



**2009/2010 NCAA®
MEN'S & WOMEN'S
SWIMMING, DIVING & WATER POLO
CHAMPIONSHIPS
Divisions I, II & III**

**COMBINATION PACKAGE
ALL 7 OFFICIAL NCAA SOUVENIR PROGRAMS**

From East Coast to West Coast over 1,200 NCAA athletes will compete in the 2009/2010 Swimming, Diving & Water Polo Championships. Over 18,000 fans attended last year's NCAA Swimming, Diving & Water Polo Championships. Advertisers can reach the entire field of coaches, competitors and fans with this overall inclusive package that will cover the 2009/2010 NCAA Swimming, Diving & Water Polo Championships at all eleven host sites.

College sports fans represent an extremely affluent, educated and versatile audience. NCAA fans spend an average of \$300 per day while attending NCAA Championships. No where else can advertisers find this type of exposure at such an affordable rate. *Official NCAA Swimming, Diving & Water Polo Championship Programs* are available to fans as they enter the swim centers and are sold throughout the facilities during the NCAA Championship sessions.

Men & Women I Swimming & Diving		Men & Women II Swimming & Diving	Men & Women III Swimming & Diving	Men's Water Polo	Women's Water Polo
Three Programs M&W Zone Diving at 5 sites		One program	One program	One program	One program
MEN'S Swimming March 18-20 BM Aquatics Center West Lafayette, IN	WOMEN'S Swimming March 25-27 McCorkle Aquatic Pav Columbus, OH	March 10-13 M & W Combined CT Branin Natatorium Canton, OH	March 17-20 M & W Combined University Aquatic Center Minneapolis, MN	Dec. 5 & 6 DeNunzio Pool Princeton, NJ	May 14-16 Aztec Aquaplex San Diego, CA

Division I Zone Diving sites: Piscataway, NJ; Atlanta, GA; W. Lafayette, IN; College Station, TX; Austin, TX

Swimming, Diving & Water Polo Readership...23,580
Ad Space Reservation... October 30, 2009
Ad Material Deadline... November 6, 2009

Net Advertising Rates

<i>FOUR-COLOR</i>		<i>BLACK & WHITE</i>	
Two-Page Spread	\$5,400	Two-Page Spread	\$4,320
Full Page	\$3,000	Full Page	\$2,400
2/3 Page	\$2,250	2/3 Page	\$1,800
1/2 Page	\$1,800	1/2 Page	\$1,440
		1/3 Page	\$1,080
		1/4 Page	\$840

Advertising Specifications Attached

For additional information contact your Advertising Representative or IMG at 502.459.4346





ADVERTISING COPY SPECIFICATIONS

DIGITAL MATERIAL:

- Digital Artwork must be submitted as a *flattened, high-res Acrobat PDF*.
- All graphics must be at least 300 dpi.
- Color ads must be 4-color process (CMYK).

NOTES:

- IMG College will not be responsible for content errors for ads provided to us in a format other than a flattened, high-res PDF.
- IMG College will not be responsible for discrepancies in color when a color proof is not provided.
- All expenses incurred as a result of making changes to advertising material on behalf of an advertiser will be at the expense of the advertiser. The advertiser will be invoiced for this expense.
- Advertisers may choose to use an ad that has previously run in an IMG College publication without sending new material.

FTP INFORMATION:

Web Browser Address: FTP://hppftp.hostcomlex.com

FTP Client Address: hppftp.hostcomlex.com

Username: HOSTCOMLEX\PRINTFTP

Password: Master04

Username and password are case-sensitive.

Please email ad.traffic@imgworld.com with the file name, advertiser and publication the ad will go in.

AD MATERIALS MAILING AND CONTACT INFORMATION:

IMG College
 Attn: Kerry Sorrell
 Advertising and Marketing Coordinator
 904 N. Broadway Ste. 200
 Lexington, KY 40505
 Phone 859.226.4559 | Fax 859.226.4567
 email: ad.traffic@imgworld.com

TRIM SIZE 8.375" X 10.875"

Live area 0.25" from all sides



Full Page Spread
17.25" x 11.125" bleed
0.375" gutter



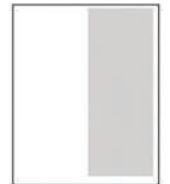
1/2 Horizontal Spread
17.25" x 5.75" bleed
0.375" gutter



Full Page
8.625" x 11.125" bleed



2/3 Vertical
4.75" x 9.75"



1/2 Vertical
3.625" x 9.75"



1/2 Horizontal
7.25" x 4.75"



1/3 Vertical
2.375" x 9.75"



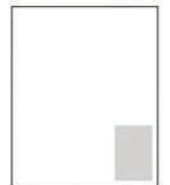
1/3 Horizontal
7.25" x 3"



1/3 Square
4.75" x 4.75"



1/4 Square
3.375" x 4.75"



1/6 Vertical
2.25" x 4"

AD SPACE COMMITMENT DEADLINE

GRAPHICS/AD SUBMISSION PRIORITY DUE DATE

FINAL FINAL AD SUBMISSION DEADLINE FOR PRINTER

For additional promotional inquires, contact your local NCAA Advertising Representative or contact IMG College at the following phone number or email address:

Local & Regional Sales
 502.459.4346
 Fax 502.458.7193
doug.iler@imgworld.com

* For a list of NCAA registered trademarks go to www.NCAA.org and follow this path: About the NCAA/The NCAA Brand/Trademarks and Logos/Registered Trademarks.
+ For the NCAA Advertising and Promotional Standards go to www.NCAA.org and follow this path: Media & Events/Broadcasting/Policies & Guidelines/Advertising and Promotional Standards.



41st Annual
**2009 NATIONAL COLLEGIATE
MEN'S WATER POLO
CHAMPIONSHIP**

DeNunzio Pool – Princeton, NJ
Host: Princeton University

OFFICIAL NCAA SOUVENIR PROGRAM

The *Official NCAA Souvenir Gameday Programs* rank second to none when it comes to quality, content and readership satisfaction. NCAA Championship Gameday Programs boast one of the highest sell-through rates of any similar sports publications in the country.

College sports fans represent an extremely affluent, educated and versatile audience. NCAA fans spend an average of \$300 per day while attending NCAA Championships. Nowhere else can advertisers find this type of exposure at such an affordable rate. *Official NCAA Water Polo Championship Programs* are available to fans as they enter the arena and are sold throughout the facility during the NCAA Championship sessions.

Championship Dates... December 5 & 6, 2009

Championship Program Readership... 4,500

Ad Space Reservation... October 30, 2009

Ad Material Deadline... November 6, 2009

Net Advertising Rates

BLACK & WHITE

Full Page	\$500
2/3 Page	\$375
1/2 Page	\$300
1/3 Page	\$225
1/4 Page	\$175

Advertising Specifications Attached

IMG

sports · entertainment · media

For additional information contact your Advertising Representative or IMG at 502.459.4346



IMG ADVERTISING COPY SPECIFICATIONS

904 North Broadway Lexington, KY 40505 859.226.4559 Fax 859.226.4567 www.imgworld.com

DIGITAL MATERIAL (PREFERRED):

- Acceptable Platforms: Mac preferred, PC accepted
- Acceptable Media: CDs preferred, Jaz, Zip, 3.5 floppy accepted
- Acceptable Software: Quark 5.0, Pagemaker, Photoshop, Illustrator (10.0 and below), InDesign, High-Res PDF
- **All graphics should be at least 300 dpi or 2400 dpi for line work.**
- All artwork and printer and screen fonts should be included.
- Please provide matching proofs to ensure proper color.
- Adobe Acrobat 5.0 PDF files accepted with all down-sampling turned off and resolution at 2400. All fonts must be embedded and sublettering allowed.
- **Color ads must be 4-color process (CMYK).**
- **For access to our FTP site, please call or email the Advertising Coordinator at the information listed below.**

NOTES:

- IMG College will not be responsible for discrepancies in color when a color proof is not provided.
- All expenses incurred as a result of making changes to advertising material on behalf of an advertiser will be at the expense of the advertiser. The advertiser will be invoiced for this expense.
- Please include a return address on electronic media to ensure a safe return.
- Advertisers may choose to run an ad that has previously run in a IMG College publication without sending new material.
- The NCAA reserves the right of final approval for ALL advertising copy. NCAA registered trademarks and symbols are reserved and may not be reproduced without permission of the NCAA. All NCAA Advertising Standards must be adhered to. Exceptions are not granted. For a list of [NCAA Trademarks](http://www.ncaa.org/wps/ncaa?ContentID=529) go to: <http://www.ncaa.org/wps/ncaa?ContentID=529>
- For a list of [NCAA Advertising Standards](http://www.ncaa.org/wps/ncaa?ContentID=635) go to: <http://www.ncaa.org/wps/ncaa?ContentID=635>

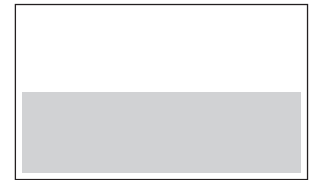
AD MATERIALS MAILING AND CONTACT INFORMATION:

IMG College
 Attn: Kerry Sorrell
 904 N. Broadway Ste. 200
 Lexington, KY 40509
 Phone 859.226.4559 | Fax 859.226.4567
 email: ad.traffic@imgworld.com

TRIM SIZE 8.375" X 10.875"
 Live area 0.25" from all sides



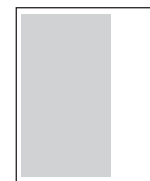
Full Page Spread
 17.25" x 11.125" bleed
 (17" x 10.875" no bleed)
 0.375" gutter



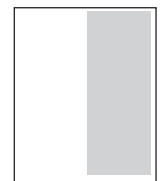
1/2 Horizontal Spread
 17.25" x 5.75" bleed
 (17" x 5.25" no bleed)
 0.375" gutter



Full Page
 8.625" x 11.125" bleed
 (8.375" x 10.875" no bleed)



2/3 Vertical
 4.75" x 9.75"



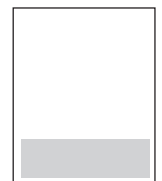
1/2 Vertical
 3.625" x 9.75"



1/2 Horizontal
 7.25" x 4.75"



1/3 Vertical
 2.375" x 9.75"



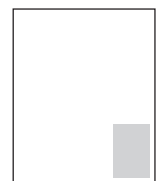
1/3 Horizontal
 7.25" x 3"



1/3 Square
 4.75" x 4.75"



1/4 Square
 3.375" x 4.75"



1/6 Vertical
 2.25" x 4"

FTP SITE INSTRUCTIONS FOR AD POSTING

Send and email requesting the IMG FTP Site Ad Posting Instructions to ad.traffic@imgworld.com or call direct at (859) 226-4559.

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**2010 NCAA®
MEN'S & WOMEN'S
SWIMMING & DIVING
CHAMPIONSHIPS
Divisions I, II & III**

**COMBINATION PACKAGE
ALL 5 OFFICIAL NCAA SOUVENIR PROGRAMS**

From East Coast to West Coast over 1,200 NCAA athletes will compete in the 2010 Swimming & Diving Championships. Over 15,000 fans attended last year's NCAA Swimming & Diving Championships. Advertisers can reach the entire field of coaches, competitors and fans with this overall inclusive package that will cover the 2010 NCAA Swimming & Diving Championships at all nine host sites.

College sports fans represent an extremely affluent, educated and versatile audience. NCAA fans spend an average of \$300 per day while attending NCAA Championships. No where else can advertisers find this type of exposure at such an affordable rate. *Official NCAA Swimming & Diving Championship Programs* are available to fans as they enter the swim centers and are sold throughout the facilities during the NCAA Championship sessions.

<i>Women I Swimming & Diving</i>	<i>Men I Swimming & Diving</i>	<i>Men & Women II Swimming & Diving</i>	<i>Men & Women III Swimming & Diving</i>
THREE DIVISION I PROGRAMS		ONE PROGRAM	ONE PROGRAM
Includes M & W Zone Diving at 5 sites		March 10-13 M & W Combined C.T. Branin Natatorium Canton, OH	March 17-20 M & W Combined University Aquatic Center Minneapolis, MN
March 18-20 Boilermaker Aquatics Ctr West Lafayette, IN	March 25-27 McCorkle Aquatic Pavilion Columbus, OH		

Division I Zone Diving sites: Piscataway, NJ; Atlanta, GA; W. Lafayette, IN; College Station, TX; Austin, TX

Swimming & Diving Programs Readership...18,022
Ad Space Reservation... February 5, 2010
Ad Material Deadline... February 12, 2010

Net Advertising Rates

FOUR-COLOR		BLACK & WHITE	
Two-Page Spread	\$4,600	Two-Page Spread	\$3,700
Full Page	\$2,600	Full Page	\$2,080
2/3 Page	\$1,950	2/3 Page	\$1,560
1/2 Page	\$1,560	1/2 Page	\$1,250
		1/3 Page	\$940
		1/4 Page	\$730

Advertising Specifications Attached

For additional advertising information contact your Advertising Representative or IMG at 502.459.4346





ADVERTISING COPY SPECIFICATIONS

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FTP Client Address: hppftp.hostcomlex.com

Username: HOSTCOMLEX\PRINTFTP

Password: Master04

Username and password are case-sensitive.

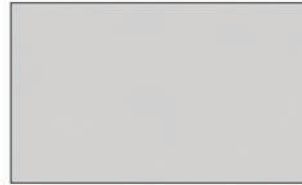
Please email ad.traffic@imgworld.com with the file name, advertiser and publication the ad will go in.

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 Advertising and Marketing Coordinator
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 Lexington, KY 40505
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 email: ad.traffic@imgworld.com

TRIM SIZE 8.375" X 10.875"

Live area 0.25" from all sides



Full Page Spread
17.25" x 11.125" bleed
0.375" gutter



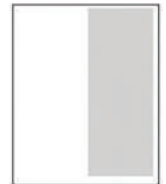
1/2 Horizontal Spread
17.25" x 5.75" bleed
0.375" gutter



Full Page
8.625" x 11.125" bleed



2/3 Vertical
4.75" x 9.75"



1/2 Vertical
3.625" x 9.75"



1/2 Horizontal
7.25" x 4.75"



1/3 Vertical
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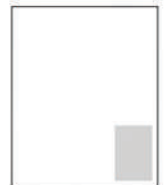
1/3 Horizontal
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4.75" x 4.75"



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1/6 Vertical
2.25" x 4"

AD SPACE COMMITMENT DEADLINE

GRAPHICS/AD SUBMISSION PRIORITY DUE DATE

FINAL FINAL AD SUBMISSION DEADLINE FOR PRINTER

For additional promotional inquires, contact your local NCAA Advertising Representative or contact IMG College at the following phone number or email address:

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doug.iler@imgworld.com

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+ For the NCAA Advertising and Promotional Standards go to www.NCAA.org and follow this path: Media & Events/Broadcasting/Policies & Guidelines/Advertising and Promotional Standards.



10th Annual
**2010 NATIONAL COLLEGIATE
WOMEN'S WATER POLO
CHAMPIONSHIP**
Aztec Aquaplex – San Diego, CA

OFFICIAL NCAA SOUVENIR PROGRAM

The *Official NCAA Souvenir Gameday Programs* rank second to none when it comes to quality, content and readership satisfaction. NCAA Championship Gameday Programs boast one of the highest sell-through rates of any similar sports publications in the country.

College sports fans represent an extremely affluent, educated and versatile audience. NCAA fans spend an average of \$300 per day while attending NCAA Championships. Nowhere else can advertisers find this type of exposure at such an affordable rate. *Official NCAA Water Polo Championship Programs* are available to fans as they enter the arena and are sold throughout the facility during the NCAA Championship sessions.

Championship Dates... May 14 - 16, 2010
Championship Program Readership... 4,500
Ad Space Reservation... April 1, 2010
Ad Material Deadline... April 8, 2010

Net Advertising Rates

BLACK & WHITE

Full Page	\$500
2/3 Page	\$375
1/2 Page	\$300
1/3 Page	\$225
1/4 Page	\$175

Advertising Specifications Attached





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904 North Broadway Lexington, KY 40505 859.226.4559 Fax 859.226.4567 www.imgworld.com

DIGITAL MATERIAL (PREFERRED):

- Acceptable Platforms: Mac preferred, PC accepted
- Acceptable Media: CDs preferred, Jaz, Zip, 3.5 floppy accepted
- Acceptable Software: Quark 5.0, Pagemaker, Photoshop, Illustrator (10.0 and below), InDesign, High-Res PDF
- **All graphics should be at least 300 dpi or 2400 dpi for line work.**
- All artwork and printer and screen fonts should be included.
- Please provide matching proofs to ensure proper color.
- Adobe Acrobat 5.0 PDF files accepted with all down-sampling turned off and resolution at 2400. All fonts must be embedded and sublettering allowed.
- **Color ads must be 4-color process (CMYK).**
- **For access to our FTP site, please call or email the Advertising Coordinator at the information listed below.**

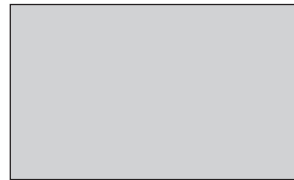
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- The NCAA reserves the right of final approval for ALL advertising copy. NCAA registered trademarks and symbols are reserved and may not be reproduced without permission of the NCAA. All NCAA Advertising Standards must be adhered to. Exceptions are not granted. For a list of [NCAA Trademarks](http://www.ncaa.org/wps/ncaa?ContentID=529) go to: <http://www.ncaa.org/wps/ncaa?ContentID=529>
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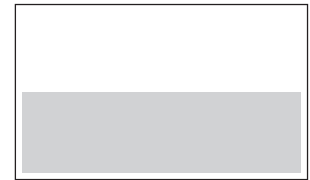
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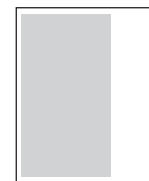
Full Page Spread
 17.25" x 11.125" bleed
 (17" x 10.875" no bleed)
 0.375" gutter



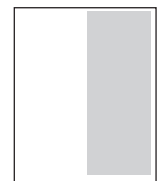
1/2 Horizontal Spread
 17.25" x 5.75" bleed
 (17" x 5.25" no bleed)
 0.375" gutter



Full Page
 8.625" x 11.125" bleed
 (8.375" x 10.875" no bleed)



2/3 Vertical
 4.75" x 9.75"



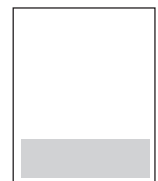
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1/2 Horizontal
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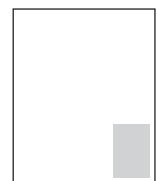
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1/4 Square
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