



**2021 NCAA® STAGG BOWL & DIVISION I
WOMEN'S VOLLEYBALL CHAMPIONSHIP
OFFICIAL NCAA CHAMPIONSHIP
SOUVENIR PROGRAM ADVERTISING**



2021 STAGG BOWL ADVERTISING PACKAGE SUMMARY

ADVERTISING EXPOSURE

PRELIMINARY ROUNDS DIGITAL PROGRAM

- › Preliminary Rounds Program Readership: **18,375**
- › November 20, 2021: **16 sites, 1st Round**
- › November 27, 2021: **8 sites, 2nd Round**
- › December 4, 2021: **4 sites, Quarterfinals**
- › December 11, 2021: **2 sites, Semifinals**

CHAMPIONSHIP PRINTED PROGRAM

Tom Benson Hall of Fame Stadium, Canton, OH

- › Championship Program Readership: **5,000**
- › Location: **Tom Benson Hall of Fame Stadium, Canton, OH**
- › December 17, 2021: **Championship Game**

FOUR COLOR ADVERTISEMENTS

FULL PAGE	\$1,200
½ PAGE	\$700
¼ PAGE	\$400



AD RESERVATION DEADLINE
November 11, 2021

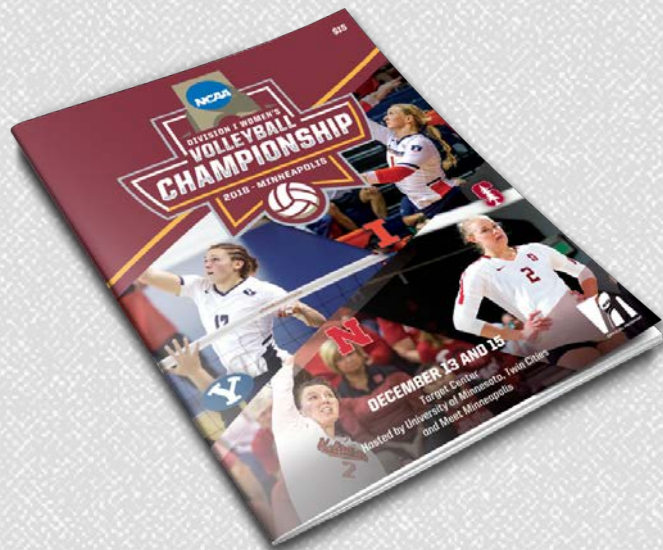
AD MATERIAL DEADLINE
November 18, 2021



2021 DI WOMEN'S VOLLEYBALL CHAMPIONSHIP ADVERTISING PACKAGE SUMMARY

ADVERTISING EXPOSURE

- › Game Day Program Readership: **20,000**
- › Location: **Nationwide Arena, Columbus, OH**
- › Semifinals: **Thursday, December 16**
- › Finals: **Saturday, December 18**



FOUR COLOR ADVERTISEMENTS

TWO-PAGE SPREAD	\$3,780**
FULL PAGE	\$2,100*
½ PAGE	\$1,275
¼ PAGE	\$750

** Includes 4 ALL Session Tickets * Includes 2 ALL Session Tickets

AD RESERVATION DEADLINE
November 11, 2021

AD MATERIAL DEADLINE
November 18, 2021



ADVERTISING COPY SPECIFICATIONS & DEADLINES



DIGITAL MATERIAL

- › Artwork must be submitted as a flattened, high-res Acrobat PDF using the PDF/X-1a standard.
- › All graphics should be at least 300 dpi.
- › Color ads must be 4-color process (CMYK).
- › Embed link(s) on PDF to direct to desired web address(es)

NOTES

- › LEARFIELD will not be responsible for content errors for ads provided in a format other than a flattened, high-res PDF/X-1a.
- › Spot colors that are not converted before sending will be converted to CMYK and LEARFIELD is not responsible for changes that may cause.
- › 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. The minimum charge will be \$50.
- › Advertisers may choose to use an ad that has previously run in an NCAA Championship program without sending new material.

AD MATERIALS AND CONTACT INFORMATION

- › Please send PDF artwork to:
 - › Clerrinda Queen
 - › Phone: 336-473-3145
 - › Clerrinda.queen@learfield.com

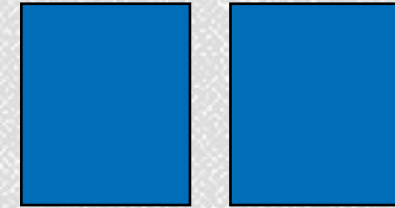
NCAA ADVERTISING GUIDELINES

Only NCAA Corporate Champions and Partners are allowed to use NCAA registered slogans, logos and trademarks in their advertising copy. All advertising copy must comply with the NCAA Advertising & Promotional standards, which can be found [HERE](#).



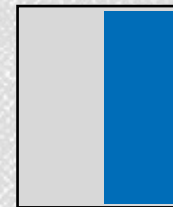
FULL PAGE

TRIM SIZE 8.375" X 10.875"
8.625 X 11.125 including bleed
Live area 8.25" x 10.75"

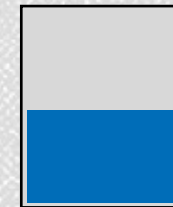


FULL PAGE SPREAD

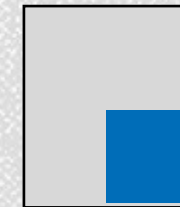
TRIM SIZE 8.375" X 10.875" (EACH PAGE)
17.25" X 11.125" full spread including bleed
0.375" gutter
Live area 8.25 by 10.75"
Should be sent as two single-page PDFs



1/2 VERTICAL
3.625" x 9.75"



1/2 HORIZONTAL
7.25" x 4.75"



1/4 SQUARE
3.375" x 4.75"