

# World Series Program Advertisements Guide

# OVERVIEW

- **Sponsor Ad Placement Opportunities:**

- (1) Little League Baseball® World Series / Little League® Baseball and Softball Regional Tournaments “Yearbooks”
- + (6) Divisional World Series Tournaments

---

- (7) Total placements (Participation in all programs is not required, but encouraged)

- **Creative Timeline:**

- Little League® World Series Ad Participation Form **Due May 1<sup>st</sup>**
  - Form is available on the [Sponsor Portal](#)
- Little League World Series Program Ad Drafts **Due May 8<sup>th</sup>**
- Little League World Series Final Program Ads **Due May 20<sup>th</sup>**



- **Creative Design Reminders:**

- **This year, we strongly recommend creating interactive ads for the programs (e.g. puzzles, crosswords, coloring page, etc.)**
- To streamline the design process, you are permitted to use the Little League emblem on all placements as a substitution for tournament logos
  - Please reference the *Logo Usage Guidelines* located on the [Sponsor Portal](#)
- Specifications and dimensions will vary by publication
- Each sponsor ad is a full-page placement, unless otherwise noted
- Please tailor ads to appropriate audience (e.g. Little League Softball® World Series program should contain softball imagery, etc.)
- Names of each Divisional World Series Tournaments should be referenced and used correctly along with the appropriate logo if not using the Little League emblem
- Please note, you are permitted to use the Little League logo on all placements instead of the tournament logos, please reference the example image
- All World Series logos can be found on the [Sponsor Portal](#)
- The following pages of Tab 1 contain all relevant program specifications for each placement opportunity

# PROGRAM SPECIFICATIONS:

## LITTLE LEAGUE BASEBALL® WORLD SERIES / LITTLE LEAGUE® BASEBALL AND SOFTBALL REGIONAL TOURNAMENTS

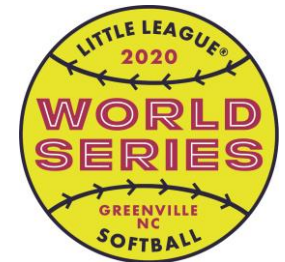
Little League Baseball® World Series and Regional Tournaments Program		
AD SPACE*	ACCEPTABLE MEDIA/FILE TYPE	NOTES
<p><b>Trim Size:</b> 8.25" x 10.875"  <b>Bleed:</b> 8.5" x 11.125"  <b>Live Area:</b> 7.75" x 10.375"  <b>Margin:</b> 0.5" (from trim to live area)</p>	<ul style="list-style-type: none"> <li>• Full color logo Little League Baseball® World Series and Little League Softball® World Series logos should be used</li> <li>• Images should be CMYK or Grayscale (not RGB or Indexed)</li> <li>• Rich Black is made from 50% (CMYK) +100% (K), not the color "Registration"</li> <li>• Image resolution should be 300 dpi</li> <li>• Black text should be 1 color not 4 colors</li> <li>• Registration and Crop Marks must be at least 0.125" outside from the bleed area</li> </ul>	<p>High resolution .pdf/packed InDesign Files (including fonts and links)</p>

\*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.

USE:



OR



# PROGRAM SPECIFICATIONS:

## DIVISIONAL WORLD SERIES PROGRAMS - *BASEBALL*

### Little League® Intermediate (50/70) Baseball World Series Program

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



OR



### Junior League Baseball World Series Program

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



OR



### Senior League Baseball World Series Program

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



OR



# PROGRAM SPECIFICATIONS:

## DIVISIONAL WORLD SERIES PROGRAMS - *SOFTBALL*

Little League Softball® World Series Program		
AD SPACE	ACCEPTABLE MEDIA/FILE TYPE	NOTES
<b>Trim Size:</b> 8.25" x 10.875" <b>Bleed:</b> 8.5" x 11.125" <b>Live Area:</b> 7.75" x 10.375" <b>Margin:</b> 0.5" (from trim to live area)	<ul style="list-style-type: none"> <li>Full color logo Little League Baseball® World Series and Little League Softball® World Series logos should be used</li> <li>Images should be CMYK or Grayscale (not RGB or Indexed)</li> <li>Rich Black is made from 50% (CMYK) +100% (K), not the color "Registration"</li> <li>Image resolution should be 300 dpi</li> <li>Black text should be 1 color not 4 colors</li> <li>Registration and Crop Marks must be at least 0.125" outside from the bleed area</li> </ul>	High resolution .pdf/packed InDesign Files (including fonts and links)



OR

Junior League Softball World Series Program		
AD SPACE	ACCEPTABLE MEDIA/FILE TYPE	NOTES
<b>Ad Size:</b> 7.5" x 10" <b>Bleed:</b> No bleed	High Resolution .pdf	<ul style="list-style-type: none"> <li>B/W ad</li> <li>B/W logo should be used</li> </ul>



OR

Senior League Softball World Series Program		
AD SPACE	ACCEPTABLE MEDIA/FILE TYPE	NOTES
<b>Ad Size:</b> 7.5" x 10" <b>Bleed:</b> No bleed	High Resolution .pdf	<ul style="list-style-type: none"> <li>Color ad</li> <li>Full color logo should be utilized</li> </ul>



OR