

# Sponsor Advertising for Tournament Programs

Thank you for your interest in participating as a tournament sponsor. We and all of the teams that play at Wallace Marine Park appreciate your support. If your sponsorship package includes placement of a display advertisement in the official tournament program, please refer to these specifications when preparing your ad.

STILL HAVE QUESTIONS, OR INTERESTED IN UPGRADING YOUR SPONSORSHIP LEVEL?

Get in touch.  
[sponsor@softballcityusa.com](mailto:sponsor@softballcityusa.com)



# Ad Specifications

AD SPACE	NON-BLEED	BLEED	TRIM
Spread	10½" × 8"	11¼" × 8¾"	11" × 8½"
Full Page / Cover	5" × 8"	5¾" × 8¾"	5½" × 8½"
1/2-Page Horizontal	5" × 4"	5¾" × 4½"	5½" × 4¼"
1/4-Page Vertical	2½" × 4"	3" × 4¾"	2¾" × 4¼"

**Safety:** All live content must be ¼ inch from the trim on all sides.

**Gutter safety:** Allow ¼ inch on each side of centerline for ½ inch total. Perfect alignment of design or type across the gutter of two facing pages cannot be guaranteed.

## ARTWORK & FILE REQUIREMENTS

**PDF/X-1a** files only.

All fonts **must** be embedded.

The color space must be **CMYK** or **Grayscale**. No RGB, LAB, or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted. All PMS colors **must** be converted to CMYK.

Resolution: **300 dpi**

LIVE / NON-BLEED AREA

**Full Page / Cover**

LIVE / NON-BLEED AREA

**1/4 Page**

LIVE / NON-BLEED AREA

**1/4 Page**

LIVE / NON-BLEED AREA

**1/2 Page**

LIVE / NON-BLEED AREA

# Spread

GUTTER SAFETY AREA