



2005/2006 NCAA MEN'S & WOMEN'S SWIMMING, DIVING & WATER POLO CHAMPIONSHIPS Divisions I, II & III

From Athens, Georgia to Davis, California over 1,200 NCAA athletes will compete in the 2005/2006 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 2005/2006 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

Women I Swimming & Diving	Men I Swimming & Diving	Men & Women II Swimming & Diving	Men & Women III Swimming & Diving	Men's Water Polo	Women's Water Polo
3 Divisions 1 Program Includes M & W Zone Diving at 5 Sites		1 Program	1 Program	1 Program	1 Program
March 16—18 Gabrielsen Natatorium Athens, GA	March 23—25 Georgia Tech Aquatic Center Atlanta, GA	March 8—11 IU Natatorium at IUPUI Indianapolis, IN	W—March 9—11 M—March 16—18 U of M Aquatic Center Minneapolis, MN	Dec. 3 & 4 Bucknell University Lewisburg, PA	May 12 & 13 Schall Aquatic Center Davis, CA

Option I

Swimming & Diving/Water Polo Programs Readership— 23,580
Ad Space Reservation—October 21, 2005
Ad Material Deadline— October 28, 2005

Option II

Swimming & Diving/Water Polo Programs Readership— 18,022
Ad Space Reservation—January 27, 2006
Ad Material Deadline— February 3, 2006

Net Advertising Rates

Cover Positions—Sold Out!

Four-Color	Option I	Option II	Black & White	Option I	Option II
Two-Page Spread	\$4,600	\$4,500	Two-Page Spread	\$3,600	\$3,600
Full Page	\$3,000	\$2,500	Full Page	\$2,400	\$2,000
2/3 Page	\$2,250	\$1,875	2/3 Page	\$1,800	\$1,500
1/2 Page	\$1,800	\$1,500	1/2 Page	\$1,440	\$1,200
			1/3 Page	\$1,080	\$900
			1/4 Page	\$840	\$700



ADVERTISING DESIGN SPECS—NCAA PROGRAMS

DIGITAL MATERIAL

- Acceptable Platforms: Mac preferred, PC acceptable
- Acceptable Media: CD's preferred, Jaz, ZIP, 3.5 floppy accepted
- Acceptable Software: Quark5.0, PageMaker, Photoshop, Illustrator, High-Res PDF.
- 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 imbedded and sublettering allowed.
- Color ads must be 4-color process (CMYK)
- For access to our FTP site, please call or email Amy Fraley at the information listed below.

	Width	Depth
Full Page Spread	17.25"	11.25" bleed
	15.625"	9.75" no bleed
	.375 gutter	
Full Page	8.625"	11.125" bleed
	7.25"	9.75" no bleed
2/3 page (vertical)	4.75"	9.75"
1/2 page (vertical)	3.625"	9.75"
1/2 page (horizontal)	7.25"	4.75"
1/3 page (vertical)	2.375"	9.75"
1/3 page (horizontal)	7.25"	3"
1/3 page (square)	4.75"	4.75"
1/4 page (square)	3.375	4.75"
1/6 page (vertical)	2.25"	4"

Please send all art to:

Host Communications
 Attn: Amy Frayley
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 Lexington, KY 40505
 Phone: 859-226-4534
 Fax: 859-226-4591

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