

FUNWORLD AD RATES & SPECIFICATIONS

**IAAPA
MEMBERS
SAVE 25%!**

ADVERTISING RATES

SIZE	1x	3x	6x	9x	11x
NONMEMBER RATES					
Spread	\$4,265	\$3,915	\$3,675	\$3,260	\$2,965
Full Page	\$2,550	\$2,375	\$2,195	\$2,080	\$1,960
2/3 Page	\$2,315	\$2,195	\$2,080	\$1,960	\$1,785
1/2 Page (H/V)	\$1,845	\$1,660	\$1,545	\$1,425	\$1,250
1/3 Page (Sq/V)	\$1,545	\$1,455	\$1,280	\$1,190	\$1,100
1/4 Page	\$1,335	\$1,245	\$1,140	\$1,070	\$ 900
MEMBER RATES					
Spread	\$3,200	\$2,940	\$2,760	\$2,450	\$2,230
Full Page	\$1,920	\$1,780	\$1,650	\$1,560	\$1,470
2/3 page	\$1,740	\$1,650	\$1,560	\$1,470	\$1,340
1/2 page (H/V)	\$1,390	\$1,160	\$1,160	\$1,070	\$ 940
1/3 (Sq/V)	\$1,160	\$1,100	\$ 960	\$ 890	\$ 830
1/4 page	\$1,000	\$ 940	\$ 860	\$ 800	\$ 680
PREMIUM PLACEMENTS - NONMEMBERS					
C2, C3, PG1	\$3,225	\$3,010	\$2,795	\$2,580	\$2,250
Cover 4	\$3,765	\$3,550	\$3,335	\$3,225	\$3,000
PREMIUM PLACEMENTS - MEMBERS					
C2, C3, Page 1	\$2,420	\$2,260	\$2,100	\$1,940	\$1,690
Cover 4	\$2,830	\$2,660	\$2,500	\$2,420	\$2,250

SIZE & SPECIFICATIONS

TRIM:
8.125" W X 10.75" H

FULL PAGE BLEED:
8.375" W X 11.125" H

LIVE AREA:
7.625" W X 10.375" H

FULL PAGE NON-BLEED:
7.625" W X 10.375" H

**2/3 PAGE
NON-BLEED:**
4.625" X 9.25"

**1/2 PAGE HORIZONTAL
NON-BLEED:**
7" X 4.5"

**1/2 PAGE
VERTICAL
NON-BLEED:**
3.375" x
9.25"

**1/3 PAGE SQUARE
NON-BLEED:**
4.625" X 4.625"

**1/3 PAGE
VERTICAL
NON-BLEED:**
2.125" X
9.25"

1/4 PAGE NON-BLEED:
3.375" X 4.625"

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:

Michelle Wandres,
Production Manager
mwandres@publishingsolutions.us