

2014 Editorial Calendar Magazine Rates & Specifications

Editorial Calendar

	Feature	AD Close	Material Due
March	<ul style="list-style-type: none"> ■ Material Update ■ Regulation/Safety ■ LED Manufacturing Update ■ Optics options Technology ■ Standard/Remote Phosphor 	2/17/2014	2/24/2014
June	<ul style="list-style-type: none"> ■ Packaged LED Update ■ LEDs in Life Science ■ LED Backlight Technology ■ LED Driver ■ Test & Measurement 	5/19/2014	5/26/2014
September	<ul style="list-style-type: none"> ■ Lighting Network Update ■ Indoor Lighting ■ Tunable Lighting ■ LEDs Industrial Applications ■ LightFair International report 	8/19/2014	8/26/2014
December	<ul style="list-style-type: none"> ■ Driver IC Technology ■ Dimming LED ■ LED Signs and Display ■ European SSL Update 	11/18/2014	11/25/2014

*Subject to change.

Magazine Rates & Specifications

Ad Rates	1x	4x (US\$)
4C Full Page	3,750	3,500
1C Full Page	3,000	2,500

*All Rates are gross.

Premium Positions	(US\$)
Cover 2	4,200
Cover 3, Page1	4,000
Cover 4	4,500

Mechanical Specs	Trim	Bleed (mm)
Full Page	180 x 255	210 x 280
CV4	180 x 255	210 x 280

