IAAPA Print & Digital Media Specifications

FUNWORLD MAGAZINE

Ad Size	Inches (width x height)	Millimeters (width x height)
2-Page Spread		
Trim	16.25" x 10.75"	412.75 mm x 273.05 mm
Bleed	16.5" x 11"	419.1 mm x 279.283 mm
Live Area/Nonbleed	15.75" x 10.25"	400.05 mm x 260.35 mm
NOTE: Leave .5" (12.7 mm) center gutter from from critical copy on spread ads		
Full Page		
Trim	8.125" x 10.75"	206.375 mm x 273.05 mm
Bleed	8.375" x 11"	212.725 mm x 279.4 mm
Live Area/Nonbleed	7.625" x 10.25"	193.675 mm x 260.35 mm
Half-Page Horizontal		
Live area/Nonbleed	6.75" x 4.5"	171.45 mm x 114.299 mm
Half-Page Vertical		
Live area/Nonbleed	3.25" x 9.25"	82.55 mm x 234.95 mm
Third-Page Vertical		
Live area/Nonbleed	2.125" x 9.25"	53.975 mm x 234.95 mm
Quarter-Page		
Live area/Nonbleed	3.25" x 4.5"	82.55 mm x 114.299 mm

IAAPA EXPO SHOW DAILY

Ad Size	Inches (width x height)	Millimeters (width x height)
Cover Strip		
Live Area/Nonbleed	10" x 2.25"	254 mm x 57.15 mm
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
Leave .5" (12.7 mm) center gutter free from critical copy on spread ads		
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		
Live Area/Nonbleed	10" x 6.125"	254 mm x 155.575 mm
Half-Page Vertical		
Live Area/Nonbleed	4.875" x 12.5"	123.825 mm x 317.5 mm
Quarter-Page		
Live Area/Nonbleed	4.875" x 6.125"	123.825 mm x 155.575 mm

IAAPA EXPO PROGRAMS (ASIA, EUROPE, & ORLANDO)

Ad Size	Inches (width x height)	Millimeters (width x height)
Cover Strip		
Live area/Nonbleed	5.25" x 1.25"	133.35 mm x 31.75 mm
Bleed (.375" left and right only)	6" x 1.25"	152.4 mm x 31.75 mm
2-Page Spread		
Trim	11.5" x 8.25"	292.1 mm x 209.55 mm
Bleed	11.75" x 8.5"	298.45 mm x 219.9 mm
Live Area/Nonbleed	11" x 7.75"	279.4 mm x 196.85 mm
Leave 1.00" (24.5 mm) center gutter free from critical copy on spread ads		
Full Page		
Trim	5.75" x 8.25"	146.50 mm x 209.55 mm
Bleed	6" x 8.5"	152.4 mm x 219.9 mm
Live Area/Nonbleed	5.25" x 7.75"	133.35 mm x 196.85 mm
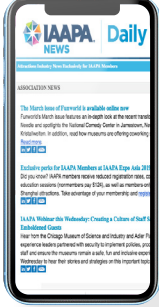
IAAPA NEWS DAILY

Ad Size	Pixels (width x height)	Max File Size
Leaderboard	728 x 90 pixels	40KB
Banner	468 x 60 pixels	40KB

- Accepted file types: JPG, GIF
- GIF animation permitted with a maximum of 4 frames within the GIF image (the first frame should have the main focus of the content being promoted)
- URL must be included
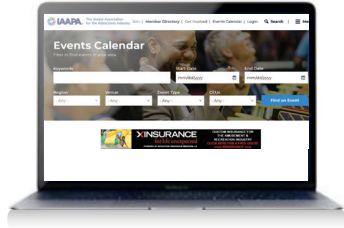
IAAPA.ORG

Ad Size	Pixels (width x height)	Max File Size
Leaderboard #1 and #2	780 x 90	300KB
Banner	336 x 280	150KB

- Resolution: 72 PPI
- File Type: GIF, PNG, JPEG
- GIF and Flash (SWF) animations are allowed, up to three (3) loops
- URL must be included (Flash file must have URL/click-tag embedded)

IMPORTANT: IAAPA Artwork Policy

Safety is the number one priority of the global attractions industry. Submitted advertisements with images depicting riders not following safe riding procedures **WILL BE REJECTED** for publication. This includes:

✘ Riders with hands in the air
✘ Riders holding loose articles (mobile phone, camera, etc.)
✘ Riders not holding onto provided safety restraints (lap bar, shoulder harness, handles, etc.)

IAAPA is committed to promoting safe rider behavior in all print and digital publications. Only photographs and artwork where each rider is holding onto a restraint or handle provided by the attraction manufacturer will be accepted.
REMEMBER: HANDS DOWN; HANDS EMPTY; HANDS ON.

ADVERTISING ARTWORK PREPARATION:

Indesign, Illustrator and Quark document setup:
- Set document size to the TRIM size (see above specifications for publication/size)
- Set document bleed to .125" (for all bleed ads)
- Set margins to .25" (for all bleed ads)
- Before creating final PDF (preferred), convert all colors and imported images to CMYK, flatten layers
- Export or save your document for PDF, High Quality Print and include crop marks and set to document bleed settings

Photoshop document setup:
- Set document size to the BLEED size (see above specifications for publication/size)
- Set document resolution to 300 dpi and color to CMYK
- Set margin guidelines to .375" on all sides (for all bleed ads)
- Before creating final PDF (preferred), convert all colors to CMYK and flatten layers
- Export or save your document for PDF, High Quality Print , DO NOT INCLUDE crop marks or bleed. You can also save your document as a .JPG

New! **For Funworld virtual edition enhancements:**
- Prepare your ad the same as for print
- To embed video in your ad, send a YouTube, Vimeo or Wistia URL
- To embed audio in your ad, send a .mp3 file or link to an .mp3 file
- Send any additional URLs you wish to have added to your ad for additional products or redirects to your web page.
- Social Media Icon Links

DOWNLOADABLE PRINT AD TEMPLATES:

Funworld Full Page Template	Show Daily Full Page Template	Expo Program Full Page Template
Funworld 2-page Spread Template	Show Daily 2-page Spread Template	Expo Program 2-page Spread Template
Funworld Half Page Horizontal Template	Show Daily Half Page Horizontal Template	
Funworld Half Page Vertical Template	Show Daily Half Page Vertical Template	

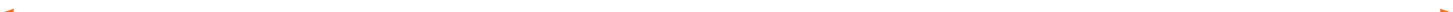# Funworld Magazine

Full Page Ad Template

TRIM: 8.125" w x 10.75" h (206.375 mm x 273.05 mm)

BLEED: 8.375" w x 11." h (212.725 mm x 279.4 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 7.625" w x 10.25" h (193.675 mm x 260.35 mm)
All copy and logos stay inside this area

Funworld Magazine

2-Page Spread Ad Template

TRIM: 16.25" w x 10.75" h (412.75 mm x 273.05 mm)

BLEED: 16." w x 11." h (419.1 mm x 279.283 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 15.75" w x 10.25" h (400.05 mm x 260.35 mm)
All copy and logos stay inside this area—keep .5" (12.7 mm) gutter in center free of critical copy

Funworld Magazine

Funworld Magazine

Funworld Magazine

1/2-Page Horizontal Ad Template

NONBLEED/LIVE AREA:
6.75" w x 4.5" h (171.45 mm x 114.299 mm)
All copy and logos stay inside this area

BLEED (left, right and bottom ONLY):
8.375" w x 5.29" h (212.725 mm x 134.366 mm)
*All photos and background colors should
extend to this keyline*

Funworld Magazine

1/4-Page Ad
Template

NONBLEED/LIVE AREA:
3.25" w x 4.5" h (82.55 mm x 114.299 mm)
All copy and logos stay inside this area

Funworld Magazine

1/3-Page Ad Template

NONBLEED/LIVE AREA:
2.125" w x 9.25" h
(53.975 mm x 234.95 mm)
*All copy and logos
stay inside this area*

IAAPA Show Daily

Cover Strip Ad Template

LIVE AREA/NONBLEED ONLY: 10." w x 2.25" h (254 mm x 57.15 mm)
All copy and logos stay inside this area

IAAPA Show Daily

Full Page Ad Template

TRIM: 11" w x 14" h (206.375 mm x 273.05 mm)

BLEED: 11.25" w x 14.25" h (285.75 mm x 361.95 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 10.5" w x 13.5" h (266.7 mm x 342.902 mm)
All copy and logos stay inside this area

IAAPA Show Daily

2-Page Spread Ad Template

TRIM: 22" w x 14" h (559.147 mm x 355.246 mm)

BLEED: 22.5" w x 14.25" h (565.15 mm x 361.95 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 21.5" w x 13.5" h (546.1 mm x 342.902 mm)
All copy and logos stay inside this area—keep .5" (12.7 mm) gutter in center free of critical copy

IAAPA Show Daily

1/2-Page Vertical Ad Template
(left-hand page orientation)

TRIM: 5.375" w x 14" h (136.525 mm x 355.6 mm)

BLEED (top, left and bottom only):
5.5" w x 14.25" h (139.7 mm x 361.95 mm)
All photos and background colors should extend to this keyline

LIVE AREA/NONBLEED: 4.875" w x 12.5" h (123.25 mm x 317.5 mm)
All copy and logos stay inside this area

IAAPA Show Daily

1/2-Page Vertical Ad Template
(right-hand page orientation)

TRIM: 5.375" w x 14" h (136.525 mm x 355.6 mm)

BLEED (top, right and bottom only):
5.5" w x 14.25" h (139.7 mm x 361.95 mm)
All photos and background colors should extend to this keyline

LIVE AREA/NONBLEED: 4.875" w x 12.5" h (123.25 mm x 317.5 mm)
All copy and logos stay inside this area

IAAPA Show Daily

1/2-Page Horizontal Ad Template

TRIM: 11." w x 6.625" h (279.4 mm x 168.275 mm)

BLEED (left, right and bottom only):
10.25" w x 6.75" h (260.35 mm x 171.45 mm)
All photos and background colors should extend to this keyline

LIVE AREA/NONBLEED: 10." w x 6.125" h (254 mm x 155.575 mm)
All copy and logos stay inside this area

IAAPA Show Daily

1/4-Page Ad Template

LIVE AREA/NONBLEED ONLY:
10.” w x **6.125”** h (254 mm x 155.575 mm)
All copy and logos stay inside this area

IAAPA Expos (Orlando, Asia, Europe) Trade Show Program

Cover Strip Ad Template

BLEED (left and right only):
6." w x 1.25" h (155.575 mm x 31.75 mm)
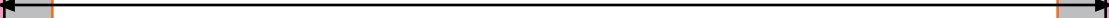*All photos and background colors should extend to this keyline*

LIVE AREA/NONBLEED: 5.25" w x 1.25" h (133.35 mm x 31.75 mm)
All copy and logos stay inside this area

IAAPA Expos
(Orlando, Asia, Europe)
Trade Show Program

Full Page Ad Template

TRIM: 5.75" w x 8.25" h (146.50 mm x 209.55 mm)

BLEED: 6." w x 8.5" h (152.4 mm x 219.9 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 5.25" w x 7.75" h (133.35 mm x 196.85 mm)
All copy and logos stay inside this area

IAAPA Expos
(Orlando, Asia, Europe)
Trade Show Program

2-Page Spread Ad Template

TRIM: 11.5" w x 8.25" h 292.1 mm x 209.55 mm)

BLEED: 11.75" w x 8.5" h (298.45 mm x 219.9 mm)
All photos and background colors should extend to this keyline

LIVE AREA: 11." w x 7.75" h (279.4 mm x 196.85 mm)
All copy and logos stay inside this area—keep .5" (12.7 mm) gutter in center free of critical copy