

WORLD WATERPARK™ MAGAZINE



2 0 1 1 M E D I A P L A N N E R



The **ONLY** monthly magazine devoted to waterparks and resorts

WORLD WATERPARK®

“World Waterpark Magazine” offers you the inside track to waterpark buyers and decision-makers. It is the **ONLY** monthly magazine **COMPLETELY** devoted to waterparks and resorts!

Our 10,000+ Readers include:

- Waterpark Owners & Operators
- Resort & Hotel Owners & Managers
- Developers & Prospective Developers
- International Facility Owners & Operators
- Municipality Managers & Administrators

Got A
**NEW
PRODUCT**

to Launch?

Or Do You Just Have A Few

QUESTIONS?

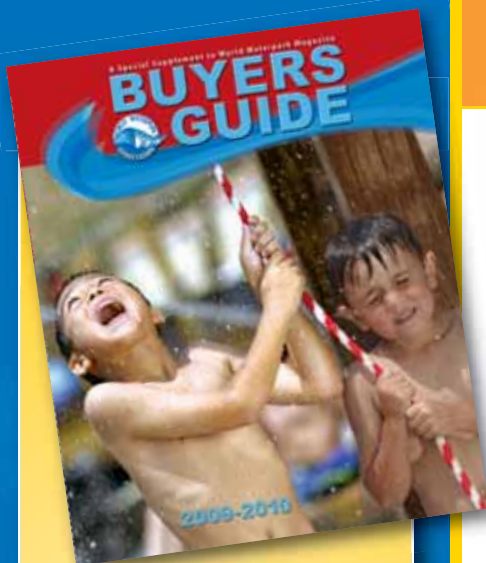
Marketing just got easier – contact Patty Miller and get personalized service that will help you reach your targeted audience.

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ONLINE AD BONUS

Advertise and be included in WWA's Online Buyers Guide with a link to your web site. Be part of the **ONLY** “Yellow Pages” for the waterpark industry!



JANUARY

- Pirates Bay Waterpark / Baytown Parks & Recreation (Baytown, Texas)
- Splash Jungle Water Park, Phuket, Thailand
- Les Trois Forets-Center Parcs, Moselle, France

PROFILES:

- Spray Parks
- Inner tubes/Rafts

Bonus distribution:

NRPA National Aquatic Conference

FEBRUARY

- Lalandia Billund, Billund, Denmark
- Adventure Bay/Adventureland, DesMoines, Iowa
- The Whale's Tale Waterpark, Lincoln, N.H.

PROFILES:

- Coatings
- Lockers
- Admissions

Bonus distribution:

ARDA Annual Convention & Expo

MARCH

- Ice Land Water Park, Ras Al Khaimah, U.A.E.
- Blue Bayou, Baton Rouge, La.
- Dolphin Cove Family Aquatic Center, Carpentersville, Ill.

PROFILES:

- Lifeguard Accessories

Bonus distribution:

WWA 4th Annual Middle East Symposium
Dubai Entertainment & Amusement Leisure (DEAL)

APRIL

- Legoland California, Carlsbad, Calif.
- JW Marriott San Antonio Hill Country, San Antonio, Texas
- Calypso Theme Waterpark, Ontario, Canada
- Big Surf Waterpark, Tempe, Ariz.

PROFILES:

- Filtration
- Insurance

2011-2012 Buyers Guide

The waterpark industry's most complete buyer's guide resource! No other guide reaches more waterpark decision-makers around the world. Guaranteed ad placement in your product category!

Bonus distribution:

Industry trade shows and all new member welcome kits

MAY

- Beech Bend Park & Splash Lagoon, Bowling Green, Ky.
- Ocean Park Water Adventure, Tangerang, Indonesia
- PARD/Denham Springs Fitness & Aquatics Center, Denham Springs, La.
- Venetian Indoor Waterpark at Holiday Inn at Maple Grove, Maple Grove, Minn.

PROFILES:

- Flags & Banners

Bonus distribution:

IAAPA Asian Attractions Expo

JUNE

- Cherry Hill Resort, Kaysville, Utah
- Chesapeake Beach Waterpark, Chesapeake Beach, Md.
- Kenwood Cove / City of Salina, Salina, Kan.
- Wet 'n Wild Sao Paulo, Sao Paulo, Brazil

PROFILES:

- River Rides

JULY/AUGUST

- University of Texas San Antonio Aquatic Center, San Antonio, Texas
- Tropical Islands, Berlin, Germany
- Hotel Iberostar Paraiso del Mar, Playa Paraiso, Mexico

PROFILES:

- Go-Karts
- Miniature Golf

Bonus distribution:

Euro Attractions Show

2011-2012 Development & Expansion Guide

This detailed, information-rich reference guide details the steps needed for a successful waterpark development project. Special emphasis is placed on the unique needs of resorts and hotel development.

Bonus distribution:

Industry trade shows and all new member welcome kits

Distributed to all attendees of the Development & Expansion Workshop at the WWA show in New Orleans

SEPTEMBER

PRECONVENTION ISSUE

- Disney Dream, Aqua Duck
- Evergreen Aviation & Space Museum, McMinnville, Ore.
- Clementon Park & Splash World, Clementon, N.J.
- Columbus Waterpark, Puerto Plata, Dominican Republic

Bonus distribution:

WWA 31st Annual Symposium & Trade Show, New Orleans, La., Oct. 5 & 6

OCTOBER/NOVEMBER

SPECIAL CONVENTION ISSUE

- Rio Fiesta / Gaylord Texan, Grapevine, Texas
- Caribbean Bay, Yongin-si, Republic of Korea
- San Diego MWR, San Diego, Calif.
- Cultus Lake Waterpark, British Columbia, Canada
- Water Wizz of Cape Cod, East Mareham, Mass.

Bonus distribution:

WWA 31st Annual Symposium & Trade Show, New Orleans, La., Oct. 5 & 6
IAAPA Attractions Expo
NRPA Congress & Exposition
Distributed to all attendees of the Development & Expansion Workshop

DECEMBER

- Splash Country Indoors, Branson, Mo.
- Raging Rivers Waterpark / City of Mandan, Mandan, N.D.
- Zoom Flume Water Park, East Durham, N.Y.

PROFILES:

- Waterslide Flumes

Scheduled features and bonus distribution are subject to change. Contact Patty Miller for the most current information: +1-913-381-6734 patty@waterparks.org

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What you—the advertiser—get:

“World Waterpark Magazine” puts your products and services in front of the customers who buy in the waterpark leisure industry. Here, your marketing message is targeted to reach this special market and enables you to create an ad that is suited to this unique industry.

4 COLOR					
Size	1x	2x	4x	6x	10x
Full Page	2365	2270	2230	2160	2100
1/2 Page	1610	1550	1510	1475	1425
1/3 Page	1220	1180	1130	1115	1095
1/4 Page	1000	970	950	935	915
1/6 Page	795	770	755	740	725

BLACK & WHITE					
Size	1x	2x	4x	6x	10x
Full Page	1730	1660	1590	1530	1465
1/2 Page	1080	1020	980	945	900
1/3 Page	785	750	725	705	670
1/4 Page	595	565	545	530	510
1/6 Page	475	450	435	420	405

SPECIAL POSITIONS					
Size	1x	2x	4x	6x	10x
2-Page Spread	3495	3330	3245	3130	2915
Covers 2 and 3	2775	2690	2640	2550	2455
Cover 4	3060	2950	2880	2800	2700

DIGITAL SPECIFICATIONS

WWA requests that advertising materials be sent in digital format as a high resolution (press optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If creating a PDF from an Adobe Illustrator file, please convert all type to outlines prior to shipment. Ads accepted in electronic format by e-mail, ftp or CD. Finish trim size of publication is 8.5" by 10.875". Bleeds require 1/8-inch additional over final trim size on all four sides.

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication. The publisher's liability for any error will not exceed the cost of the space occupied by the error. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

MECHANICAL DATA

Final Trim Size 8.5" x 10.875" (Inches)

SIZE	WIDTH	DEPTH
Full Page (bleed)	8.75" x	11.125"
Full Page (no bleed)	8" x	9.75"
1/2 Page Horizontal	8" x	4.75"
1/2 Page Vertical	3.875" x	9.75"
1/2 Page Island	4.875" x	7.625"
1/3 Page Vertical	2.375" x	9.75"
1/3 Page Square	4.625" x	4.625"
1/4 Page	3.875" x	4.75"
1/6 Page Vertical	2.375" x	4.75"

