

IAAPA.org

The association's official website is where amusement and attractions professionals worldwide connect with their peers, learn best practices, and find the latest information about the industry. It's a one-stop shop for IAAPA members and industry professionals to learn about hot-button industry issues, education opportunities for attractions professionals, expos, and other events, products and services, plus much more.

- 24 hour / 365 day exposure to a worldwide audience.
- 30,678 unique visitors monthly
- 47,000 average visits monthly
- Over 144,000 page views monthly
- Average time each visitor spent on site: over 3 minutes

IAAPA.org rates (per month):

300 x 250 Banner	Frequency	Member	Nonmember
Position One	1x	\$1,800	\$2,400
	3x	\$1,600	\$2,100
	6x	\$1,500	\$2,000
	8x	\$1,300	\$1,750
	12x	\$1,000	\$1,350
Position Two	1x	\$1,700	\$2,300
	3x	\$1,500	\$2,000
	6x	\$1,400	\$1,900
	8x	\$1,200	\$1,650
	12x	\$900	\$1,200

Reach more than 4,000 facility managers, operators, and owners each day!



IAAPA's **NEW** website IAAPA.org is creating quite a buzz with run-of-site advertisement and special ad positioning opportunities available exclusively for IAAPA expo and events.

News Flash e-Newsletter

This popular e-newsletter summarizes the latest attractions industry news from around the world. This critical resource helps keep attractions professionals current on industry news and trends. Readers will see your 468 x 60 banner ad when they open their e-mail each morning*. URL click-through allows direct access your website.

- Delivered daily March through mid-November (IAAPA Attractions Expo) *
- Mid-November through February distributed three days a week (M/W/F) *
- Top leaderboard and 5 editorial banners create exclusive content branding opportunities
- Average open rate 26.33%
- Average clicks 9.02%

News Flash rates (per month):

468x60 Banner	Frequency	Member	Nonmember
Leaderboard	1x	\$1,200	\$1,600
	3x	\$1,400	\$1,500
	6x	\$1,050	\$1,400
	8x	\$975	\$1,300
	12x	\$900	\$1,200
Positions 1-5	1x	\$1,050	\$1,400
	3x	\$975	\$1,300
	6x	\$900	\$1,200
	8x	\$825	\$1,100
	12x	\$750	\$1,000

Deliver your message to an audience of 10,000 daily.



Communicate with your customers more effectively—special limited ad positioning is available for sponsorship of important content.