

# Digital Media: IAAPA.org and IAAPA News Flash



Banner advertising provides a dynamic way to establish and grow your brand awareness, and maximize the impact of your campaign.

- Deliver your message alongside topics and resources essential to the attractions business.
- IAAPA.org banner advertisement connects with our engaged IAAPA members and non-members alike.
- All ads have run of site, reaching thousands of attractions professionals worldwide each day to market your brand to the most relevant audience in the industry!

75,000\*  
Visits Per Month

2:50\*  
Avg. Time Per Visit

191,000\*  
Page Views Per Month

\*2016 Google Analytics

Position One  
300x 250 BANNER

Position Two  
300x 250 BANNER

## 300 x 250 Banner Rates:

Placement	Frequency	Member	Non-member
Position one	1x	\$1,994	\$2,650
	3x	\$1,802	\$2,341
	6x	\$1,671	\$2,227
	8x	\$1,449	\$1,964
	12x	\$1,147	\$1,505
Position two	1x	\$1,890	\$2,550
	3x	\$1,696	\$2,237
	6x	\$1,576	\$2,116
	8x	\$1,354	\$1,886
	12x	\$1,033	\$1,393

Contact Brian Skepton, Director, Advertising Sales to book your 2018 reservations TODAY and secure best positioning!

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IAAPA News Flash



**IAAPA News Flash e-newsletter delivers your message directly to the inboxes of the most important attractions owners, operators, and industry professionals worldwide each day!**

IAAPA News Flash ...

- is a **go-to source** for what's happening in the industry right now
- is **delivered to approximately 12,000** IAAPA members around the world
- is digitally **translated into 11 languages**
- advertisements **build brand awareness**
- banners **link directly to your website**
- ad **creative and URL can be updated** once a month

*\*Published daily, March through November; and 3X per week (Monday, Wednesday, and Friday), December through February.*

**IAAPA News Flash rates (per month)**

	Frequency	Member	Non-Member
728 x 90 Leaderboard	\$1x	\$3,287	\$3,781
	\$3x	\$2,840	\$3,577
	\$6x	\$2,366	\$3,156
	\$8x	\$2,207	\$2,998
	\$12x	\$2,103	\$2,763
			<b>IAAPA MEMBERS SAVE!</b>
468 x 60 Banner	\$1x	\$2,466	\$3,155
	\$3x	\$2,301	\$2,920
	\$6x	\$2,051	\$2,610
	\$8x	\$1,863	\$2,383
	\$12x	\$1,697	\$2,156

**“The IAAPA News Flash is one of the industry’s premium outlets of information which plays an important role in Intercard’s outreach to potential prospects and industry professionals. To be a serious player in the amusement industry, advertising with IAAPA is essential.”**

— Lynda Brotherton, Global Marketing Director, Intercard

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