

2023 LITTLE LEAGUE®

WORLD SERIES ACTIVATION GUIDE



little league



WORLD SERIES PROGRAM GUIDE

2023 Little League® World Series Souvenir Programs

OVERVIEW

Sponsor Ad Placement Opportunities:

- (1) Little League Baseball® World Series Program
 - (1) Little League Softball® World Series Program
-
- + (5) Division World Series Tournaments Programs
 - (7) Total placements (Participation in all programs is not required, but encouraged)*

Creative Timeline:

- Little League® World Series Ad Participation confirmed on your World Series Live Planning Tracker Due **April 7**
 - *World Series Live Planning Tracker* will be available on the [Sponsor Portal](#)
- Little League Softball & 5 Division World Series Program Ad Drafts Due **April 28**
- Little League Softball & 5 Division World Series Final Program Ads Due **May 17**
- Little League Baseball World Series Program Ad Drafts Due **July 7**
- Little League Baseball World Series Final Program Ads Due **July 19**



*Please refer to your individual partner contract to confirm your program placement assets

Program Specifications

WORLD SERIES PROGRAMS – *BASEBALL*

| Little League Baseball® World Series Program | | |
|---|---|---|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Trim: 8.25" x 10.875" Live Area: 7.75" x 10.375" Bleed: 8.5" x 11.125" Margin: 0.5" (from trim to live area) | High resolution .pdf/packed InDesign Files (Including fonts and links) *An InDesign template is available on the Sponsor Portal for use to confirm the accuracy of the ad layout to the Live/Trim/Bleed specs outlined above | <ul style="list-style-type: none"> • Full color logo should be used • Images should be CMYK or Grayscale (not RGB or Indexed) • Rich Black is made from 50% (CMYK) +100% (K), not the color "Registration" • Image resolution should be 300 dpi • Black text should be 1 color not 4 colors • Registration and Crop Marks must be at least 0.125" outside from the bleed area |



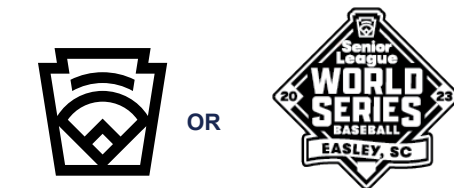
| Little League® Intermediate (50/70) Baseball World Series Program | | |
|--|----------------------------|--|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Trim Size: 8.5" x 11" Bleed: 0.125" (on all four sides) Live Area: 7.875" x 10.375" Size with Bleed: 8.625" x 11.125" | High Resolution .pdf | <ul style="list-style-type: none"> • CMYK Process • Files should be at least 300 dpi |



| Junior League Baseball World Series Program | | |
|--|----------------------------|---|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Ad Size: 7" x 9.75" Bleed: No bleed | High Resolution .pdf | <ul style="list-style-type: none"> • B/W ad • B/W logo should be utilized |



| Senior League Baseball World Series Program | | |
|--|----------------------------|---|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Ad Size: 7.5" x 9.75" Bleed: No bleed | High Resolution .pdf | <ul style="list-style-type: none"> • B/W ad • B/W logo should be utilized • All typeface fonts used should be Adobe Type 1 fonts |



All logos are available on the [Sponsor Portal](#) under **Logos**

Program Specifications

DIVISION WORLD SERIES PROGRAMS - *SOFTBALL*

| Little League Softball® World Series Program | | |
|--|--|--|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Trim - 8.25" x 10.875" Live Area - 7.75" x 10.375" Bleed - 8.5" x 11.125" 0.125" Bleed On All Sides | <ul style="list-style-type: none"> All images and color are in CMYK mode not RGB Image Resolution is 300 DPI Bleed Margin 0.25" for Full and Half Page Ads All marks (including crop) outside of the bleed area (0.135") No Spot Colors All legal and copyright lines are within the Live Area Barcode should be made of 100% K not CMYK Black text should be 1 color not 4 colors | High resolution .pdf/packed InDesign Files (including fonts and links) |



| Junior League Softball World Series Program | | |
|--|----------------------------|---|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Ad Size: 8" x 10" Bleed: No bleed | High Resolution .pdf | <ul style="list-style-type: none"> B/W ad B/W logo should be used |



| Senior League Softball World Series Program | | |
|---|----------------------------|--|
| AD SPACE | ACCEPTABLE MEDIA/FILE TYPE | NOTES |
| Full page 8.5" x 11" Live area: 8" x 10.5" | High Resolution .pdf | <ul style="list-style-type: none"> Color ad Full color logo should be utilized |



All logos are available on the [Sponsor Portal](#) under **Logos**

