

PREP SCHOOL MECHANICAL AND ELECTRONIC SPECIFICATIONS

Materials Deadline: Wednesday, August 15, 2007

	Width	Depth
Full page	7"	9-11/16"
1/2 page (vertical)	3-5/16"	9-11/16"
1/2 page (horizontal)	7"	4-3/4"
1/3 page (vertical)	2-3/16"	9-11/16"
1/3 page (horizontal)	7"	3-1/8"
1/3 page (square)	4-9/16"	4-3/4"
1/4 page (vertical)	3-5/16"	4-3/4"
1/4 page (horizontal)	7"	2-5/16"
1/4 page (square)	4-9/16"	3-3/4"

DISPLAY ADVERTISING RATES		
	Color	B/W
Full page	\$2,235	\$1,395
1/2 page	\$1,780	\$935
1/3 page	\$1,575	\$730
1/4 page	\$865	\$520

Trim Size: 8" x 10-3/4" **Live Area:** 7" x 9-11/16"
Keep live matter at least 5/16" away from final trim.

Width of Columns: 2-3/16" Depth of Columns: 9-11/16"
Printing: Heat set webb offset Double Column: 4-9/16"
Halftone Screen: 133 line Binding: Saddle Stitch

Please send copy for the listing via e-mail or Word Document to:

TNapper@SwimmingWorldMagazine.com

Pre-Requisite Checklist For Submission: All Support Files included (eps, TIFF, etc.) Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files. Send both screen and printer fonts! Please include Laser Proofs with EVERY job.

Specifications: Black/White. Process Colors - Colors used: Cyan Magenta Yellow Black (*Please double check each job to make sure colors specified are colors used.*)

Include computer application program(s) used on submission:

Adobe Illustrator, Quark Xpress (Preferred), Aldus Freehand

3 Ways to Send Us Art:

1. FTP It To Your Folder On Our Site:
Host Name: 65.110.72.225
User ID: advertising
PW: swimming
3. Mail To: Sports Publications International
Attn: Prep School Directory
90 Bell Rock Plaza, Suite 200
Sedona, AZ 86351
Phone: 928-284-4005 Fax: 928-284-2477
2. E-mail It To: TNapper@SwimmingWorldMagazine.com

SwimmingWorldMagazine.com Banner/Button Requirements

Maximum Banner Dimensions: 634 pixels wide by 90 pixels high

Maximum Button Dimensions: 120 pixels wide by 120 pixels high

File Format: GIF (.gif), JPG (.jpg) All graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

File Size: The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file

MPG Files: MPG (.mpg) files are available within various areas on *SwimmingWorldMagazine.com* and within the *SwimmingWorldMagazine.com* Communicator. Files should be no more than 45 seconds in length. If this is of interest, please discuss with your rep, who will communicate pricing and availability.

Hyperlink: Please indicate the connecting URL/http address upon sending banner

If you have questions, please contact Toni Napper
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