



40th Annual
**2008 NATIONAL COLLEGIATE
MEN'S WATER POLO
CHAMPIONSHIP**

*Avery Aquatic Center
Stanford University - Stanford, 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... December 6 & 7, 2008

Championship Program Readership... 4,500

Ad Space Reservation... October 24, 2008

Ad Material Deadline... October 31, 2008

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



sports · entertainment · media

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>

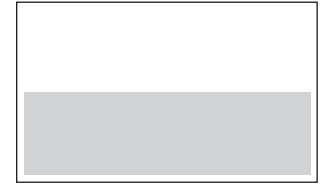
AD MATERIALS MAILING AND CONTACT INFORMATION:

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

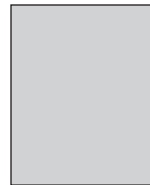
TRIM SIZE 8.375" X 10.875"
 Live area 0.25" from all sides



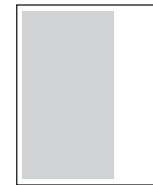
Full Page Spread
 17.25" x 11.125" bleed
 (17" x 10.875" no bleed)
 0.375" gutter



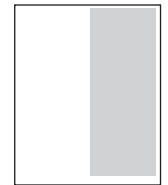
1/2 Horizontal Spread
 17.25" x 5.75" bleed
 (17" x 5.25" no bleed)
 0.375" gutter



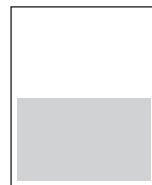
Full Page
 8.625" x 11.125" bleed
 (8.375" x 10.875" no bleed)



2/3 Vertical
 4.75" x 9.75"



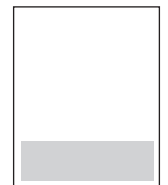
1/2 Vertical
 3.625" x 9.75"



1/2 Horizontal
 7.25" x 4.75"



1/3 Vertical
 2.375" x 9.75"



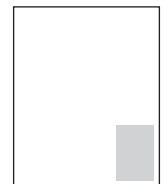
1/3 Horizontal
 7.25" x 3"



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.

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