

# AMUSEMENT TODAY

## MEDIA PLANNER 2013

**BONUS SECTIONS AND SPECIAL FEATURES ARE PLANNED THROUGHOUT THE YEAR. CALL AMUSEMENT TODAY FOR DETAILS.**

| ISSUE | ▶ EDITORIAL FEATURES OR<br>▶ BONUS DISTRIBUTION                              | DEADLINE         |
|-------|--|------------------|
| JAN   | ▶ AIMS/NAARSO SAFETY ISSUE<br>▶ BONUS DISTRIBUTION<br>▶ IAAPA RECAP          | NOV. 26,<br>2012 |
| FEB   | ▶ IISF SHOW, FEB. 5-9, 2013<br>GIBSONTON, FLA.<br>▶ BONUS DISTRIBUTION       | JAN. 2,<br>2013  |
| MAR   | ▶ GENERAL EDITORIAL COVERAGE   | FEB. 1,<br>2013  |
| APR   | ▶ GENERAL EDITORIAL COVERAGE   | MARCH 1,<br>2013 |
| MAY   | ▶ 2013 PARK PREVIEW  | APRIL 1,<br>2013 |
| JUNE  | ▶ ASIA ATTRACTIONS EXPO<br>JUNE 4-7, 2013, SINGAPORE<br>▶ BONUS DISTRIBUTION | MAY 1,<br>2013   |
| JULY  | ▶ GENERAL EDITORIAL COVERAGE   | MAY 31,<br>2013  |
| AUG   | ▶ GENERAL EDITORIAL COVERAGE   | JULY 1,<br>2013  |

### NOTE:

MAIL DATES ARE NORMALLY THE LAST WEEK OF THE PREVIOUS MONTH FOR PUBLICATION. FOR EXAMPLE, JANUARY ISSUE MAILED THE LAST WEEK OF DECEMBER.

### ADVERTISING CONTACTS:

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| ISSUE   | <ul style="list-style-type: none"> <li>▶ EDITORIAL FEATURES OR</li> <li>▶ BONUS DISTRIBUTION</li> </ul>  | DEADLINE                             |
|---|--|--------------------------------------|
| <b>SEPT</b><br>MAIN<br>ISSUE                      | <ul style="list-style-type: none"> <li>▶ GENERAL EDITORIAL COVERAGE</li> </ul>   | AUG. 16,<br>2013                     |
| <b>SEPT</b><br>2013<br>GOLDEN<br>TICKET<br>AWARDS | <ul style="list-style-type: none"> <li>▶ 2013 GOLDEN TICKET<br/>AWARD WINNERS<br/>SANTA CRUZ BEACH BOARDWALK<br/>SEPT. 6-7, 2013</li> <li>▶ BONUS DISTRIBUTION</li> </ul>  | TBA on<br>goldenticket<br>awards.com |
| <b>OCT</b>  | <ul style="list-style-type: none"> <li>▶ WWA PREVIEW<br/>WORLD WATERPARK ASSOCIATION<br/>WEST PALM BEACH, FLA.<br/>SEPT. 30-OCT. 3, 2013</li> <li>▶ BONUS DISTRIBUTION</li> <li>▶ EAS PREVIEW<br/>EURO ATTRACTIONS SHOW 2013<br/>SEPT. 18-20, PARIS, FRANCE</li> <li>▶ BONUS DISTRIBUTION</li> </ul> | AUG. 30,<br>2013                     |
| <b>NOV</b><br>#1<br>PRE-<br>IAAPA<br>ISSUE        | <ul style="list-style-type: none"> <li>▶ IAAPA PREVIEW<br/>IAAPA ATTRACTIONS EXPO 2013<br/>NOV. 18-22, ORLANDO, FLA.</li> <li>▶ BONUS DISTRIBUTION</li> </ul>  | SEPT. 27,<br>2013                    |
| <b>NOV</b><br>#2<br>IAAPA<br>ISSUE                | <ul style="list-style-type: none"> <li>▶ IAAPA CONVENTION ISSUE<br/>IAAPA ATTRACTIONS EXPO 2013<br/>NOV. 18-22, ORLANDO, FLA.</li> <li>▶ BONUS DISTRIBUTION</li> </ul>   | OCT. 4,<br>2013                      |
| <b>DEC</b>  | <ul style="list-style-type: none"> <li>▶ SHOWMEN'S LEAGUE<br/>OF AMERICA PREVIEW<br/>DEC. 8-12, 2013<br/>LAS VEGAS, NEV.</li> <li>▶ BONUS DISTRIBUTION</li> </ul>  | OCT. 18,<br>2013                     |

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