

PLSN

2025 MEDIA KIT

PROJECTION LIGHTS & STAGING NEWS

Advertise Where You Get Results

100%

- Visual Presentation Editorial
- Visual Presentation Audience

“Advertising in PLSN has been key to CHAUVET’s branding and successful crossover into the production and rental markets. PLSN is one of very few publications in this industry with editorial credibility. It attracts the kind of potential buyers we seek: discerning and educated readers, savvy designers and installers.”

Berenice Chauvet,
Vice President — CHAUVET

• **29,872** Total Subscribers*

• **49.24%** of PLSN subscribers are presidents/owners or are in management.*

• **42.03%** of PLSN subscribers have — as a direct result of viewing an ad — purchased a product and **81.99%** have visited an advertiser’s website.**

• **41.71%** of PLSN subscribers indicate a future spending level on entertainment technology for themselves or their company in excess of \$100k**

* Publisher’s Sworn Circulation Statement, August 2024
** Publisher’s Reader Survey



“As Thomas Jefferson said **‘The man who stops advertising to save money is like the man who stops the clock to save time.’** Time is the mainstay of life on our planet just as advertising is a key element of the Robe marketing mosaic. Cooperating with PLSN as one of the most important and long established industry media portals, is fundamental to both our printed and digital advertising strategies, not only in North America but worldwide.”

Pavel Němec,
International Marketing Manager — ROBE Lighting

“Simply put, PLSN works! PLSN has been an essential partner in helping us communicate our brand for years and because it is the ‘go to’ resource for lighting pros in our industry, at all levels, we know we’ll be seen and get results. The team at PLSN has always been incredibly responsive, alerting us to opportunities and working with us across all their platforms to be more effective and efficient with our marketing dollars.”

Larry Beck,
PR & Communications — Elation Professional

EDITOR PROFILE



Michael S. Eddy

I have worked in the entertainment technology industry for more than 40 years, since graduating from the University of Evansville with a degree in theater design and technology. I came to New York City with the plan to pursue a path in lighting design and worked as an electrician and assistant LD. Like many people in our industry, I changed and expanded into lighting for video and television as well as for corporate and special events. Along the

way I also took a turn into theatrical manufacturing and worked in sales & marketing, and product development for a range of companies as well as with theatrical dealers as a systems integrator. I’ve written about entertainment technology for over 35 years, probably interviewing some of you along the way, and I look forward to speaking with many more of you going forward.

Having been in and around concert touring for the better part of my time covering the production technology industry, I am always interested in sharing the innovation of manufacturers, designers and technicians. From the early days of PAR cans to today’s all LED-based rigs, as editor, I will work to keep PLSN the leader in covering the design and technology of the industry. Every month PLSN will cover the details behind all the concert tours, music festivals, and special events our industry supports, as well as for theater, film, and broadcast projects.

Ours is an ever-evolving industry, which is why PLSN created the In The Volume section to cover the rapidly expanding virtual production discipline that is crossing into all market segments. It is an area that’s quickly moving away from its roots in film and broadcast to other markets like concert touring and events. It is exciting to cover this area of work where a lot of the technology is expanding the creative possibilities and changing workflows. I look forward to sharing what’s next in virtual production.

I can assure you that designers, makers, interesting productions, and groundbreaking technology will continue to be my focus at PLSN. I am also excited to be highlighting the many innovative designs and production solutions beyond concert touring, looking at film and broadcast, theater and the many unique immersive experiences that are part of our industry’s work.

PLSN is THE place to share and find the technical solutions needed by all production professionals and decision-makers, as well as to participate in the most current conversations about the state of entertainment production. As production technology advances, and as virtual, real, and immersive worlds morph and merge, I look forward to working with all of you. Our advertisers’ news and innovations are an important part of bringing the most valuable coverage to our readers. The depth of our coverage is what makes PLSN the must read source of information on the products, projects, and people expanding our industry.

I feel designer John Featherstone, Partner & Principal of Lightswitch, sums up perfectly what PLSN brings to the industry: “We all work in an industry that is a balance of the creative, and the technical—it’s one of the many things I love about what I do! I turn to PLSN for what I consider the perfect blend of creative inspiration and technical education, to empower my work in creating remarkable experiences that balance creativity, fiscal responsibility, and executional practicality. PLSN is an invaluable resource.”

www.plsn.com/mediakit

2025 EDITORIAL CALENDAR



2025

Year	Issue	Focus	Resources	Show Issue	Ad Due Dates
	Jan.	Parnelli IT Nominees	The Conversations Shaping the Industry	NAMM, ISE	December 20, 2024
	Feb.	Staging/Automation	From Touring to Installs, All the Staging & Automation Solutions	USITT	January 20, 2025
	March	Got Gear	The Gear choices of Designers & Shops; the Innovation of Manufacturers	NAB	February 20, 2025
	April	Virtual Production	Lighting, Video and In-Camera Solutions	ProLight+Sound	March 20, 2025
	May	Touring Logistics	Trucking and Busing Vital to Any Tour		April 20, 2025
	June	Video Issue	Video: Content Teams, Workflows & Technology	InfoComm	May 20, 2025
	July	Festival Issue	The Rigs, the Designs and the Safety Considerations at Festivals		June 20, 2025
	Aug.	Tour Support	The Production Houses, the Crews and the Technology Vital to Any Tour		July 20, 2025
	Sept.	Immersive Engagement	Immersive Technology and Design Products, Services and Tools		August 20, 2025
	Oct.	Installations	Tech in Concert Venues, House of Worship and Theaters plus the Education Guide		September 20, 2025
	Nov.	Industry Gatherings	The Fall Product Guide	LDI, The Conference LIVE @ Lititz	October 20, 2025
	Dec.	Special Effects	Pyro, Cryo & Lasers: The Designs and Technology Innovations of SFX		November 20, 2025

IN-DEPTH and COMPREHENSIVE EDITORIAL COVERAGE

Industry News

PLSN provides the industry with an independent editorial voice, covering the industry like no other news source, worldwide.

Product News

What's new, updated and on the market? PLSN has it covered.

On the Move

Who's who in the industry, where are they heading, and info about the companies in transition.

Showtime

Readers send us gig shots, crew credits and details about the gear they used.

Production Spotlight

A look at the concepts, and lighting, video, staging and rigging systems that give each production a unique vibe.

Designer Insights

Lighting, video and set designers share their production perspectives.

Stage Directions

Covering theater makers and the technology on theatrical productions.

Company 411

The stories behind the the manufacturers and production shops that make up our industry.

Buyers Guide

A no-hype-allowed zone for industry professionals making critical buying decisions.

Road Test

Industry pros put the rubber to the road, taking the latest gear for a spin.

Vendor View

The production and rental houses' point of view supporting a particular show or event.

Product in Focus / in Use

An in-depth look from the manufacturer perspective of a particular product: In focus write-up: product deep dive. In use write-up: product use on a project.

Broadcast and Film

The lighting and video solutions and techniques that work for on camera.

In the Volume

The products, projects and people advancing Virtual Production.

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RATECARD

PRINT RATES

TABLOID PAGE SIZES

4-Color	1x	3x	6x	13x
Tab Spread	\$7,570	\$7,380	\$7,000	\$6,675
Full Page Tab	\$4,700	\$4,495	\$4,300	\$4,115
3/4 Tab	\$4,185	\$4,070	\$3,915	\$3,725
1/2 Tab	\$3,795	\$3,650	\$3,505	\$3,400
1/3 Tab	\$2,900	\$2,745	\$2,675	\$2,600
1/4 Tab	\$2,495	\$2,385	\$2,290	\$2,135

JUNIOR PAGE SIZES

4-Color	1x	3x	6x	13x
Jr. Full Page	\$3,880	\$3,720	\$3,555	\$3,460
2/3 Jr. Page	\$2,950	\$2,895	\$2,825	\$2,750
1/2 Jr. Page	\$2,495	\$2,385	\$2,290	\$2,135
1/3 Jr. Page	\$2,090	\$2,045	\$1,955	\$1,885
1/4 Jr. Page	\$1,620	\$1,580	\$1,505	\$1,445
1/6 Jr. Page	\$1,185	\$1,150	\$1,045	\$1,005

PREMIUM AD POSITIONS

4-Color Only	1x	3x	6x	13x
Front Cover Showcase Ad	\$5,200	\$5,000	\$4,810	\$4,630
Inside Front Cover	\$5,200	\$5,000	\$4,810	\$4,630
Inside Back Cover	\$5,000	\$4,810	\$4,630	\$4,460
Back Cover	\$5,600	\$5,380	\$5,180	\$4,980

PRODUCTION MARKETPLACE CLASSIFIEDS

Special advertising section for: Backline Rental, Case Companies Coach Companies, Communications, Freight Forwarding, Generator Rentals, Insurance Tour Supplies, Tour Pass / Itinerary Books, and Trucking.

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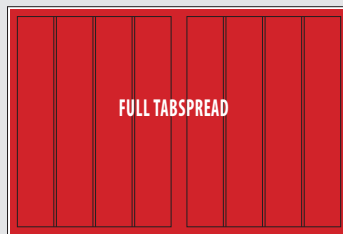
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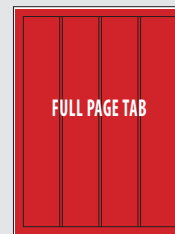
ADSPECS

ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.

SUBMIT ADS TO OUR AD SUBMISSION WEBSITE (100MB OR LESS):
www.timeless-com.com/ads/



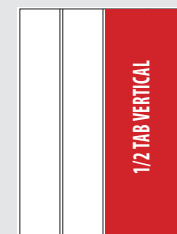
Full Tab Spread
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With Bleed
w/22 x h/14.75



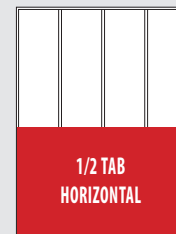
Full Page Tab
w/10.875 x h/14.5
With Bleed
w/11.125 x h/14.75



3/4 Tab Vertical
w/7.365 x h/13.5
With Bleed
w/7.9896 x h/14.75



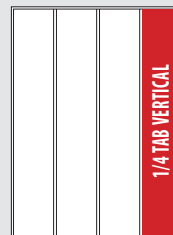
1/2 Tab Vertical
w/4.85 x h/13.5
With Bleed
w/5.475 x h/14.75



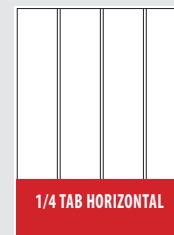
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w/9.9375 x h/6.65
With Bleed
w/11.125 x h/7.275



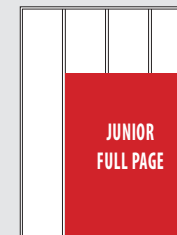
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With Bleed
w/11.125 x h/4.95



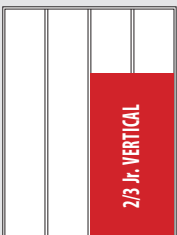
1/4 Tab Vertical
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With Bleed
w/2.9688 x h/14.75



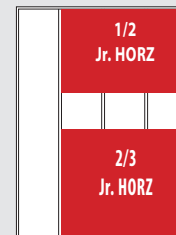
1/4 Tab Horiz.
w/9.9375 x h/3.5
With Bleed
w/11.125 x h/4.125



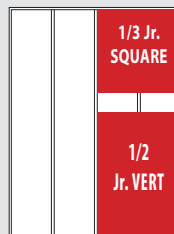
Junior Full Page
w/7.375 x h/9.75
With Bleed
w/7.9896 x h/10.375



2/3 Jr. Vertical
4.85 x 9.75



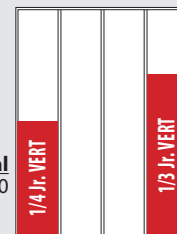
1/2 Jr. Horiz.
7.375 x 4.875
2/3 Jr. Horiz.
7.375 x 6.5



1/3 Jr. Square
4.85 x 4.85

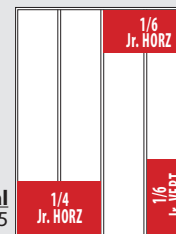
1/2 Jr. Vertical
4.85 x 7.5

1/4 Jr. Vertical
2.375 x 7.0



1/3 Jr. Vertical
2.375 x 9.75

1/4 Jr. Horizontal
4.85 x 3.5



1/6 Jr. Horizontal
4.85 x 2.5

1/6 Jr. Vertical
2.375 x 4.75

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. **Preferred file submission:** CMYK or grayscale, high resolution (300dpi or greater) Photoshop or Illustrator-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

WEB BANNER SPECS

Acceptable Formats: jpg, png, gif.

Size Requirements:

- Max K-Size (kB): 300 total per image
- Animation ok within max k-size limit. No audio.

NEW Exclusive Pushdown Banner (970 x 415) — \$2,500

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears as pulldown advertisement on all website pages. Single placement available.

Exclusive Top Header Banner (728 x 90) — \$1,600

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears in the header on all website pages. Single placement available.

NEW Exclusive Company News Section! All your company's news aggregated in one location. w/Brand Logo Homepage Highlight Button

Exclusive, non-rotating logo appears above navigation bar. Limited Availability. — \$1,600

NEW Exclusive Page Head Banner (970 x 250) — \$2,000

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears below the navigation menu on all website pages. Single placement available.

Exclusive Banner (468 x 60) — \$1,350

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banners appear inter-content on homepage, and above footer on all inner website pages. Multiple placements available.

Rotational Sidebar Banner (300 x 250) — \$1,200

Non-exclusive, rotating ad placement. Banner appears in sidebar of all website pages. Multiple placements available, shared with other advertisers.

Exclusive Sidebar Banner (300 x 250) — \$1,500

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banners appear in sidebar on all website pages. Multiple placements available.

NEW PLSN-TV Video Feature — \$1,750

LIMITED AVAILABILITY

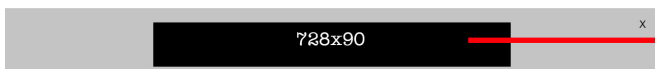
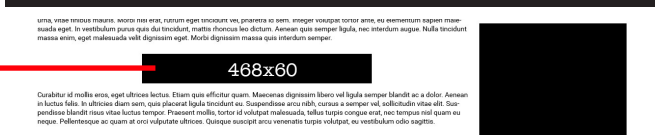
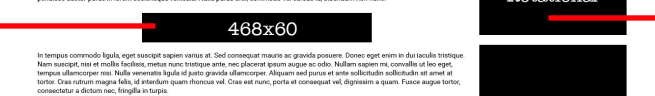
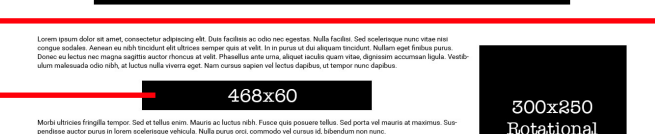
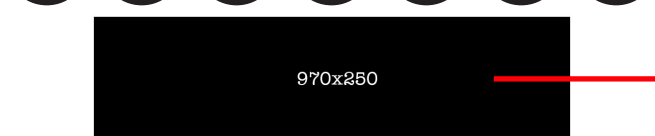
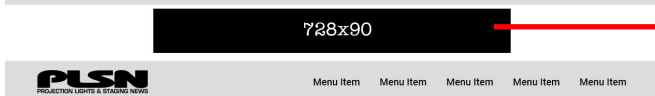
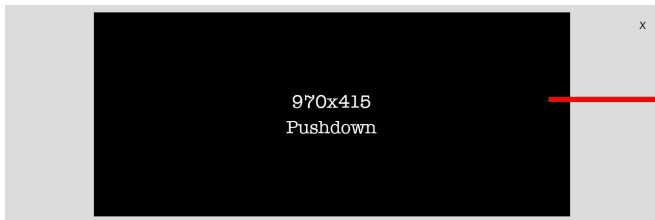
No better way to have your company's video visible to the industry than having it on PLSN.com! Video playlist appears strategically right under the homepage news section.

NEW Exclusive Sidebar Banner (300 x 600) — \$1,750

Exclusive, non-rotating ad placement, available to a limited number of advertisers. Banner appears in sidebar on all website pages. Multiple placements available.

NEW Exclusive Bottom Footer Banner (728 x 90) — \$2,000

Exclusive, non-rotating ad placement, available to a single advertiser. Banner appears as a fixed position, non-scrolling footer on all website pages. Single placement available.



NEWSLETTER

NEWSLETTER ADVERTISING

Read the Digital Edition of this Month's Issue of *PLSN* at any Time, from Anywhere!
[Click Here to Read Now](#)

CONNECT WITH PLSN: [f](#) [e](#)

PLSN

PROJECTION LIGHTS & STAGING NEWS

CURRENT ISSUE NEWS GEAR DIRECTORY ADVERTISE

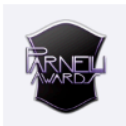
OSSIAN

Headlines

Voting for the Parnelli Awards is NOW OPEN!

The ballot for the 23rd annual Parnelli Awards Ceremony has been finalized, and voting has begun! The ballot is posted online at [parnelliawards.com](#), and it's up to YOU, the PLSN reader, to decide who among the nominees will step up to the awards podium at the Anaheim Hilton in Anaheim, CA on the evening of Jan. 24, 2025 during the NAMM Show.

[Read More](#)

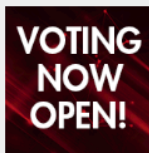
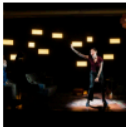


MAIN LIT & RIT OPEN IN 4 LOCATIONS
Tri-State East South West
Teterboro, NJ Wilmington, DE Nashville, TN Las Vegas, NV

Mextly Couzin Reflects Complex Web of Human Emotions in Job with CHAUVET Professional

Reflecting the very real human drama that defines job is a starkly beautiful, emotionally unsettling Mextly Couzin lighting design that encompasses the play's complex world. Helping Couzin achieve the design vision is a collection of 48 CHAUVET Professional onAir Panel fixtures supplied by PRG.

[Read More](#)



VIDEO OF THE WEEK

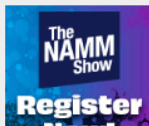
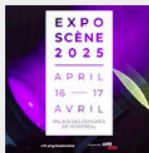
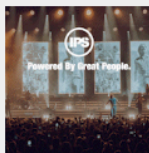
Video of the Week: ETC Source Four LED Series 3



MORE HEADLINES...

- How to Recopen Live Events Safely
- ChamSys QuickQ 20 Helps Kyle Bell Adapt For Warrant and Firehouse Show
- Electrosonic takes home three top honors at the 2021 Integration Awards

AN INDUSTRY WITH A HISTORY DESERVES
A SOFTWARE WITH A FUTURE. **FLEX**



NEWSLETTER SPECS

Acceptable Formats: .jpg, .gif

Size requirements: around 200K

No Flash, and all newsletter spots are EXCLUSIVE.

468x60 HEADER EXCLUSIVE

468x60 HEADER EXCLUSIVE

\$1,500/month

Subject to availability.

468x60 HEADER PAGE FOLD

468x60 EXCLUSIVE PAGE FOLD

\$1,250/month

Subject to availability.

160x160
EXCLUSIVE
SIDEBAR

160x160 EXCLUSIVE SIDEBAR

\$950/month

Stacking order may alternate.

VIDEO INSERT/ VIDEO OF THE WEEK

\$1,600/month

Subject to availability.

E-BLASTS

EMAIL ADVERTISING

CUSTOM E-MAIL BLAST..... **\$1,600/per email blast**

FOLLOWUP SURVEY..... **\$850**

Five-question survey sent out to respondents of your original blast

This is the best way to deliver your "personalized message" straight to the desks of the decision-makers throughout the entire visual presentation industry. You have total control over the information in the message (text, photos, etc.)...everything is focused on you! This is sent in a HTML format and will link directly to any where on your website that you want.

• This is great for a new product introduction, special programs, clients you have done work for or any other important information you want the market to know about your company.

• Drive traffic to your web site

• You can also use it before a trade show to inform attendees what you will be exhibiting at your booth along with your booth number. You can invite attendees to contact you before the show to arrange a specific time (set an appointment) that works with their schedule to stop by your booth to discuss ways you can help them. When someone calls you before a show you can get detailed information on what they do and what their needs are so you are well prepared when they come to your booth for the arranged appointment...and that much closer to making a sale!

EXAMPLES OF CUSTOM E-BLASTS THAT OTHER CLIENTS HAVE DONE
ARE AVAILABLE UPON REQUEST

SPEC NOTE: Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.

If you are using Mailchimp to design your campaigns, please save your email blast as a template and share it with the address wvanyo@timelesscom.com

CREATIVE BRANDING

ADVERTISING

Looking for a unique way for *FOH* readers to remember you?

- BELLY BANDS
- INSERTS
- ADVERTORIALS
- POLY-BAG
- GATE FOLDS
- BELLY BAND DELUXE SPREADS

Ask your sales rep for a quote today!

SPECIAL PRINT OFFER — \$999

A large, dark gray rectangular area that serves as a placeholder for a product image or company logo. It is positioned on the right side of the page, below the header and above the footer.

BILVER'S GUIDE / DATA DISTRIBUTION

FEATURED LISTINGS Product Focus

PRODUCT IMAGE

Desired cost per gigabyte comparison, type and size of an advanced storage target or storage system, and the number of users that will be accessing the data. In addition, the user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

For example, a small business may require a single server with a single storage target, while a large enterprise may require a distributed storage system with multiple storage targets. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

FEATURED LISTINGS Product Focus

Optimizing storage system performance is a complex task that requires a deep understanding of the system's architecture and the user's storage needs. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

PRODUCT IMAGE

The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors. The user's storage needs must be considered, including expansion capabilities, quality of service or availability, and other critical factors.

PRODUCT IMAGE

All Lighting B2B

The lighting fixture is a compact and powerful lighting fixture that is designed for use in a variety of applications. It is a compact and powerful lighting fixture that is designed for use in a variety of applications. It is a compact and powerful lighting fixture that is designed for use in a variety of applications.

Antivirus Lite: True Net Switch

The True Net Switch is a network switch specifically designed for connecting to a network switch. It is a network switch specifically designed for connecting to a network switch. It is a network switch specifically designed for connecting to a network switch.

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- Includes 250-word paragraph
- Includes Contact info – Phone and URL

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