

# LIVE DESIGN GEAR WIRE

## online rates & specs



### GEAR WIRE

Gear Wire brings subscribers all the news and reviews on the latest products in the world of entertainment technology. Capitalizing on the huge traffic generated in the Gear section of livedesignonline.com, Gear Wire is broadcast every Thursday and delivers content specific to all the major market segments: Lighting and Staging on the first and third week of the month, Projection on the second, and Sound on the fourth. Each newsletter goes to its targeted demographic. Target your message directly to those people who want to know about the latest gear in their discipline in a most cost-effective way.

All ad units are 180x150 and include 50 words of text, plus a "Sponsored by" your company (with logo) in the section in which the ad appears

#### LIGHTING & STAGING (First and Third Thursday of Each Month)

- 1 Top Button: \$1,000/month
- 2 Second Button: \$700/month
- 3 Third and Fourth Buttons: \$500/month

#### PROJECTION (Second Thursday of Each Month)

- 1 Top Button: \$800/month
- 2 Second Button: \$500/month
- 3 Third and Fourth Buttons: \$300/month

#### SOUND (Fourth Thursday of Each Month)

- 1 Top Button: \$700/month
- 2 Second Button: \$400/month
- 3 Third and Fourth Buttons: \$250/month

### Technical Specs

- Banners must be sent as a .gif or .jpg attachment
- Optimal file size for newsletter banners is 3-10k, max file size is 35k.
- No flash files are permitted due to virus potential.
- Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.
- If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.
- In addition to the banner ad, advertisers should also provide 50 words of text and a logo that is 100x40 pixels (3-10k max)

### Sales Contacts

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