of lighting designers and end users in theatre, concerts, themed entertainment, and corporate industrials.”

Advertising in Entertainment Design has helped Vari-Lite to meet its advertising and marketing objectives. It provides a perfect environment to build awareness of our newest products.”

Geralyn Gorshing

Marketing Communications Manager

Vari-Lite