

JANUARY

IAAPA Orlando Review, Management Issues, Trends in Asia **Plus: IAAPA 2004 Annual Report**

ADVERTISING SPACE RESERVATION DEADLINE: 12/03/04
BONUS DISTRIBUTION: EUROSHOW '05

AD MATERIALS DEADLINE: 12/10/04

FEBRUARY

Branding, Merchandising, Targeted Training Programs **Plus: Corporate Partnerships, Risk Management, Employee Safety**

ADVERTISING SPACE RESERVATION DEADLINE: 12/13/04
BONUS DISTRIBUTION: TBA

AD MATERIALS DEADLINE: 12/20/04

MARCH

Customer Service, Internet Marketing, Online Security **Plus: Online Ticketing, Wi-Fi Technology, Frontline Employee Training**

ADVERTISING SPACE RESERVATION DEADLINE: 01/07/05
BONUS DISTRIBUTION: TBA

AD MATERIALS DEADLINE: 01/14/05

APRIL

Special Focus: The Graying of America **Plus: Low-Carb Foods, Parks and Attractions Design, Ride Accessibility**

ADVERTISING SPACE RESERVATION DEADLINE: 02/07/05
BONUS DISTRIBUTION: TBA

AD MATERIALS DEADLINE: 02/15/05

MAY

Live Entertainment, Special Events, Legal Matters **Plus: Specialized Training, Event Marketing**

ADVERTISING SPACE RESERVATION DEADLINE: 03/07/05
BONUS DISTRIBUTION: MUSEUM EXPO

AD MATERIALS DEADLINE: 03/14/05

JUNE

Zoos, Aquariums, and Museums **Plus: Animal Safety, Water Treatment, Interactive Exhibits**

ADVERTISING SPACE RESERVATION DEADLINE: 04/05/05
BONUS DISTRIBUTION: IAAPA ASIAN EXPO, AZA

AD MATERIALS DEADLINE: 04/12/05

JULY

Waterparks, Small Parks **Plus: Finance and Budget Issues, Staffing, Operations**

ADVERTISING SPACE RESERVATION DEADLINE: 05/09/05
BONUS DISTRIBUTION: WWA

AD MATERIALS DEADLINE: 05/16/05

AUGUST

Developments in FECs, Ride Design **Plus: Games, Loss Prevention, Security**

ADVERTISING SPACE RESERVATION DEADLINE: 06/07/05
BONUS DISTRIBUTION: FUNEXPO

AD MATERIALS DEADLINE: 06/14/05

SEPTEMBER

IAAPA Asian Expo Review, Human Resources, Finance **Plus: Training New Staff, Off-Season Attractions and Events**

ADVERTISING SPACE RESERVATION DEADLINE: 07/07/05
BONUS DISTRIBUTION: TBA

AD MATERIALS DEADLINE: 07/14/05

OCTOBER

Ride Technology, Future of Coasters **Plus: Up and Coming Ride Designers, Marketing Coasters, IAAPA Attractions Expo Preview**

ADVERTISING SPACE RESERVATION DEADLINE: 08/09/05
BONUS DISTRIBUTION: TBA

AD MATERIALS DEADLINE: 08/16/05

NOVEMBER

IAAPA Trade Show Insights, Who's Who **Plus: Top 10 Young Industry Leaders, CEOs on the Rides, Trade Show Schedule**

ADVERTISING SPACE RESERVATION DEADLINE: 08/22/05
BONUS DISTRIBUTION: IAAPA ATTRACTIONS EXPO

AD MATERIALS DEADLINE: 09/02/05

To advertise in FUNWORLD

Contact your regional advertising representative at McNeill Group: 215/321-9662 ext. 37, FAX 215/321-9636
Send advertising materials to: IAAPA, 1448 Duke St., Alexandria, VA 22314, Attention: Duane Brewster

FUNWORLD AD RATES and SPECIFICATIONS

2005 FUNWORLD ADVERTISING RATES

SIZE	FREQUENCY				
	1x	3x	6x	9x	11x
Spread	\$3,100	\$2,800	\$2,600	\$2,250	\$2,050
Full Page	1,650	1,500	1,350	1,250	1,150
2/3 Page	1,450	1,350	1,250	1,150	1,000
1/2 Page (H/V)	1,300	1,150	1,050	950	800
1/3 Page (Sq/V)	1,050	975	825	750	675
1/4 Page	875	800	725	650	575

SPECIAL PLACEMENTS (four-color advertisements only)

Covers, 2, 3, and opposite contents	\$2,800	\$2,600	\$2,400	N/A	N/A
Cover 4	3,000	2,800	2,600	N/A	N/A

*November issue, add 33 percent to B/W space rate.

ADDITIONAL COSTS

Four-color (1/2, 2/3 and FP) \$600

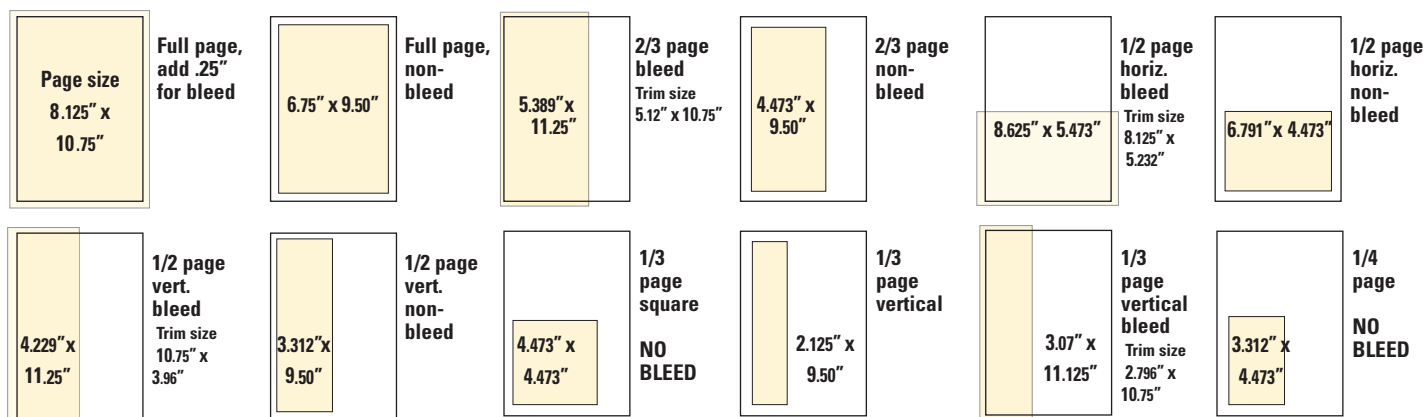
Four-color on partial page ads (1/2 and 1/4)..... \$300

Special Position add 10% of B&W space rate

Bind-in materials Please Call

RESTRICTIONS Payable within 30 days; 15 percent commission to recognized agencies; no commission on production charges. Consult advertising regulations on reverse side of contract for a complete list of conditions.

DIMENSIONS FOR SUPPLIED ARTWORK



No other ad sizes or orientations are offered or allowed. Please follow guidelines provided. All ad sizes are measured in INCH DECIMALS. Please adjust your program preferences accordingly.

AD MATERIALS SPECIFICATIONS

TRIM SIZE: Final trim size of FUNWORLD is 8 1/8 inches x 10 3/4 inches (8.125" x 10.75").

PROOFS

Four-color advertisements should be accompanied by chromalin, or match print, or one set of progressive proofs and color key. Publisher and printer will not accept quality responsibility when only a color digital laser print is submitted, rather than a chromalin, match print, fuji or similar or progressive proofs.

GUIDELINES FOR AD MATERIALS SUBMISSIONS

The publications department supports the Macintosh OS X platform. We use QuarkXPress 6.1, Photoshop 7.01, Illustrator 10, Acrobat 6. Digital files must to be submitted on a CD or Zip disk. The files must be accompanied by hard copy (laser output). All linked graphics, fonts, and other necessary elements must be included. We are able to mount most PC formatted disks. **All noncompatible files will be sent to a color separator for output and a match print and will be billed to the advertiser. Absolutely no Microsoft Publisher files will be accepted.** Some smaller ads, less than 4 mb compressed may be e-mailed directly to FUNWORLD at dbrewster@iaapa.org. Please contact Duane Brewster at 703/299-5761 or dbrewster@iaapa.org before sending any digital files electronically. **All graphics should be saved at 300 dpi in CMYK as .tif or .eps. (NO RGB JPG, NO GIF, NO LZW).** **Ads produced in Freehand, CorelDraw or InDesign must be saved/exported as legacy .eps or .tif with fonts outlined/included.**

Digital Advertising Materials Guidelines are provided on a separate page in this media kit and online at www.iaapa.org.

Advertisers submitting ads as film negatives will be charged \$20.00 per negative for ESKOFOT conversion— Ads submitted as film will be *Eskofoted*—scanned, dot matched and converted to a digital file.

CHARGES WILL BE INCURRED AT \$35/HR IF MORE THAN 15 MINUTES ARE SPENT PRE-FLIGHTING DIGITAL FILES.



Step by step guidelines for digital advertising submissions

Media Materials Supported:

CD-ROM

DVD-ROM

Zip 100/250 MB cartridge

E-mail or FTP

Preferred Software Supported:

QuarkXPress 5.0 (Mac) (4.1 PC)

PhotoShop 7.0 (Mac) (5.5 PC)

Adobe Illustrator 10 (Mac) (7.0 PC)

***Acrobat 5.0 (Print Optimized PDF)**

Other Software: EPS or TIF files generated by PageMaker (Mac/PC), CorelDraw/Paint(PC), Freehand with ALL fonts outlined and saved/imbedded/included with file.

We cannot accept Microsoft Word, PowerPoint, Excel, Publisher or native InDesign files for ad materials.

- Follow FUNWORLD'S advertising mechanical specifications. Make note of the dimensions for-bleed, live, and trim areas. A copy is attached for your reference.
- Fill out the Digital Ad Checklist, and submit one with each new ad you send to FUNWORLD. This allows us to process your ad quickly and efficiently.
- Send a final laser proof or hi-rez digital proof of your ad. If you have any last-minute changes, please take the time to output a new laser proof. We check the laser proof against your digital file for accuracy. If they don't match, we will have to call you to clarify the discrepancy.
- After adding and/or editing a graphic, it will be necessary to print another copy of the ad in order to avoid PostScript errors. If you don't output a new proof, you won't know if the file is problematic.
- FUNWORLD prints on high speed web presses, 4 Color (CMYK @ 300 dpi) on an industry standard matte paper to produce a high quality, visually sharp, perfect-bound magazine.
- All colors must be designated as CMYK process colors: a combination of cyan, magenta, yellow, and black (CMYK).
Convert all Spot, Pantone Colors, and RGB colors to CMYK. We are not responsible for the color if files are not submitted in CMYK.
- 'Collect for output' ALL of the original graphics files

and fonts (typefaces) on your disk. All images must be saved at no less than 300 dpi.

Copy all EPS and TIFF image files that have been imported or placed in your final layout program to the disk with your ad-layout file.

Without these files, your placed images will print as low-resolution bitmaps. Make sure all EPS files are "single-file EPS's," not separation (or DCS) EPS's. DCS EPS's will print low-res.

This includes Adobe PageMaker users.

Although PageMaker can output high-resolution graphics even if they are not accompanied by the original graphics files, FUNWORLD will be unable to process the files without the original graphic files. Do not use JPEG (JPG) or GIF images. These are RGB images that include a LZW compression that interferes with the postscript output device's ability to process the file.

Convert to CMYK EPS or TIFF.

Check the color of the new image file and print a new proof.

This is especially important when converting RGB Blue/Yellow to CMYK Blue/Yellow.

To ensure that your disk or disks are returned promptly, label all your disks with your company name and please indicate if you want them back. We will keep the disks for 6 months before they are disposed of.

- Adobe Acrobat can produce press-optimized PDF s. You must set up Acrobat Distiller to do this and to embed all fonts used as well. (Do not downsample below 300 dpi.) *We do not support PDF as a final format for ad submittal, and for the same reason we do not support JPG s. Please remember, if submitted, these will be converted to EPS image files and placed into a QuarkXpress document. We can not promise an exact match, although we will do everything possible to produce the ad as you designed it. Please call the Production Department before submitting any files in these formats, 703/299-5761 .
- Scaling, cropping, rotating, skewing or flopping graphics: For best results, scale, crop, rotate, skew, or flop your graphic images in a program such as Adobe Photoshop before importing them or placing them into your layout program. This will considerably reduce the data a RIP must process in order to output your ad, it will also save a significant amount of time in outputting laser proofs.
- When saving a completed ad in Illustrator, Freehand, or CorelDraw as .eps or .tif, please outline all fonts, convert to CMYK, and make sure you include all images and document fonts in the final image file. (Just in case, all images and fonts should be included on the disk sent to FUNWORLD.)
- All ads should be submitted on CD, Zip, or DVD disks. Ads submitted as film negatives to FUNWORLD will be Eskofoted (scanned, dot matched, and converted to digital) at a charge to the advertiser.
- Include all fonts used. Please use only PostScript fonts if possible. Do not mix True Type fonts with PostScript fonts. TrueType fonts sometimes conflict with Postscript fonts and will not print from our printer s RIP properly.

FUNWORLD is printed Direct-To-Plate. We encourage advertisers to submit their ads digitally. We are completely digital and do not use film in our printing process. If we receive film, we will Eskofot the film and use the 2nd generation dot copy file.

If you need assistance: Please contact the production department at 703/299-5761.

Check-List

- Did you label your disks?
- Are all fonts included?
- Are all linked graphics included?
- Are all linked color graphics saved as process (CMYK) color EPS or TIFF files?
- Is a proof provided? Color Laser or Fuji/Iris/Matchprint.
- Is the width and height of the ad correct?
- If it is a bleed ad, is live matter a safe distance from trim?

Please note—

If FUNWORLD s production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and re-submit the ad - or - the advertiser may request FUNWORLD to alter the ad to meet specifications. There is an additional charge for this service to be quoted before any work is done.

Send all materials to: FUNWORLD, 1448 Duke Street, Alexandria, VA 22314



2005 ADVERTISING INSERTION ORDER



ADVERTISER _____ CHECK HERE IF AD AGENCY _____ AD AGENCY or HAJAR ASSOC. REP NAME _____
 CONTACT NAME _____ TITLE _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE _____ FAX _____ E-MAIL _____ URL _____

MONTHS OF INSERTION:

- January _____ of _____
- February _____ of _____
- March _____ of _____
- April _____ of _____
- May _____ of _____
- June _____ of _____
- July _____ of _____
- August _____ of _____
- September _____ of _____
- October _____ of _____
- November* _____ of _____

FREQUENCY:

- 1X
- 3X
- 6X
- 9X
- 11X

SIZE:

- Spread
- Full page
- 2/3 page page vertical
- 1/2 page horizontal
- 1/2 page vertical
- 1/3 page square
- 1/3 page vertical
- 1/4 page vertical
- Bind In

COLOR:

- 4-color process CMYK
- Black & White
- Bleed

*Add 33% to B&W space rate for November ad rate.

Ad materials deadlines are listed on the Editorial Calendar. Please contact your representative for ad specifications.

SPECIAL PLACEMENT: *Premium Rate - four color only.*

- Cover II (Inside Front Cover) Cover III (Inside Back Cover)
- Cover IV (Back Cover) Opposite Table of Contents
- Other (Add 10% to B&W rate) _____

MATERIALS: *(Additional charge if received after deadline.)*

- New Art - date to arrive at IAAPA _____
- Pick Up previous - month and page number _____

Send all advertising materials to: Duane Brewster, IAAPA FUN-WORLD, 1448 Duke Street, Alexandria, VA 22314

Call +1-703/299-5761 for information. Files on CD preferred.

COST PER INSERTION	
B&W SPACE RATE \$	_____
NOVEMBER +33% \$	_____
SPECIAL POSITION	_____
+ COLOR	_____
GROSS TOTAL \$	_____
-15% AGENCY DIS.	_____
NET TOTAL \$	_____

If necessary, staple additional worksheets to this contract. Please consult the current rate card for advertising space and color costs, mechanical specifications, and material deadlines. Production charges will be added for non-digital ad materials. All rates are gross and commissionable to recognized agencies. Payment is due within 30 days of invoice date. Payment must be postmarked within 30 days of invoice date to receive agency commission. 1.5% finance rate accrued monthly or 18% APR. Advertisers and their Agencies are equally responsible for all ad related costs.

By signing this contract I agree to follow all advertising conditions listed in the current rate card and on the back of this contract

Authorized Signature _____ Date _____ Title _____

Special Instructions _____

IAAPA ADVERTISING REGULATIONS

1. In the event all necessary advertising materials are not received at the office of FUNWORLD by the closing deadline for the publications, FUNWORLD cannot guarantee insertion of such advertisements. In such case, the advertiser shall be liable to IAAPA and will pay for such advertisements regardless.
2. Position of advertisements shall be under the exclusive discretion of FUNWORLD.
3. All advertisements are subject to approval by FUNWORLD. Such approval shall be granted or withheld solely at FUNWORLD's absolute discretion. Concurrent with IAAPA's Park Safety Guidelines, advertisements showing unsafe behavior will be returned to advertiser for modification. Example- hands and arms waving out of a moving coaster or other actions not in accordance with ride safety instructions.
4. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc.
5. Ad rates are effective from January through December yearly unless otherwise specified by special written promotions. Current year rates apply to ad rate frequency discounts. Discount rate periods cover number of issues within a 12-month period, regardless of the starting issue.
6. No conditions, printed or otherwise, appearing on the space order, billing instruction, or copy instructions that conflict with FUNWORLD's stated policies or rates will be binding on FUNWORLD.
7. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
8. Verbal agreements are not recognized. A signed insertion order is required to place an ad.
9. FUNWORLD's liability for any error will not exceed the charge for the advertisement in question.
10. FUNWORLD assumes no liability if for any reason it becomes necessary to omit an advertisement.
11. Editor-in-chief reserves the right to place the word "advertisement" with copy that, in FUNWORLD's opinion, resembles editorial matter.
12. Previous ads will be repeated if new artwork is not received by the closing date specified in the Editorial Calendar.
13. Advertiser and its agency agree to hold FUNWORLD harmless and to indemnify FUNWORLD against any and all losses or expenses, beyond the cost of the ad space occupied, for errors, omissions, publication, or non-publication of any advertisement including but not limited to claims based on the subject matter. FUNWORLD shall not be held responsible for any costs or damages incurred by the erroneous publication or non-publication of any advertisement.

CANCELLATIONS

14. Cover advertisements are not cancelable.
15. No advertisement may be cancelled after the specified closing date.

CHARGES AND PAYMENT

16. Any work done on ads will be charged to the advertiser or its agency. This includes stripping, halftones, color separations, screens, reverses, additional artwork, or typesetting. Non-agency advertisers will be charged for all mechanical work.
17. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
18. A 15% commission shall be paid to recognized advertising agencies only when paid within 30 days of invoice date.
Production charges are non-commissionable.
19. IAAPA reserves the right to request all or part of payment for contracted advertisement in advance of publication.
20. Invoices and tearsheets will be forwarded on the first day of the month following the cover date of the publication. Payment in full will be due 30 days from date of the invoice in U.S. dollars.
21. Advertisers and advertising agencies are jointly responsible for payment of ad insertions.
22. Those accounts that are outstanding for 90 days or more will be restricted from advertising and all membership services will be suspended until payment is received. Accounts (Advertisers and Agencies) sent to collections are responsible for all additional costs and fees incurred.

SEND ADVERTISING MATERIALS TO:

IAAPA Communications, 1448 Duke Street, Alexandria, VA 22314;
Attention: Duane Brewster; phone 703/836-4800; fax 703/836-2824.

FOR FURTHER INFORMATION PLEASE CONTACT YOUR REGIONAL ADVERTISING REPRESENTATIVE:

Drew MacFadyen
Sales Director, International Sales
McNeill Group
385 Oxford Valley Rd, Suite 420
Yardley, PA 19067
Ph 215-321-9662 Ext 37
FxAX 215-321-9636

Steven Primavera
North America Sales
Phone 800-394-5157 Ext 26
Fax 215-321-9636
sprimavera@mcneill-group.com
385 Oxford Valley Rd, Suite 420
Yardley, PA 19067