

ADVERTISING MECHANICAL REQUIREMENTS

Please forward this information to the person responsible for your ad preparation



DON'T MISS THE EARLY-BIRD DISCOUNT! CHECK OUT OUR COMBO PACKAGES!

OFFICIAL IN-FLIGHT GUIDE & EXPO MAP

Deadline: FEBRUARY 14, 2020

All digital files must be submitted in camera-ready format. EPS, TIFF and PDF formats are accepted. Include all support files and fonts (Apple Mac-based postscript fonts include screen and printer fonts. PC converts all fonts to outline. PC fonts not converted will be substituted.) PLEASE EMBED ALL FONTS IN PDF FILES!

All color images, including spot color, must be converted to CMYK. Optimum resolution is 300 dpi. **When submitting an ad that requires a bleed please include 1/4 inches on all sides.** If digital files cannot be furnished, actual size, black & white line copy may be accepted for black & white ads only.

If submitting ad copy on a CD, do not submit rewriteable CD's. A HARD COPY PROOF IS REQUIRED BY MAIL FOR ALL ADVERTISEMENTS, ESPECIALLY THOSE SUBMITTED BY EMAIL OR THROUGH OUR FTP SITE. We do not accept Paper/Laser printouts or film for ad submission.

Please indicate if ad is vertical or horizontal on the Advertising Contract. **SUN 'n FUN is not responsible for final output if the above requirements have not been met.** Any advertisement received requiring additional preparation will be billed accordingly. Minimum preparation charge is \$75.00

ON-SITE TRAM PANELS

Deadline: MARCH 1, 2020

Tram panels are 2-3mm (1/8") in thickness and on a rigid backing. Panel dimensions are 96" X 30" (Side Panel) or 40" X 30" (Back Panel). Live area - reduce artwork 1/2" on each side. Advertisements are accepted in single, 2-Color and 4-Color formats. **For your convenience, you may submit your digital files to one of the local large format graphic printers to the right.** They are familiar with our requirements. Their production fees are not included in price of ad. SUN 'n FUN's tram fleet consists of 16 white shuttles. Advertisements should be weather resistant (exposed to direct sunlight and rain).

SUN 'n FUN RADIO ANNOUNCEMENTS

Deadline: MARCH 1, 2020

Sponsors/participants are asked to provide a brief description of their company, product or service, including SUN 'n FUN exhibit location and website, that the SUN 'n FUN Radio production staff will edit and use to prepare a 30 second announcement, publicizing your sponsorship of SUN 'n FUN Radio. Scripted copy will be reviewed with each sponsor/participant for final approval prior to airing. Descriptive copy is required by February 15th, but the sooner we receive your information, the earlier it will be aired. Announcements are aired during SUN 'n FUN and are also included in our year-round programming loop, which can add up to year-round exposure for your company.

MOVIE ADS

Deadline: MARCH 1, 2020

Includes 15 minute pre-movie on-screen promotion, logo recognition on printed and website movie schedules, and a 15 to 30 foot banner promotion along the bottom of the movie screen. Live movie screen measures 17' X 30'. (Banner sizes: 3' X 15' or 3' X 30' depending upon availability. Advertiser is not responsible for production of banner). Please provide either a static graphic or promotional video not to exceed 15 minutes in length. A flash drive is preferable for video submissions. A current company logo is required for print material and website promotion. Please submit artwork/digital files by email or flash drive to SUN 'n FUN.

AD CONTRACT & ARTWORK SUBMISSION OPTIONS:

Mail to Physical Address:
SUN 'n FUN FLY-IN, INC.
ATTN: ADVERTISING DEPARTMENT
4175 MEDULLA ROAD
LAKELAND, FL 33811
or fax to: 863-646-9651

Send Completed Ad Materials to:
advertise@flysnf.org

IN-FLIGHT GUIDE & MAP SIZES

Finished size	7" x 10"
Full Page & Cover	7" x 10"
Bleed area	7.5" x 10.5"
1/2 page	6.375" W x 4.625" (H)
1/4 page	3" W x 4.625" (V)
1/8 page	3" W x 2.2" (H)

EXPO MAP

Full panel	7" x 10"
1/2 panel	6.375" W x 4.625" (H)
1/4 panel	3" W x 4.625" (V)
1/8 panel	3" W x 2.2" (H)
Tab	10" W x 1"

ONSITE-TRAM PANELS

Side Panel	96" W x 30"
Back Panel	40" W x 30"

DIGITAL ADS

Web Ad	300 x 600 PX (72 dpi)
Weather TAP Pro	1920 x 900 PX (72 dpi)
Mobile App	366 x 207 PX (72 dpi) 364 x 50 PX (72 dpi)

DIGITAL ADVERTISING

Graphics will be accepted in jpeg or png formats. Ads will appear as contracted in a rotating format. Please be sure to include the hyperlink when submitting your contract for digital advertising. Digital ads may be placed year-round.

LOCAL LARGE FORMAT PRINTERS

Digitech Graphics Group
863-668-8770

Southern Graphics
863-943-4363

To advertise in the Official Daily Newspaper, SUN 'n FUN Today, call Ben Sclair, General Aviation News at 800-426-8538 or ben@generalaviationnews.com.