ADVERTISING OPPORTUNITIES & INFORMATION

IN-FLIGHT GUIDE | EXPO MAP

The In-Flight Guide and the Expo Map provide a combination of a handy digest-sized (7” × 10”) event reference guide. These combined publications will provide schedules, guest information, campus maps and facility diagrams. They contain all the needed information our attendees require to stay up-to-date on all SUN ’n FUN Aerospace Expo activities. The In-Flight Guide and Expo Map are printed on glossy light-weight paper.

The Expo Map is a 3-fold, full-color detailed map of the SUN ’n FUN Expo campus providing a clear visual guide of key interests, activities and guest services on one side and prominent, valuable ad space on the other. The Expo Map is a key part of the In-Flight Guide combo as a fully-removable insert.

Print ad sizes for both the In-Flight Guide and Expo Map have been standardized to simplify ad placement and help you take advantage of bundle discounts. The Expo Map also offers ad space that extends past the border (Tab) of the In-flight Guide, providing an advertiser extra visibility while the map is still part of the combo. An exclusive Expo Map sponsorship is available if you act fast!

- Receive complimentary ad space on our “You Are Here” signs with the purchase of an ad in the Expo Map (limited space available – please check box on contract to participate)
- Cover, full page and partial page advertisements are available in both the In-Flight Guide and Expo Map (ad sizes have been standardized for both publications)
- All paid attendees are offered a complimentary copy
- Over 25,000 copies of the In-flight Guide and Expo Map will be produced
- Eco-friendly paper & inks
- Bundle advertising for extra discounts

DON’T FORGET TO BUNDLE

- BUY TWO - Purchase two SUN ’n FUN ad placements (not including SUN ’n FUN Today!) and receive a 12% discount on the purchase of two ad placements. Agencies submitting contract and artwork will receive a total discount of 18% on two ad placements.
- BUY THREE - Purchase three or more SUN ’n FUN ad placements (not including SUN ’n FUN Today!) and receive a 20% discount on the entire ad purchase. Agencies submitting contract and artwork will receive a total discount of 25% on three ad placements.

- BUY EARLY and SAVE - Secure your ad placement with contract and payment by 1/15/2021 and receive an additional 10% discount. This discount is not available in combination with combo discount packages.

SUN ’n FUN WEBSITE

The newly designed SUN ’n FUN website will provide our guests with all the SUN ’n FUN Aerospace Expo information they will need to plan their visit and enjoy themselves once they arrive. Our previous websites have enjoyed over 150K page views per month which builds to 1.6M page views in the four months prior to the SUN ’n FUN Aerospace Expo. Don’t miss the opportunity to be seen prior to SUN ’n FUN and year-round.

- Promote your product or service year-round on the SUN ’n FUN website.
- Advertisements appear on almost every page of the conventional and mobile websites in a rotating format.
- Statistical information for ads placed is available to advertisers.
- MULTI-TERM AD PLACEMENT AVAILABLE.

SUN ’n FUN HOME EDITION (NEW!!!)

The SUN ’n FUN Home Edition website was launched in May 2020 to provide our guests and business partners a way to experience their Expo virtually! The response has been positive, so much so, we plan to continue and expand on the effort. You can be part of this terrific virtual show too…. Multi-term including year-round advertising is available!
ON-SITE COURTESY TRAMS | EXHIBITOR EXPRESS TRAMS

Side & rear billboard panels available on fifteen trams servicing the transportation needs of event guests and volunteers on designated routes from airside, commercial and campground areas designated throughout the SUN ‘n FUN campus.

Over 20 tram stops can be located site-wide and are also published on the SUN ‘n FUN Expo map.

- Advertising options include exclusive tram (all sides), individual side or rear panels.
- Panel size provides high impact with universal reach of the SUN ‘n FUN guests throughout their stay.
- Tram routes service all areas of the campus including the main parking area.
- **“NEW”** Advertising is now available on the Exhibitor Express Trams (Commercial Exhibit Area)

WINDOW ADVERTISEMENTS

Window advertisements will be placed on Hangar “A” office windows facing the North Exhibits, this is a heavy footpath area located in the Commercial Exhibit. We have eight window ad positions available, the artwork will be produced from a perf vinyl laminate. Artwork will be produced and installed locally by Digitech Graphics Group. Ad contract and artwork must be sent to SUN ‘n FUN to guarantee production.

PATHWAY PROMOTIONS

Our Pathway ads are limited to the Commercial Exhibitor area, but are unlimited in the number of ad placements, offering many locations to promote your exhibit booth, product or service! Graphics will be produced on a durable textured laminate and placement will be made in select heavy foot traffic areas. Artwork will be produced and installed locally by Digitech Graphics Group. Ad contract and artwork must be sent to SUN ‘n FUN to guarantee production.

ACE’s FLYIN’ FLIX

(Sponsor a Night at the Movies)

Advertise your business or service during a Night at the MOVIES… OR ALL WEEK-LONG! Aviation-themed movies are shown all week long, starting on Sunday!

Includes a 15-minute pre-movie promotion, logo recognition on printed and website movie schedules. Choose any night of the event from Sunday through Saturday or all week long.

SUN ‘n FUN RADIO – 1510AM

SnFRadio announcements reach attendees locally on our 1510 AM broadcast and worldwide via our audio stream on LiveATC.net/SnFRadio. Announcements are aired prior to and during SUN ‘n FUN. Announcements are also added to our year-round SnF Radio programming loop which will provide additional exposure for your company throughout the year.

- In addition, purchasing a SnFRadio announcement package qualifies you for a live interview on SnFRadio, giving you approximately 10 minutes to promote your company live on air.
- As an added value, your announcement is posted on the internet for you to share. (Example: http://tinyurl.com/Sponsor-Sportys. We also provide visibility for your company by placing your logo on promotional signage located on the SnF Radio broadcast deck adjacent to the popular Sunset Grill.
- Customized packages & sponsorship opportunities are available; please contact SnFRadio@gmail.com for more details.

WHO ATTENDS SUN ‘n FUN?

- **225,000+ attendees** from all 50 U.S. States, D.C., 2 U.S. territories, and over 80 Countries
- **Top 10 foreign countries:** Canada, Brazil, United Kingdom, Argentina, Germany, Colombia, Norway, England, Venezuela, Switzerland
- 65% of our spectators are male – 35% are female
- 20% of attendees are between the ages of 18 - 29, 28% are 30 – 39, 20% are 40-49, 18% are 50-59, and 16% are 60 and up.
- Over 4,112 aircraft representing more than 8,500 air traffic movements.
- Over 38,600 paid auto parking
- 500+ exhibitors with over 4000 staff onsite.
- 750+ media representatives credentialed from 70 countries
- Over 275 Educational Forums with 5,000 participants
- Over 4,000 SnF Workshop attendees
- Over 1,200 guest campsites
- 63% of attendees are homeowners
- Over 3,200 Volunteers onsite that produce the event

SUN ‘n FUN ECONOMIC IMPACT

Over $249M of direct, indirect and induced economic value. Over 2.4K jobs spread across many local, state and national industries.
IN-FLIGHT GUIDE

Combination of the Official Souvenir Program and Info Guide

FULL PAGE

- 4-Color .............................................. $2,700
- 2-Color & B&W ................................. 2,000
  □ Vertical  □ Horizontal

ONE-HALF PAGE

- 4-Color .............................................. $1,750
- 2-Color & B&W ................................. 1,210
  □ Vertical  □ Horizontal

ONE-EIGHTH PAGE

- 4-Color .............................................. $620
- 2-Color & B&W ................................. 500
  □ Vertical  □ Horizontal

ONE-SIDE PANEL

- 3 Months ........................................ $1,950
- 6 Months ....................................... 1,450
- 10 Months (Year-Round) ............... 2,800

* Ads will be placed on all available pages where ad space is available (Rotating format).

FLYSNF. ORG WEBSITE

Web Ad Banner - 300 X 600 Pixels - Vertical

DEADLINE for
In-Flight Guide & Expo Map: FEBRUARY 15, 2021
(Contract & Materials)

BUNDLE ADVERTISING & RECEIVE A DISCOUNT!
One Discount per purchase! Buy Two - 12% discount Buy Three – 20% discount (with the purchase of 2 or 3 different types of SUN n FUN advertising)
This Advertising Packet also includes advertising opportunities for the
ON-SITE COURTESY TRAMS SNF HOME EDITION WEBSITE SNF BOTTLED WATER SNF RADIO ANNOUNCEMENTS ACE’S FLYIN’ FLIX WINDOW & PATHWAY ADS

ON-SITE ADVERTISING

- 12 Month (Year-Round) .............. 4,420

SNF AEROSPACE EXPO

April 13-18, 2021
In-Flight Guide | Expo Map
ADVERTISING CONTRACT

Advertiser’s Information

Date: ____________________________
Advertiser: _____________________________________________________
Contact: ______________________________________________________
Address: _______________________________________________________
City: ___________________________   Zip: _______________________
State: ___________________________   Zip: _______________________
Phone: ________________________   Fax: __________________________
Email: __________________________ ______________________________

Agency’s Information

I/O#: ______________________________________________________
Agency: _____________________________________________________
Contact: ______________________________________________________
Address: ______________________________________________________
City: ___________________________   Zip: _______________________
State: ___________________________   Zip: _______________________
Phone: ________________________   Fax: __________________________
Email: __________________________ ______________________________

Ad Contract & Artwork Submissions

4175 Medulla Road
Lakeland, Florida 33811
advertise@flysnf.org
Fax (863) 904-4003

Questions:
Telephone: (863) 904-4003
www.flysnf.org
advertise@flysnf.org

Authorized Signature

Signed Contract is REQUIRED

Typed Name and Title

(Keep a copy for your records)
ON-SITE COURTESY TRAMS

EXCLUSIVE (Three Sides)
- 1 Year - New Contract ...................................... 2,962
- 1 Year - *Renewal ............................................ 2,222

ONE SIDE PANEL
- 1 Year - New Contract ...................................... 1,383
- 1 Year - Renewal .............................................. 1,037
(*Renewal - Repeat Artwork)

WINDBLOWN ADS
- Full Panel (Top & Bottom) .................. $1,200
- Top Panel ......................................................... 899
- Bottom Panel .................................................. 300

PATHWAY ADS
- Full Panel (36” W X 24” D) ................ $1,200

ACE’S FLYIN’ FLIX
- All Week Sponsor** ................................. $5,000
- Sunday & Monday Night (ea.) ............... 699
- Monday Night ............................................. 699
- Tuesday Night ............................................ 799
- Wednesday Night ................................. 799
- Thursday Night ........................................ 799
- Friday Night ................................................ 899
- Saturday Night ........................................... 899
(Weekly Sponsor will receive sponsor recognition)

SnF Movie Night

DEADLINE
For these Contracted Items
MARCH 1, 2021
(Contract & Materials)

BUNDLE ADVERTISING
& RECEIVE A DISCOUNT!
One Discount per purchase!
Buy Two - 12% discount
Buy Three – 20% discount
(with the purchase of 2 or 3 different types of
SUN ’n FUN advertising)

This Advertising Packet also includes
advertising opportunities for the
INFLIGHT GUIDE & EXPO MAP
FLYSNF.ORG WEBSITE
SNF HOME EDITION WEBSITE
SNF BOTTLED WATER
SNF RADIO ANNOUNCEMENTS

□ AD FILES ATTACHED □ SENT FILES BY ________ □ AD FILES EMAILED BY ________ □ AD SUBMITTED VIA FTP SITE
□ PLEASE BILL: (Established Accts. Only) □ NET TERMS: 30 DAYS □ CHECK ENCLOSED – Payable to: SUN ‘n FUN, Inc. – Adv.
□ CREDIT CARD: M/C □ VISA □ DISC □ AMEX □ CC#: ____________________________ EXP: __________

Authorized Signature
Typed Name & Title

Signed Contract is REQUIRED
(Please keep a copy for your records)

4175 Medulla Road
Lakeland, Florida 33811
advertise@flysnf.org
Fax (863) 646-9651
SUN 'n FUN BOTTLED WATER

EXCLUSIVE LABELING
☐ Bottle Label for 30K+ ................................. $8,500

Ad Specs: 4.75” x 1.875

Artwork Deadline: FEBRUARY 15, 2021

SUN 'n FUN RADIO - 1510 AM

ANNOUNCEMENTS
☐ 2 - thirty second spots per day / 6 Days........................................ $300
☐ 4 - thirty second spots per day / 6 Days ........................................ 575

Radio Script Deadline  MARCH 1, 2021

Customized packages are also available.

Script Setup Process:
A signed advertising contract is required prior to script submission. Sponsors/Participants are asked to provide a brief description of their company, product or service, including their website and SUN 'n FUN exhibit location, that the SUN 'n FUN Radio production staff will edit and use to prepare a 30 second announcement, publicizing their sponsorship of SUN 'n FUN Radio. Scripted copy will be reviewed with each sponsor for final approval prior to recording. Recorded announcement will be provided for sponsor review, as a courtesy, prior to airing. Changes to recorded announcements may incur additional studio time fees. Submit advertising contract to the contact information above. Email script to: SnFRadio@gmail.com.
VIRTUAL AIRHOW WEBSITE ADVERTISING CONTRACT

Advertiser’s Information

Date: ________________________________
Advertiser: ________________________________
Contact: ________________________________
Address: ________________________________
City: ________________________________
State: ________________________________ Zip: ________________________________
Phone: ________________________________ Fax: ________________________________
Email: ________________________________

Agency’s Information

I/O#: ________________________________
Agency: ________________________________
Contact: ________________________________
Address: ________________________________
City: ________________________________
State: ________________________________ Zip: ________________________________
Phone: ________________________________ Fax: ________________________________
Email: ________________________________

SUN ’n FUN HOME EDITION WEBSITE ADVERTISEMENTS – WWW.FLYSNF.ORG

Block Ad - 300 x 300 px
☐ 3 Months…………………………….. $550
☐ 6 Months…………………………….. 990

Banner Ad - 900 x 150 px
☐ 3 Months…………………………….. $1,550
☐ 6 Months…………………………….. 2,690

(300 X 300 px – 72 dpi)

Please visit www.snfhome.org to review and select the page you wish to have your ad placed.

The Virtual Expo sections has multiple sub-sections to choose from. We recommend visiting all sections and sub-sections to determine the best visual placement.

Price reflects one ad location per ad purchase.

Please provide AD PLACEMENT CHOICE below, this includes page name and/or web link where ad placement is requested, this may require follow-up with client to discuss options.

AD PLACEMENT CHOICE

Page Name: ________________________________
Page Link: ________________________________

You may also provide this info in the email accompanying your contract and ad copy.

Provide your company website link below:

_____________________________________________________________________________________________________________________

☐ AD FILES ATTACHED ☐ SENT FILES BY __________ ☐ AD FILES EMAILED BY __________ ☐ AD SUBMITTED VIA FTP SITE
☐ PLEASE BILL (Established Accts. Only) NET TERMS: 30 DAYS ☐ CHECK ENCLOSED – Payable to: SUN ’n FUN, Inc. – Adv.
☐ CREDIT CARD: M/C ☐ VISA ☐ DISC ☐ AMEX ☐ CC#: ________________________________ EXP.__________________
CVV CODE: __________ SIGNATURE: __________

SUN ’n FUN cannot guarantee any specific placement of an advertisement unless contracted or agreed. The earlier the final ad material is received, more likely a space request can be honored. COMPLETE MECHANICAL REQUIREMENTS FOR ALL SUN ’n FUN ADVERTISING PROGRAMS IS INCLUDED WITH THIS PACKET OR CAN BE FOUND AT WWW.FLYSNF.ORG.

If an Advertising Agency places the advertisement, this Advertising Contract is between the Agency and SUN ’n FUN. Agency will be invoiced for payment and payment in full for contracted advertisement to SUN ’n FUN is the responsibility of the Agency. The Agency Insertion Order must accompany this Advertising Contract to obtain Agency terms. AGENCY TERMS WILL BE ACCEPTED IF PAYMENT IS RECEIVED WITHIN 60 DAYS OF INVOICE DATE ONLY – AFTER 60 DAYS REGULAR TERMS APPLY. Applicant or Agent’s signature attests financial responsibility and agreement to pay invoices in accordance with terms of this Advertising Contract. SUN ’n FUN reserves the right in its sole and absolute discretion to bar any printed material, video or audio material, exhibit, person or entity that is not in keeping with the character or purpose of SUN ’n FUN.

In the event the Expo is cancelled due to a force majeure, defined as any cause of the same kind that is beyond the reasonable control of the party affected or both parties, including but not limited to acts of God, terrorism, riots, strikes, acts of civil or military authority, epidemic, pandemic, or other national or regional emergency. SnF shall have the right to suspend its obligations hereunder for a period of time during which the force majeure event continues. An alternative date(s) within 180 days shall be established as the new event date. If a new event date cannot be established, SnF shall refund monies on deposit except for any fee charged to SnF based on the method of payment and any special preparation fees or services that could not be discontinued prior to the force majeure event.

Authorized Signature

Typed Name & Title

Signed Contract is REQUIRED

(Please keep a copy for your records)
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 bottom 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.

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” |

DIGITAL ADS

| Web ad | 300 x 600 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.

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 |