

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 15, 2021

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. 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, 2021

Tram panels are 2-3mm (1/8") in thickness and on a rigid backing. Please refer to the ad size list to your right for specific dimensions. Advertisements are accepted in single, 2-Color and 4-Color formats. **For your convenience, please submit your digital files to Southern Graphics (contact info bot-tom 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 18 white shuttles. Advertisements are weather resistant.

SUN 'n FUN RADIO ANNOUNCEMENTS

Deadline: MARCH 1, 2021

Sponsors/participants are asked to provide a brief description of their company, product or service, including SUN 'n FUN exhibit location and website, that 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. Announcements are aired during SUN 'n FUN and are also included in our year-round programming loop.

MOVIE ADS

Deadline: MARCH 1, 2021

Includes 15 minute pre-movie on-screen promotion, logo recognition on printed and website movie schedules. Live movie screen measures 17' X 30'. 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.

WINDOW & PATHWAY ADS

Deadline: MARCH 1, 2021

Window advertisements will be placed Hangar A windows facing the North Exhibits, this is a heavy footpath area located in the Commercial Exhibit area. We have eight window ad positions available, the artwork will be produced from a perf vinyl laminate. A window advertisement consists of two panels (top and bottom).

Our Pathway ads are limited to the Commercial Exhibitor area, but are unlimited in the number of ad placements available, offering many locations to promote your exhibit booth, product or service! Ground graphics will be produced on a durable textured laminate and placement will be made in select heavy foot traffic areas.

Ad contract and artwork must be sent to SUN 'n FUN to guarantee production for either of these ad opportunities. Artwork will be produced and installed locally by Digitech Graphics Group

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@flynfn.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"

EXHIBIT EXPRESS TRAM PANELS

Front panel	36" W x 24"
Side Panel	32" W x 32"

HANGAR A WINDOW (two panels)

Top panel	31" W x 50"
Bottom panel	31" W x 13"

PATHWAY ADS

Ground vinyl panel	36" W x 24"
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DIGITAL ADS

Web ad	300 x 600 PX (72 dpi)
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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.

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.

LOCAL LARGE FORMAT PRINTERS

Digitech Graphics Group
863-668-8770

Southern Graphics
863-943-4363