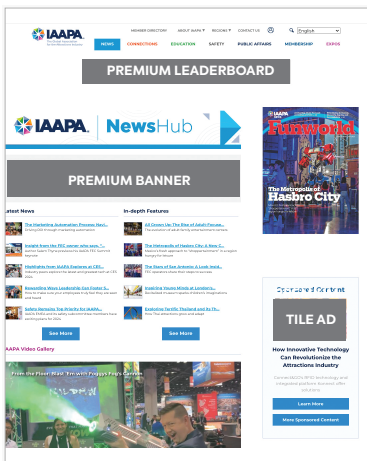


IAAPA Print & Digital Media Specifications



FUNWORLD MAGAZINE

Ad Size	Inches (width x height)	Millimeters (width x height)
2-Page Spread		
Trim	16.25" x 10.75"	412.75 mm x 273.05 mm
Bleed	16.5" x 11"	419.1 mm x 279.283 mm
Live Area/Nonbleed	15.75" x 10.25"	400.05 mm x 260.35 mm
NOTE: Leave .5" (12.7 mm) center gutter from from critical copy on spread ads		
Full Page		
Trim	8.125" x 10.75"	206.375 mm x 273.05 mm
Bleed	8.375" x 11"	212.725 mm x 279.4 mm
Live Area/Nonbleed	7.625" x 10.25"	193.675 mm x 260.35 mm
Half-Page Horizontal		
Live area/Nonbleed	6.75" x 4.5"	171.45 mm x 114.299 mm
Half-Page Vertical		
Live area/Nonbleed	3.25" x 9.25"	82.55 mm x 234.95 mm
Third-Page Vertical		
Live area/Nonbleed	2.125" x 9.25"	53.975 mm x 234.95 mm
Quarter-Page		
Live area/Nonbleed	3.25" x 4.5"	82.55 mm x 114.299 mm



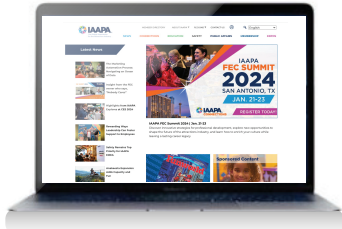
IAAPA NEWS HUB

Ad Size	Pixels (width x height)	Max File Size
Premium Leaderboard	970 x 90	300KB
Premium Banner	768 x 90	300KB
Premium Tile Ad	336 x 280	300KB
<ul style="list-style-type: none">File Type: GIF, PNG, JPEGGIF and Flash (SWF) animations are allowed, up to three (3) loopsURL must be included (Flash file must have URL/click-tag embedded)		
Video Sponsorship – Contact advertising@iaapa.org for specs		



IAAPA NEWS DAILY

- Leaderboard** (Billboard)
 - Creative Size: 970 x 250; 250k max.; GIF/JPEG/PNG
 - Provide click through URL
 - Animation (optional): 15 seconds maximum (Animation is not supported by all email clients. Include sponsor branding and call-to-action on first frame)
 - Ad will display at 650x167 in desktop view and scale on mobile devices.
 - Creatives sized at 728x90 may also be accepted
- Enhanced Text Ad**
 - Headline: 40 characters, excluding spaces
 - Ad Copy: 250 characters, excluding spaces
 - Ad Image: 180 x 150; 50k maximum; GIF/JPEG/PNG
 - Provide click through URL
 - Sponsor Logo: 120 x 60; 50k max. - PNG (transparent background)



IAAPA.ORG

Ad Size	Pixels (width x height)	Max File Size
Homepage Leaderboard	970 x 90	300KB
Leaderboard	970x 90 or 780 x 90	300KB
Premium Tile	336 x 280	150KB
<ul style="list-style-type: none">Resolution: 72 PPIFile Type: GIF, PNG, JPEGGIF and Flash (SWF) animations are allowed, up to three (3) loopsURL must be included (Flash file must have URL/click-tag embedded)		

IMPORTANT: IAAPA Artwork Policy

Safety is the number one priority of the global attractions industry. Submitted advertisements with images depicting riders not following safe riding procedures **WILL BE REJECTED** for publication. This includes:

- ✗ Riders with hands in the air
- ✗ Riders holding loose articles (mobile phone, camera, etc.)
- ✗ Riders not holding onto provided safety restraints (lap bar, shoulder harness, handles, etc.)



IAAPA is committed to promoting safe rider behavior in all print and digital publications. Only photographs and artwork where each rider is holding onto a restraint or handle provided by the attraction manufacturer will be accepted.
REMEMBER: HANDS DOWN; HANDS EMPTY; HANDS ON.

ADVERTISING ARTWORK PREPARATION:

- Indesign, Illustrator and Quark document setup:
- Set document size to the TRIM size (see above specifications for publication/size)
 - Set document bleed to .125" (for all bleed ads)
 - Set margins to .25" (for all bleed ads)
 - Before creating final PDF (preferred), convert all colors and imported images to CMYK, flatten layers
 - Export or save your document for PDF, High Quality Print and include crop marks and set to document bleed settings
- Photoshop document setup:
- Set document size to the BLEED size (see above specifications for publication/size)
 - Set document resolution to 300 dpi and color to CMYK
 - Set margin guidelines to .375" on all sides (for all bleed ads)
 - Before creating final PDF (preferred), convert all colors to CMYK and flatten layers
 - Export or save your document for PDF, High Quality Print , DO NOT INCLUDE crop marks or bleed. You can also save your document as a .JPG


DOWNLOADABLE PRINT AD TEMPLATES:

- Funworld Full Page
- Funworld 2-page Spread
- Funworld 1/2-Page Horiz.
- Funworld 1/2-Page Vert.


Funworld Magazine

Full Page Ad Template

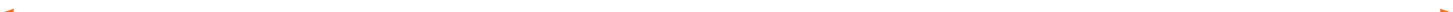
TRIM: 8.125" w x 10.75" h (206.375 mm x 273.05 mm)



BLEED: 8.375" w x 11." h (212.725 mm x 279.4 mm)
All photos and background colors should extend to this keyline



LIVE AREA: 7.625" w x 10.25" h (193.675 mm x 260.35 mm)
All copy and logos stay inside this area



Funworld Magazine

2-Page Spread Ad Template

TRIM: 16.25" w x 10.75" h (412.75 mm x 273.05 mm)

BLEED: 16.5" w x 11." h (419.1 mm x 279.283 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 15.75" w x 10.25" h (400.05 mm x 260.35 mm)
All copy and logos stay inside this area—keep .5" (12.7 mm) gutter in center free of critical copy

Funworld Magazine

1/2-Page Vertical Ad (left-hand-page orientation) Template

NONBLEED/LIVE AREA:

3.25" w x 9.25" h (82.55 mm x 234.95 mm)

All copy and logos stay inside this area

BLEED (top, outside and bottom ONLY):

4.125" w x 11." h (104.775 mm x 279.4 mm)

*All photos and background colors
should extend to this keyline*

Funworld Magazine

1/2-Page Vertical Ad (right-hand-page orientation) Template

NONBLEED/LIVE AREA:

3.25" w x 9.25" h (82.55 mm x 234.95 mm)

All copy and logos stay inside this area

BLEED (top, inside and bottom ONLY):

4.125" w x 11." h (104.775 mm x 279.4 mm)

*All photos and background colors
should extend to this keyline*

Funworld Magazine

1/2-Page Horizontal Ad Template

NONBLEED/LIVE AREA:

6.75" w x 4.5" h (171.45 mm x 114.299 mm)
All copy and logos stay inside this area

BLEED (left, right and bottom ONLY):

4.125" w x 11." h (104.775 mm x 279.4 mm)
*All photos and background colors
should extend to this keyline*

Funworld Magazine

1/4-Page Ad Template

NONBLEED/LIVE AREA:

3.25" w x 4.5" h (82.55 mm x 114.299 mm)

All copy and logos stay inside this area

Funworld Magazine

**1/3-Page Ad
Template**

NONBLEED/LIVE AREA:

2.125" w x 9.25" h
(53.975 mm x 234.95 mm)

*All copy and logos
stay inside this area*