

ADVERTISING MECHANICAL REQUIREMENTS

March 27 - April 1, 2012

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



SUN 'n FUN OFFICIAL PROGRAM BOOK | INFO GUIDE | CAMPUS MAP

Deadline: JANUARY 28, 2012

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. 1/8" bleed must be included where applicable. 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 Plain Paper/Laser printouts or film for ad submission.

Bleed Advertisement: 1/4" Bleed - \$145.00 additional charge. 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.

Please send advertising materials as requested above. Any advertisement received requiring additional preparation will be billed accordingly.

Minimum preparation charge is \$75.00

SUN 'n FUN TODAY NEWSPAPER

(Produced by General Aviation News)

Deadline: MARCH 15, 2012

General Aviation News is Apple Mac-based. We use Adobe Creative Suite 3 for all in-house production. Files from other programs are acceptable if saved in EPS, TIFF or as a high-res PDF. We will not edit PDF files.

All files must be supplied at 300 dpi or higher. We accept files via CD-ROM, DVD, Email (russell@generalaviationnews.com), and FTP. Call the production department at 800-426-8538 for more information. Please send CD-ROM or DVD to 7504 86th St SW #150 Lakewood, WA 98498.

AD CONTRACT AND 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@sun-n-fun.org

ftp://ftpadv.sun-n-fun.org
Username: snfadv
Password: 2009adv

PROGRAM BOOK	
Finished Page	8" X 10.5"
Full Page/Cover	7.25" W X 9.75"
Bleed Area	8.5" X 11"
2/3 Page	7" W X 6.25" D (H) 4" W X 10" D (V)
1/2 Page	7" W X 5" D (H) 3.5" W X 10" D (V)
1/3 Page	7" W X 3.25" D (H) 2.5" W X 10" D (V)
1/4 Page	7" W X 2.5" D (H) 3.5" W X 5" D (V)
1/6 Page	2.5" W X 5" D (V)
1/8 Page	3.5" W X 2.5" D (H)
INFO GUIDE	
Finished Page	7" W X 10" D
Cover Page	6.25" W X 9.25" D
Bleed Area	7.5" W X 10.5" D
1/4 Page	3" W X 4.5" D
CAMPUS MAP	
Full Panel	Call for details
One Panel	3" W X 5.5" D
SUN 'n FUN Today	
Full Page	10" W X 12.5" D
1/2 Page	7.4375" W X 8.5" D 4.875" W X 12.5" D
1/4 Page	10" W X 6.25" D 4.875" W X 6.25" D 7.4375" W X 4" D 2.3125" W X 12.5" D 10" W X 3" D
1/8 Page	4.875" W X 3" D 7.4375" W X 2" D 2.3125" W X 6.25" D
Quick Turn	3.5" W X 2" D

4175 Medulla Road | Lakeland, Florida 33811
Telephone (863) 904-4003
Fax (863) 646-9651 or (863) 644-9737
advertise@sun-n-fun.org | www.sun-n-fun.org

REFUSE CONTAINERS AD PANELS

Deadline: MARCH 1, 2012

Please provide high resolution PDF files. Contact Photo Flash before beginning layout process. A signed advertising contract is required by SUN 'n FUN before ad preparation can begin. If you are using a large amount of black type or background, build your black as 60-C, 30-M or 100-K. Please provide a color proof.

PLEASE SUBMIT ARTWORK for Refuse Containers by mail, email or CD to:

PHOTO FLASH PHOTOGRAPHY
RANDY SPENCER
1744 DORCHESTER ROAD
CLEARWATER, FL 33764
PHONE: 727-518-4165
E/M: rspenc2@tampabay.rr.com

PHOTO FLASH provides Layout & Design service.

REFUSE CONTAINERS

Ad Panel	20" W X 34" D
Live Area	19" W X 33" D

GOLF CART AD PANELS

Panel Size (2)	24" W X 18" D
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ON-SITE BANNERS

Size 1	96" W X 60" D
Size 2	120" W X 60" D

ON-SITE TRAM PANELS

Side Panel	96" W X 30" D
Back Panel	40" W X 30" D

ON-SITE TRAM PANELS

Deadline: MARCH 1, 2012

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 graphic printers right. They are familiar with our requirements. **Their production fees are not included.** SUN 'n FUN's tram fleet consists of 16 white shuttles, which have 26 side and 13 back advertising spaces available. Advertisements should be weather resistant (exposed to direct sunlight and rain).

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ON-SITE BANNERS & GOLF CART PANELS

Deadline: MARCH 1, 2012

On-Site Banner production, installation and removal are the responsibility of the advertiser. Please submit a digital copy of final artwork for Sun 'n Fun's review. Banner material must be sufficient to withstand sun, rain and wind for at least 10 days. For your convenience, you may submit your digital files to one of the local graphic printers listed to the right, they are familiar with our specifications. **Production fees are not included.** Contact SUN 'n FUN for more details on the production of On-Site Banners and Golf Cart Panels.

LOCAL LARGE FORMAT GRAPHIC PRINTERS

Graphic System Installers
800-313-6683 or 863-646-5543

Digitech Graphics Group
863-668-8770

SUN 'n FUN RADIO AUDIO UNDERWRITING ANNOUNCEMENTS

Deadline: FEBRUARY 15, 2012

Underwriting sponsors are asked to provide a brief description of their company, product or service, including SUN 'n FUN exhibit location and WEB site, that the SUN 'n FUN Radio production staff will edit and use to prepare a 30 second underwriting announcement, publicizing your sponsorship of SUN 'n FUN Radio. Descriptive copy is required by February 15, 2011. Underwriting scripted copy will be reviewed with each sponsor for final approval prior to airing.

WEBSITE ADVERTISING

Ad Size: 125 X 75 pixels (72 dpi) - Graphics will be accepted in jpeg or gif formats. Ads will appear on all pages of the website in a rotating format. Please be sure to include the hyperlink when submitting your contract for web advertising. Ads can be placed on our website throughout the year.

AUDIO COMMERCIALS - FLIGHTLINE AIRSHOW BROADCASTS

Deadline: MARCH 15, 2012

Client provided pre-produced commercials can be accepted; or ICP/Air Show One Productions can provide professionally produced commercials using national voice-over talent upon receipt of scripts or copy strategy. Please submit pre-produced commercials by March 15, in either MP3 or WAV audio formats by email, CD, or thumb drive to SUN 'n FUN Advertising. Please send "to be produced scripts" for 30 second or 60 second commercials to SUN 'n FUN Advertising by March 1. Production estimates by SUN 'n FUN's Flightline Broadcast partner, ICP/Air Show One Productions will be provided in 2 -4 days following receipt.

SUN 'n FUN ONLINE TICKETS

Ad Sizes:

Full Panel – 620 X 360 (pixels)

1/4 Panel – 155 X 360 (pixels)

1/8 Panel -- 155 X 180 (pixels)

Optimum resolution is 72 dpi and must be submitted in RGB format either as a gif or jpeg files. Advertisements submitted for Online Tickets must be submitted by email or through our FTP site.