

# ADVERTISING MECHANICAL REQUIREMENTS

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



AEROSPACE EXPO

MARCH 28 to APRIL 2, 2023

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

## OFFICIAL IN-FLIGHT GUIDE & EXPO MAP

**Deadline: FEBRUARY 1**

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**

SUN 'n FUN has several tram advertising opportunities available, all providing great visibility onsite. Please refer to the list on the right for specific ad types and dimensions to determine a preference. Once a selection has been chosen, please contact SUN 'n FUN for a graphic company referral. Production fees are not included in SUN 'n FUN pricing, production cost is the responsibility of the client. Advertisements are weather-resistant.

## SUN 'n FUN RADIO ANNOUNCEMENTS

**Deadline: MARCH 1**

Sponsors/participants are asked to provide a brief description of their company, product or service, including SUN 'n FUN exhibit location and website. 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. Please email script to [snradio@gmail.com](mailto:snradio@gmail.com) - contract required.

## MOVIE ADS

**Deadline: MARCH 1**

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.

## PATHWAY ADS

**Deadline: MARCH 1**

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. Artwork will be produced and installed locally.

## SUN 'n FUN BOTTLED WATER

**Deadline: MARCH 1**

Your ad promotion will be prominently displayed on the bottled water label along with the ingredient information and the SUN 'n FUN Aerospace Expo event logo design. Over 30 thousand bottles will be labeled with your promotional design and/or message.

### AD CONTRACT & ARTWORK SUBMISSION OPTIONS:

#### Mail to Physical Address:

SUN 'n FUN FLY-IN, INC.  
ATTN: ADVERTISING DEPARTMENT  
4075 JAMES C. RAY DR.  
LAKELAND, FL 33811  
or fax to: 863-646-9651

#### Send Completed Ad Materials to:

[advertise@flysnf.org](mailto:advertise@flysnf.org)

### IN-FLIGHT GUIDE

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" (H)

### ONSITE TRAM PANELS

Side panel	96" W x 30" (H)
Back panel	40" W x 30"

### EXHIBIT EXPRESS TRAM PANELS

Side Panel	32" W x 32"
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### THE ISLAND & PARKING TRAM PANELS

Cart - Half Panel	15.75" W x 42.75" (H)
Cart - Full Panel	15.75" W x 115" (H)
Trolley - Half Panel	15.75" W x 42.5" (H)
Trolley - Full Panel	15.75" W x 98" (H)

### 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.

For questions regarding ad specs please email [mgoodson@flysnf.org](mailto:mgoodson@flysnf.org).

### LOCAL LARGE FORMAT PRINTERS

Digitech Graphics Group  
863-668-8770

Southern Graphics  
863-943-4363