

SPECIFICATIONS

IAAPA ATTRACTIONS EXPO (IAE) TRADE SHOW DAILY

| Ad Size | Inches (width x height) | Millimeters (width x height) |
|--|-------------------------|------------------------------|
| Cover Strip (nonbleed) | 10" x 2.25" | 254 mm x 57.15 mm |
| <i>*Add .625" (15.875 mm) left and right to bleed images--no live copy</i> | | |
| 2-Page Spread Trim | 22" x 14" | 559.147 mm x 355.246 mm |
| Bleed | 22.5" x 14.5" | 565.15 mm x 361.95 mm |
| Live Area/Nonbleed | 21.5" x 13.5" | 546.1 mm x 342.902 mm |
| <i>*Leave .5" (12.7 mm) center gutter free from critical copy on spread ads</i> | | |
| Full Page Trim | 11" x 14" | 279.4 mm x 355.6 mm |
| Bleed | 11.25" x 14.25" | 285.75 mm x 361.95 mm |
| Live Area/Nonbleed | 10.5" x 13.5" | 266.7 mm x 342.902 mm |
| Half-Page Horizontal (nonbleed) | 10" x 6.125" | 254 mm x 155.575 mm |
| <i>*For a half-page horizontal bleed, add .625" (15.875 mm) left and right, and .875" (22.098 mm) bottom to bleed images--no live copy</i> | | |
| Half-Page Vertical (nonbleed) | 4.875" x 12.5" | 123.825 mm x 317.5 mm |
| <i>*For half-page vertical bleed, add .625" (15.875 mm) left and right, and .875" (22.098 mm) bottom to bleed images--no live copy</i> | | |
| Quarter-Page (nonbleed) | 4.875" x 6.125" | 123.825 mm x 155.575 mm |

IAAPA ATTRACTIONS EXPO (IAE) TRADE SHOW PROGRAM

| Ad Size | Inches (width x height) | Millimeters (width x height) |
|---|-------------------------|------------------------------|
| Cover Strip (nonbleed) | 3.5" x 1.25" | 88.901 mm x 31.484 mm |
| <i>*Add .375" (9.525 mm) left and right to bleed images--no live copy</i> | | |
| 2-Page Spread Trim | 8" x 9" | 203.2 mm x 228.6 mm |
| Bleed | 8.25" x 9.25" | 209.55 mm x 234.95 mm |
| Live Area/Nonbleed | 7.5" x 8.5" | 190.499 mm x 215.9 mm |
| <i>*Leave .5" (12.7 mm) center gutter free from critical copy on spread ads</i> | | |
| Full Page Trim | 4" x 9" | 101.6 mm x 228.6 mm |
| Bleed | 4.25" x 9.25" | 107.95 mm x 234.95 mm |
| Live Area/Nonbleed | 3.5" x 8.5" | 88.9 mm x 215.9 mm |
| Half-Page Horizontal (nonbleed) | 3.5" x 4.125" | 88.901 mm x 104.775 mm |
| <i>*For half-page vertical bleed, add .375" (9.525 mm) all around to bleed images--no live copy</i> | | |

ASIAN ATTRACTIONS EXPO (AAE) PROGRAM GUIDE

| Ad Size | Inches (width x height) | Millimeters (width x height) |
|--------------------|-------------------------|------------------------------|
| Full Page Trim | 5.875" x 8.25" | 148.5 mm x 210 mm |
| Bleed | 6.125" x 8.5" | 155.575 mm x 215.9 mm |
| Live Area/Nonbleed | 4.375" x 7.75" | 135.8 mm x 197.3 mm |

IAAPA.ORG & NEWS FLASH

See page 4 for banner sizes
 Max file size: 60k
 JPEG or GIF. Flash permitted on IAAPA.org only
 URL must be included (Flash file must have URL/clicktag embedded)

IMPORTANT NOTES: Ad creative must not blend into the background and must be a unique "standalone" color or surrounded by a one-pixel distinguishable border. Please incorporate this border into your design and overall dimensions. Allow 3-full business days prior to launch date to guarantee ads will launch as scheduled.

PRINT MATERIALS GUIDELINES



SAFETY POLICY:

Funworld cannot accept advertisements that display unsafe ride behavior (i.e., hands in the air).

FILE PREPARATION:

- Convert all colors to CMYK
- Photos should be 300 dpi at 100%
- Keep all live text 1/4" from edge of trim

FILE FORMATS:

- PDFX-1A files (preferred): Embed all fonts. Do not downsample images. Compression should be set at JPEG-high quality. Include 1/8" bleed, with crop marks offset by 12 pts.
- EPS: Convert text to outlines. Flatten transparency.
- TIF or JPG: Image resolution-300 dpi; mode-CMYK

PROOFS: Supply hard copy color proof at 100% created from file(s) supplied. Please send proofs even when sending digital files. Funworld does not provide prepress proofs. Funworld cannot accept quality responsibility when only a color digital laser print is submitted, rather than a chromalin, match print, Fuji or similar or progressive proofs or if files submitted do not follow the guidelines as outlined.

MATERIALS DELIVERY:

E-mail or send an ftp link (i.e., YouSendIt.com, SendThisFile.com) to: BSkepton@IAAPA.org

CONTACT INFORMATION

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