

ADVERTISING OPPORTUNITIES & INFORMATION

IN-FLIGHT GUIDE

We are presenting a new publication format this year, a combination of the former event program and info guide. A handy digest size reference guide (7×10) that will be a single source for convention information, providing schedules, guest information, including campus maps and facility diagrams. It will contain all the needed information for our attendees to stay up-to-date on all SUN 'n FUN activities. The **Expo Map** will be inserted into the **In-Flight Guide** to complete the info package. The **In-Flight Guide** will be printed on glossy light-weight paper. 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.

EXPO MAP

The Expo Map is folded, full-color detailed map of the SUN 'n FUN convention campus providing a clear visual guide of key interest areas, guest services, buildings and tent locations. The **Expo Map** will also have a new look this year, it will be part of the **In-Flight Guide** as an insert and the layout and fold will change. This new layout will provide an additional ad space opportunity (*limited space available*), tab ad space on the **Expo Map**. Take advantage of the prominent Map Tab location while space last.

- **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 provided a complimentary copy
- Over 30,000 copies of the **In-flight Guide** and **Expo Map** will be produced.
- Eco-friendly paper & inks

SUN 'n FUN WEBSITE

- Promote your product or service year-round on the SUN 'n FUN website.
- Don't miss the chance to be seen. The SUN 'n FUN website received over 1.6M page views in the four months prior to event and approximately 150K page views per month year-round.
- *Advertisements appear on almost every page of the conventional and mobile website in a rotating format.*
- Statistical information for ads placed can be provided to the advertiser.
- **AD PLACEMENT AVAILABLE YEAR-ROUND.**

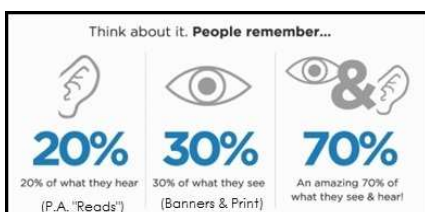
2017 Website Statistics

- 524,011 unique users
- 1,631,520 views
- 65% new visitors
- 51% out of State
- Domain Authority 61



2018 JUMBOTRON DIGITAL SIGNAGE

Partnering with Live Airshow TV, SUN 'n FUN brings the Jumbotron promotional experience to you via a 3 day promotional opportunity. There are several digital packages available to insure a perfect fit for your advertising or sponsor plan for SUN 'n FUN. See the table below for more details.



PACKAGE	ASSET TYPE	SHOW TIME	SCHEDULE (Fri – Sun)	IMPRESSIONS	PACKAGE VALUE
Billboards (Basic)	Static Image	Morning	Constant Rotation 0900-1030	300,000	\$500
Billboards (Intermediate)	Static Image	Mid-Day, during Announcer Stand Interviews	1030-1200	1.2M	\$1,250
Billboards (Deluxe)	Static Image	Mid-Day, during Announcer Stand Interviews	Constant Rotation 0900-1200	1.6M	\$2,500
Video Spot - Basic	Video w/ PA sound	Early Afternoon, Air Show Opening	13 Plays 1200 – 1400	1.1M	\$5,000
Video Spot - Mid	Video w/ PA sound	Afternoon, Main Air Show	7 Plays 1400 – 1600	1.1M	\$10,000
Video Spot - Prime	Video w/ PA sound	Air Show Main Acts	10 Plays 1600 – 1700	2.1M	\$25,000

NOTES
 Impressions are per sponsor, for jumbotron screen views only.
 Excludes up to 25% additional impressions from mobile app, chalet/off-flightline screens, Onsite OTA or local CATV broadcast, web streaming, streaming on-demand post-event.

WEATHER TAP PRO

This promotion provides the advertiser placement on eight Weather TAP Pro flat screen systems strategically placed through the event campus, providing a useful weather tool to our traveling guests. Four screens remain at SUN 'n FUN year-round. Ads will be in a 5-10 second rotating format on all screens. Ad size requirements (1920 x 900 pixels)

47% of people recall information they have received from digital signage 30 days after seeing it.

60% of consumers feel more **POSITIVELY** about a company after reading custom content on their **DIGITAL DISPLAYS**

ON-SITE COURTESY TRAMS

Side & rear billboard panels available on fifteen trams servicing the transportation needs of event guests and volunteers on designated routes mapped throughout the SUN 'n FUN campus.

- 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

ACE's FLYIN' FLIX (*Sponsor a Night at the Movies*)

Advertise your business or service during a *Night at the MOVIES!* Includes a 15 minute pre-movie promotion, logo recognition on printed and website movie schedules and a 15 – 30 foot banner along the bottom of the movie screen for the evening of participation. 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?

- 200,000+ attendees from all 50 U.S. States, District of Columbia, 2 U.S. territories, and over 75 Countries
- 60.9% of our spectators are male – 39.1% are female
- 33.6% of attendees are between the ages of 18 - 34, 35.5% are 35 – 49 and 30.9% are 50 and up.
- **Top 10 foreign countries:** Canada, Brazil, United Kingdom, Argentina, Germany, Colombia, Norway, England, Venezuela, Switzerland
- 500+ exhibitors with over 4000 staff onsite
- 25,000 hotel room nights consumed for exhibitors alone
- 590+ media representatives credentialed from 70 countries
- 2000+ hotel room nights are used by SUN 'n FUN for performers and guests
- Over 4,500 aircraft representing more than 9,000 air traffic movements
- Over 3,000 Volunteers onsite that produce the event
- Over 1000 Acres of Active Venue

SUN 'n FUN ECONOMIC IMPACT

- 2015 Economic Impact Study, validated by Polk County Tourism Office
- 1,680 direct, induced, indirect and related jobs
- \$77.7 million local/regional economic value-added
- \$45 million labor income created
- \$137 million of total economic output

Ad Contract & Artwork Submissions

4175 Medulla Road
Lakeland, Florida 33811
advertise@flysnf.org
Fax (863) 646-9651

44th Annual



Questions:

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

**April 10 – 15, 2018
In-Flight Guide | EXPO Map
ADVERTISING CONTRACT**

RECEIVE A 10% EARLYBIRD DISCOUNT WITH ANY PAID PURCHASE BEFORE 1/15/2018

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: _____

IN-FLIGHT GUIDE

NEW! Combination of the Official Souvenir Program and Info Guide

FULL PAGE

- 4-Color \$2,600
- 2-Color & B&W 1,900
- Vertical Horizontal

ONE-HALF PAGE

- 4-Color \$1,600
- 2-Color & B&W 1,210
- Horizontal Only

COVER POSITIONS

- Outside Back \$3,600
- Inside Front 3,200
- Inside Back 3,200
- Vertical Horizontal

ONE-QUARTER PAGE

- 4-Color \$860
- 2-Color & B&W 660
- Vertical Only

ONE-EIGHTH PAGE

- 4-Color \$620
- 2-Color & B&W 500
- Horizontal Only

**DEADLINE for
In-Flight Guide & Expo Map:
FEBRUARY 16, 2018
(Contract & Materials)**

EXPO MAP

In-Flight Guide Insert

- Exclusive Map \$10,000
- Full Page 2,850
- 1/2 Page 1,800
- 1/4 Page* 1,050
- 1/8 Page* 660
- Front or Back Tab (2) 1,250
- Inside Tab (4) 1,050
- "YOU ARE HERE" Signs N/C
(limited space available)

**** SPECIAL OFFER ****

LIMITED SPACE AVAILABLE

Receive Complimentary Ad Space on our "YOU ARE HERE" signs with the purchase of Ad Space on the EXPO MAP

MOBILE APP

CALL FOR INFORMATION & AVAILABILITY

**DON'T FORGET TO BUNDLE YOUR ADVERTISING!!!
~RECEIVE A DISCOUNT~**

Please review the **ONSITE and RADIO ANNOUNCEMENT ADVERTISING CONTRACTS** for additional advertising opportunities and rates. Information is also available on www.flysnf.org

The **SUN 'n FUN Today** Official Daily Newspaper
ben@generalaviationnews.com | 800-426-8538
2018 Ad Rates & Information are available at www.generalaviationnews.com/advertise

- AD FILES ATTACHED** **SENT FILES BY** _____ **AD FILES EMAILED BY** _____ **AD SUBMITTED VIA FTP SITE**
- PLEASE BILL** (Established Accts. Only) **NET TERMS: 30 DAYS** **CHECKED ENCLOSED – Payable to: SUN 'n FUN, Inc. – Adv.**
- CREDIT CARD: M/C** **VISA** **DISC** **AMEX** **CC#:** _____ **XP.** _____
- CVV CODE:** _____ **SIGNATURE:** _____

COMPLETE MECHANICAL REQUIREMENTS FOR ALL SUN 'n FUN ADVERTISING PROGRAMS CAN BE FOUND AT WWW.FLYSNF.ORG. PLEASE FORWARD THIS MECHANICAL INFORMATION TO THE PERSON OR AGENCY RESPONSIBLE FOR AD PREPARATION. 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.

If an Advertising Agency places the advertisement, this Advertising Contract is between the Agency and SUN 'n FUN. 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 WITHIN 60 DAYS OF INVOICE DATE ONLY – AFTER 60 DAYS REGULAR RATES 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.

Authorized Signature

Typed Name and Title

Signed Contract is REQUIRED

(Please keep a copy for your records)

Ad Contract & Artwork Submissions

44th Annual

Questions:

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

4175 Medulla Road
Lakeland, Florida 33811
advertise@flysnf.org
Fax (863) 646-9651



April 10 - 15, 2018

ONSITE ADVERTISING CONTRACT

RECEIVE A 10% EARLYBIRD DISCOUNT WITH ANY PAID PURCHASE BEFORE 1/15/2018

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:

WEBSITE ADVERTISEMENTS

Web Ad Banner - 300 X 600 Pixels - Vertical

ONE SIDE PANEL

- 3 Months \$1,950
6 Months \$2,800
12 Month (Year-Round) \$4,420

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

See Additional Advertising Information for website statistics.

ON-SITE COURTESY TRAMS

EXCLUSIVE (Three Sides)

- 3 Year - New Contract \$6,664
1 Year - New Contract \$2,962
1 Year - Renewal 2,222

ONE SIDE PANEL

- 3 Year - New Contract \$3,112
1 Year - New Contract \$1,383
1 Year - Renewal 1,037

(Renewal - Repeat Artwork)

DEADLINE MARCH 1, 2018

BACK PANEL

- 3 Year - New Contract \$1,490
1 Year - New Contract \$662
1 Year - Renewal (repeat artwork) 497

EXCLUSIVE PARKING TRAM

- 3 Year - New Contract \$6,142
1 Year - New Contract \$2,730
1 Year - Renewal (repeat artwork) 2,047

DON'T FORGET TO BUNDLE YOUR ADVERTISING!!! ~RECEIVE A DISCOUNT~

Provide Link for Web Advertisement:

WEATHER TAP PRO

WX SCREEN PROMO

- 3 Days \$725
6 Days 1,000
Rotating 5 - 10 Sec. Advertisement
Eight Expo Locations
1920 X 900 pixels

JUMBOTRON See Packet for Details

- Billboards - Basic \$500
Billboards - Intermediate 1,250
Billboards - Deluxe 2,500
Video Spot - Basic 5,000
Video Spot - Mid 10,000
Video Spot - Prime 25,000

ACE'S FLYIN' FLIX

- All Week \$9,999
Sunday Night \$899
Monday Night \$899
Tuesday Night \$999
Wednesday Night \$999
Thursday Night \$999
Friday Night \$999
Saturday Night \$999

(Sponsor a Night at the Movies - one sponsor per night)

Please review the IN-FLIGHT GUIDE & EXPO MAP and/or RADIO ANNOUNCEMENTS ADVERTISING CONTRACTS for additional advertising opportunities and rates. Information is also available on

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:

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Authorized Signature

Typed Name & Title

Signed Contract is REQUIRED

(Please keep a copy for your records)

Ad Contract & Artwork Submissions

4175 Medulla Road
Lakeland, Florida 33811
advertise@flysnf.org
Fax (863) 646-9651



April 10 – 15, 2018

SUN 'n FUN Radio Announcements

Questions:

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

RECEIVE A 10% EARLYBIRD DISCOUNT WITH ANY PAID PURCHASE BEFORE 1/15/2018

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 RADIO - 1510 AM

ANNOUNCEMENTS

- 2 - thirty second spots per day / 6 Days.....\$350
4 - thirty second spots per day / 6 Days..... 575

PRIME TIME - Airshow

With the purchase of one of the announcement packages above and selecting the box below, one of your spots can be aired during the daily airshow!

- 1 - thirty sec. Airshow spot per day / 6 Days\$125

Radio Script Deadline
MARCH 1

Customized packages are also available.

SUN 'n FUN Radio
streamed from
www.LiveATC.net/snf

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 your 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.

DON'T FORGET TO BUNDLE YOUR ADVERTISING!!!
~RECEIVE A DISCOUNT~

Please review the IN-FLIGHT GUIDE | EXPO MAP and ONSITE ADVERTISING CONTRACTS for additional advertising opportunities and rates. Information is also available on www.flysnf.org

- 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:

COMPLETE MECHANICAL REQUIREMENTS FOR ALL SUN 'n FUN ADVERTISING PROGRAMS CAN BE FOUND AT WWW.SUN-N-FUN.ORG. PLEASE FORWARD THIS MECHANICAL INFORMATION TO THE PERSON OR AGENCY RESPONSIBLE FOR AD PREPARATION. 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.

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Authorized Signature

Typed Name & Title

Signed Contract is REQUIRED

(Please keep a copy for your records)

ADVERTISING MECHANICAL REQUIREMENTS

April 10-15, 2018

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

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

OFFICIAL IN-FLIGHT GUIDE & EXPO MAP

Deadline: FEBRUARY 16, 2018

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. 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 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, 2018

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 large format graphic printers to the 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 16 white shuttles. Advertisements should be weather resistant (exposed to direct sunlight and rain).

SUN 'n FUN RADIO ANNOUNCEMENTS

Deadline: MARCH 1, 2018

Sponsors/participants are asked to provide a brief description of their company, product or service, including SUN 'n FUN exhibit location and website, that the 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. Descriptive copy is required by February 15th, but the sooner we receive your information, the earlier it will be aired. Announcements are aired during SUN 'n FUN and are also included in our year-round programming loop, which can add up to year-round exposure for your company.

MOVIE ADS

Deadline: MARCH 1, 2018

Includes 15 minute pre-movie on-screen promotion, logo recognition on printed and website movie schedules, and a 15 to 30 foot banner promotion along the bottom of the movie screen. Live movie screen measures 17' X 30'. (Banner sizes: 3' X 15' or 3' X 30' depending upon availability. Advertiser is not responsible for production of banner). 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.

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@flysnf.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"

DIGITAL ADS

Web Ad	300 x 600 PX (72 dpi)
Weather TAP Pro	1920 x 900 PX (72 dpi)
Mobile App	Call for information

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.

LOCAL LARGE FORMAT PRINTERS

Digitech Graphics Group
863-668-8770

Southern Graphics
863-943-4363

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.