

SUN n FUN
AEROSPACE EXPO

ADVERTISING OPPORTUNITIES



In-Flight Guide & Expo Map

The In-Flight Guide and Expo Map are essential, digest-sized (7"x10") event reference materials. These combined publications include campus maps, facility diagrams, guest information and event schedules — everything attendees need to stay informed about all SUN 'n FUN Aerospace Expo Activities! Printed on glossy, lightweight paper, they are designed for easy use throughout the event.

The Expo Map is a french-fold, full-color detailed map of the SUN 'n FUN Expo Campus. Providing a clear visual guide of key interests, activities and guest services. The Expo Map is a key part of the In-Flight Guide as a fully-removable insert.



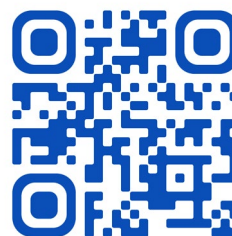
All digital files must be submitted in camera-ready format. EPS, TIFF and PDF formats are accepted. Convert all fonts to outline.

PLEASE EMBED ALL FONTS!

All color images, including spot color, must be converted to CMYK. A resolution of 300 dpi is required. When submitting an ad that requires a bleed, please include 1/2 inch on all sides.

SUN 'n FUN is not responsible for final output if the above requirements have not been met. Any advertisement recieved requiring additional preparation will be billed accordingly. Minimum preparation charge is \$75.

Digital Copy of the In-Flight Guide



- Cover, full & partial-page advertisements are available in the In-Flight Guide
- All paid attendees are offered a complimentary copy
- Over 25,000 copies of the In-Flight Guide & Expo Map will be produced
- Eco-friendly paper & inks

In Flight Guide

Finished Size	7" x 10"
Bleed Area	7.5"x10.5"
1/2 Page	6.375"x 4.625"
1/4 Page	3" x 4.625"
1/8 Page	3" x 2.2"

Expo Map

Back Cover	7" x 10"
Inside Ad*	7" x 10"

*Only 1 available



Ad Contract & Artwork Submission

Send completed ad materials to: advertise@flsynf.org



Pathway Promotions

Placement of Pathway ads are limited to the commercial exhibit area where the walkway will support graphic quality all week. Ad placements are available at the north and south entrances of Hangars A, B, C and D. Graphics will be produced on a durable, textured laminate and placement will be made in select heavily foot trafficked areas. Artwork will be produced and installed locally by Digitech Graphics Group. Ad Cotract and artwork must be sent to SUN 'n FUN to guarantee production. Production fees are not included in SUN 'n FUN pricing, production cost is the responsibility of the client.

Pathway Ads

Full Vinyl Panel	36" x 24"
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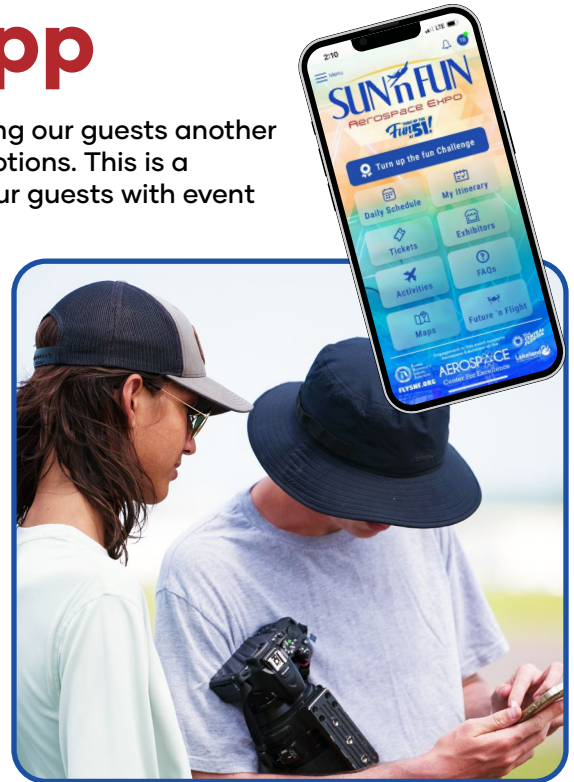
SUN 'n FUN Mobile App

This advertising opportunity will provide additional ad visibility, giving our guests another way to connect with our exhibitors, event activities and event promotions. This is a great way to share pre-event and event promotions which assists our guests with event planning and is a great tool while they are here. The app provides expanded exhibitor listings including social media links, booth locations, schedules, maps and general event information.

Banner Ad Size: 1,400px (w) x 200px (h)

Mobile App Stats

Users 17K	Page Views 85.5K	Saved Sessions 42K
Exhibitor Profile Interactions 30K	Banner Clicks 6.5K	

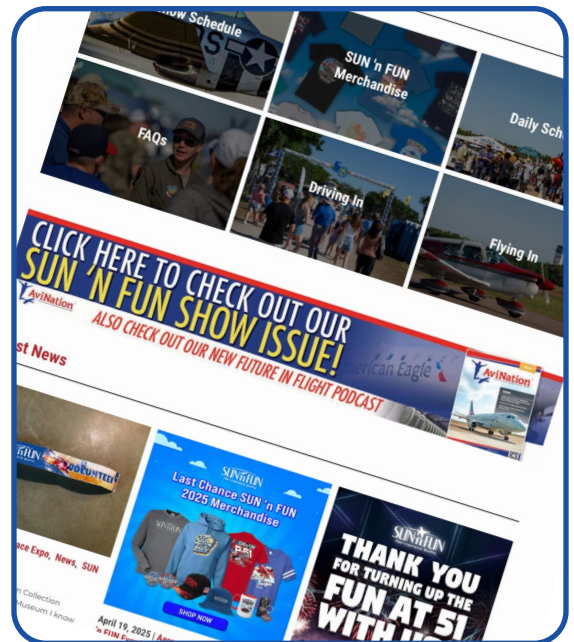


SUN 'n FUN Website

The SUN 'n FUN website provides our guests with all the SUN 'n FUN Aerospace Expo information they need to plan their visit and enjoy themselves once they arrive! Our website has engaged over 150K page views per month, building 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/service year-round on the SUN 'n FUN website
- Advertisements appear on every page of the event and mobile websites in a rotating format
- Statistical information for ads placed is available to advertisers
- **MULTI-TERM AD PLACEMENT AVAILABLE**

Ad Size: 300 x 600px (Vertical) or 1600 x 200 px (Horizontal)



Website Stats

Reach 5M	Collabs 30	Profile Views 334K	Video Views 12M
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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.

SUN 'n FUN Newsletter

Advertise in the SUN 'n FUN e-newsletter and reach over 95K subscribers across the globe. The official e-newsletter for the SUN 'n FUN Aerospace Expo provides businesses an opportunity to expand their customer base. Our readers enjoy aviation, STEM, education and leisure. Join us and be a part of our story!

SUN 'n FUN Event News is sent weekly, starting in January and continue through the Fly-In, with an edition published each week.

Touch 'n Go is released monthly to our e-subscribers. May through December.

SUN 'n FUN Event News

Month	Bottom (1)	Middle (3)	Top (1)
January	\$2,000	\$3,000	\$5,000
February	\$2,000	\$3,000	\$5,000
March	\$2,000	\$3,000	\$5,000

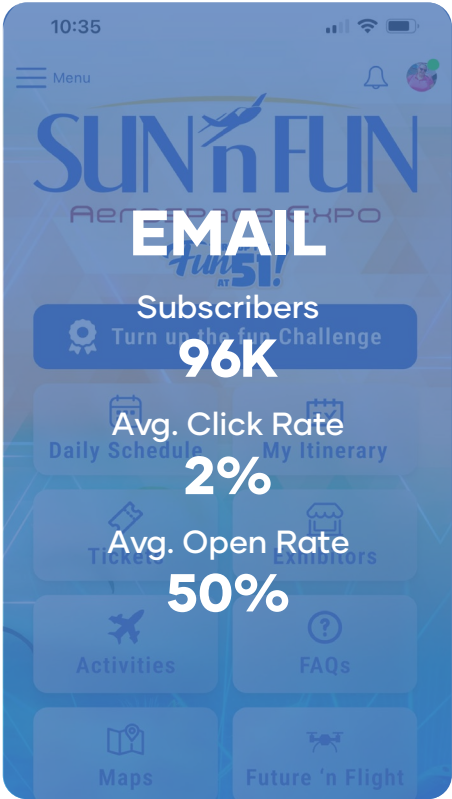
(Four consecutive weeks each month.)

Newsletter Size: 600 x 200px

Touch 'n Go

Newsletter	Bottom (1)	Middle (1)	Top (1)
One Month	\$500	\$1,000	\$1,500

(One newsletter each month.) Newsletter Size: 600 x 200px



Countdown to SUN 'n FUN & SUN 'n FUN Live

This newscast-style video is aired on our YouTube channel and shared across all SUN 'n FUN social media channels. Local Meteorologist, Amanda Holly, and our CEO, Gene Conrad, co-host this entertaining, 30-60 minute broadcast. These broadcasts have three commercial breaks with four 30-second commercials.



Post-Event Analytics

Attendance

210K

Volunteers

3.6K

Exhibitors

561

Registered Aircraft

4K

Aircraft Operations

8K



Avg. Age Range

35-65



Avg. Income

\$100-150K



FL Residents

65%

RV/Tent Camping

15.5K

Certificated Pilots

55%



TOP 10 STATES

Florida
Georgia
North Carolina
Texas
South Carolina
New York
Pennsylvania
Tennessee
Virginia
Ohio

TOP 10 COUNTRIES

United States
Brazil
Canada
Germany
Argentina
United Kingdom
Mexico
Switzerland
Colombia
Austria

**Guests came
from all 50
states and
78 different
countries!**

Sponsors

90

Media Guests

700

Preferred Seating

6K

9/27 Club Guests

3K

Youth Engagement

18K



ADVERTISING CONTRACT:

Ad Contract & Artwork Submissions

4075 James C. Ray Dr.
Lakeland, Florida 33811
advertise@flysnf.org

If You Have Any Questions:

Phone: (863) 904-4061
www.flysnf.org
advertise@flysnf.org

Advertiser's Information

Date: _____
Advertiser: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

Agency's Information

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

IN-FLIGHT GUIDE

- ☐ Full Page \$3,000
☐ One-Half Page \$2,000
☐ One-Quarter Page \$1,100
☐ One-Eighth Page \$700

Cover Positions

- ☐ Outside Back \$3,850
☐ Inside Front/Back \$3,425

Bleed on Full Copy: ☐ Yes ☐ No

EXPO MAP

In-Flight Guide Insert

- ☐ Back Cover \$3,425
☐ Inside \$3,000

**DEADLINE for In-Flight Guide
& Expo Map: MARCH 13, 2026**

PATHWAY ADS

Hangar A

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar B

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar C

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

Hangar D

- ☐ North Entrance \$2,000
☐ South Entrance \$2,000

(Placement locations are on a first come, first serve basis. One ad is available per location.)
(Production fees are not included in pricing, production costs are the responsibility of the client.)

SUN 'n FUN EVENT NEWS

Month	Bottom (1)	Middle (3)	Top (1)
January	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000
February	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000
March	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000

(One newsletter, each week, January through the Fly-In)

TOUCH 'n GO

Newsletter	Bottom (1)	Middle (1)	Top (1)
One Month	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500

(One newsletter each month, May through December)

In the state of Florida advertising has a 7% tax that will be added to your invoice. Invoices will be sent electronically. Payment is due within 15 days. ACH payments preferred. Credit cards accepted with a 3% fee.

SUN 'n FUN cannot guarantee any specific placement of an advertisement unless contracted or agreed. The earlier the final ad material is received, the 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. The Agency will be invoiced and payment in full for a contracted advertisement to SUN 'n FUN is the responsibility of the Agency. Applicant or Agent's signature attests to financial responsibility and agreement to pay invoices by terms of this Advertising Contract. SUN 'n FUN reserves the right in its sole and absolute discretion to bar any printed, video, or audio material, exhibit, person or entity that is not 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 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 emergencies. SnF shall have the right to suspend its obligations hereunder for a period 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 (Signed Contract is REQUIRED)

Typed Name and Title (Please keep a copy for your records)

SUN 'n FUN Signature (Signed Contract is REQUIRED)



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Ad Contract & Artwork Submissions

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Lakeland, Florida 33811
advertise@flysnf.org

If You Have Any Questions:

Phone: (863) 904-4061
www.flysnf.org
advertise@flysnf.org

Advertiser's Information

Date: _____
Advertiser: _____
Contact: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____

Agency's Information

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

Social Media Info

Facebook: _____ Twitter/X: _____ Instagram: _____
LinkedIn: _____

WEBSITE

Web Ad Banner

Home Page Banner (Horizontal)

- ☐ May–September \$3,000
☐ October–February \$3,200
☐ March–April \$3,500

One Side Panel (Vertical)

- ☐ May–September \$2,000
☐ October–February \$2,500
☐ March–April \$2,700

SUN 'n FUN MOBILE APP ADS

Banner Ad Positions

- ☐ Banner \$3,500

(May not appear at the same time)

COUNTDOWN TO SUN 'n FUN

Announcements

- ☐ 1–30 second commercial \$500

(Streamed on YouTube & shared across Social Media Platforms)

SUN 'n FUN LIVE

- ☐ 1–30 second commercial \$600

(Includes two airings of the same content.)

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