

All other inquiries: Beau Bauer, Notre Dame Sports Properties 574.631.8852

**AD DIMENSIONS: (SADDLE STITCH AND PERFECT BOUND)**

	<u>LIVE</u>	<u>BLEED</u>	<u>TRIM</u>
Full page	7" x 10"	8 5/8" x 11 1/8"	8 3/8" x 10 7/8"
2/3 Vertical	4 3/4" x 10"		
1/2 Horizontal	7" x 4 7/8"	8 5/8" x 5 5/8"	
1/2 Horizontal Spread	15" x 4 7/8"	17" x 5 5/8"	
1/2 Vertical	3 5/8" x 10"		
1/3 Horizontal	7" x 3 1/4"		
1/3 Vertical	2 1/4" x 10"	3 3/8" x 11 1/8"	
1/3 Square	4 5/8" x 4 7/8"	5 3/4" x 5 5/8"	
1/4 Vertical	3 3/8" x 4 7/8"		
1/6 Vertical	2 1/4" x 4 7/8"		
<b>SADDLE STICED:</b>			
Full Page Spread	15" x 10"	17" x 11 1/8"	
<b>PERFECT BOUND:</b>			
Full Page Spread	15 1/4" x 10"	17" x 11 1/8"	

- Live area should be set at least 1/4" safety from trim on all sides. Allow 1/8" gutter safety for spread ads.
- All files used must be high-resolution (300 dpi or higher).
- If scans are reduced more than 50% should be reduced in Photoshop.
- We print in CMYK and adhere to SWOP specifications

**FILES (locked)**

- We accept PDF and DCS2 files
- Spreads must be saved as two single-page files
- Document must be linked to the most up-to-date graphics, fonts, logos, etc
- A proof **MUST** be enclosed with the disk/cd (see "PROOFS" below)
- Include a print-out of the contents window of the disk/cd

**PROOFS**

- All color ads must be sent with a proof suitable for use on press. If you are unsure of what type of proof is acceptable, contact your traffic department representative and ask to be connected to the production department. **PSP is not responsible for color if a suitable proof is not supplied.**
- All black-and-white ads must have a laser proof supplied
- If the finished document does not match the color proof exactly, the color proof should be marked "For Color Only" and a laser of the actual ad should be provided.

**MEDIA**

- **UPLOADING FILES ELECTRONICALLY** paste: [files.pspsports.com/psp](http://files.pspsports.com/psp) into your browser, **User name - Notre Dame, Password - Irish.** Double click on "Notre Dame". Click on **Advertising Folder.**
- If unable to Upload, Ads should be sent on CD Rom. If you have a different type of drive, please contact your traffic representative and ask to be connected to the production department.
- All files received must be final; PSP is not responsible for grammatical or punctuation errors, etc.
- Ship all materials by FedEx or other traceable shipping methods to address listed below

**Publisher reserves the right to refuse provided electronic files that do not conform to the standards listed above.**

**Please ship materials to:  
Notre Dame Sports Properties  
Attn: Beau Bauer  
113 Joyce Center  
Notre Dame, IN 46556**

**Football Game Program Ads Due: July 15  
Men's Basketball Gameday Magazine Ads Due: October 14**