



# SwimmingWORLD m a g a z i n e

## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to submit their advertisements electronically to our FTP or mail a copy on CD. We strongly encourage that you fax a black and white proof of your ad to 602-522-0744 for dimension purposes only.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### COMPUTER DISK SPECIFICATIONS FOR SUBMISSION OF ART WORK

Provided Media Formatted For Macintosh Computers:  
Floppy Disk, ZIP Disk, JAZ Disk, CD or DVD

#### ***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.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

#### ***Specifications:***

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

*Please double check each job to make sure colors specified are colors used.*

#### ***Computer Application Program(s) Used On This Submission:***

- Adobe Illustrator
- Quark Xpress (Most Preferred)
- Aldus Freehand

#### ***Embedded Media:***

- Mp4, Mp3, WMV (Most Preferred)
- Call if you want to submit other formats



## SWIMMING WORLD MAGAZINE ADVERTISING MECHANICAL REQUIREMENTS

THE AQUATIC DIRECTORY HAS DIFFERENT SPECS

### Mechanical Requirements

Trim Size: 8" x 10-3/4"

Live Area: 7" x 9-11/16"

	Width	Depth
Full page	7"	9-11/16"
2/3 page	4-9/16"	9-11/16"
1/2 page (island)	4-9/16"	7-5/16"
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"
1/6 page (vertical)	2-3/16"	4-3/4"
1/6 page (horizontal)	4-9/16"	2-1/4"
1/9 page	2-3/16"	2-1/8"
1/12 page	2-3/16"	2-1/8"

Footer: 728 x 90 Pixels for web, 7" x 1" for Print

### 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

2. E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com)

3. Mail It To:

Sports Publications International

Attn: Betsy Houlihan

90 Bell Rock Plaza, Suite 200

Sedona, AZ 86351

Phone: 928-284-4005

Fax: 928-284-2477



## Electronic Specifications for Website Advertising

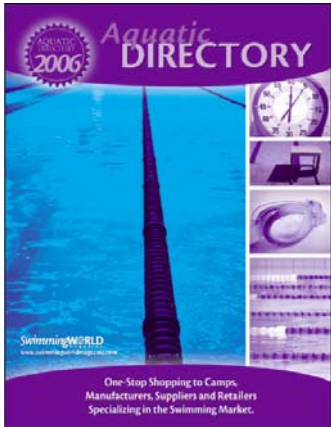
All banners are rotating unless indicated on the Visitor Sessions At-A-Glance sheet. Banners are available on a first come first serve basis and the first right of refusal will be given to those clients who have current banners on the website.

<b>Top Banner Dimensions</b>	728 pixels wide by 90 pixels high
<b>Skyscraper Side Banner Dimensions</b>	160 pixels wide by 600 pixels high
<b>Block Ad Dimensions</b>	300 pixels wide by 250 pixels high
<b>Button Dimensions</b>	120 pixels wide by 120 pixels high
<b>Aquatic Directory Dimensions</b>	158 pixels wide by 328 pixels high
<b>File Format</b>	GIF (.gif), JPG (.jpg), Flash (.swf) 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.
<b>File Size</b>	The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file.
<b>MPG Files</b>	MPG (.mpg) video files are available as infomercials through <i>SwimmingWorld.TV</i> for our SwimBiz Channel. Files should be no more than :45 seconds in length. If this is of interest, please discuss with your Account Executive, who will communicate pricing and availability.
<b>Hyperlink</b>	Please indicate the connecting URL/http address upon sending banner
<b>Materials Deadline</b>	Two weeks prior to first month of being posted. i.e. May Posting, art due April 15 <sup>th</sup>
<b>Send To</b>	<a href="mailto:Advertising@SwimmingWorldMagazine.com">Advertising@SwimmingWorldMagazine.com</a> or your Account Executive.
<b>Posting Time</b>	Banners will begin on the first day of the month and will be taken off on the last day of the month as indicated on the contract. Please work out any midmonth postings with your account executive, these are only available if space permits.

# The Aquatic Directory

## The Who's Who Guide to the Aquatic Industry

### Advertising Opportunities



The Annual *Aquatic Directory* is updated every April.

Vendors have the opportunity to be listed in the hard copy version and or the Internet version. Depending on your choice, distribution can range from 50,000 to 250,000 per month.

This directory is considered the “yellow pages” of the aquatic community, serving as the one stop shopping source to camps, manufacturers, suppliers and retailers specializing in the swimming market. *Listings include company name, phone number and web address under all applicable categories.*

Take advantage of this unique opportunity by becoming a part of this valuable marketing tool. This directory has been designed for the convenience of the user who will refer to it throughout the year for all their aquatic needs.

#### Display Advertising Rates (No Agency Discounts)

#	AD SIZES	DIMENSIONS	4C Price
1.	Online Ad and Online Listing	158 x 328 pixel	\$500
2.	1/16 Page	1-5/8 x 2-1/4	\$160
3.	2 x 1/16 Page	1-5/8 x 2-1/4	\$290
4.	3 x 1/16 Page	1-5/8 x 2-1/4	\$400
5.	4 x 1/16 Page	1-5/8 x 2-1/4	\$540
6.	6 x 1/16 Page	1-5/8 x 2-1/4	\$770
7.	1/8 Page	3-3/8 x 2-1/4	\$275
8.	3/16 Page	5-1/8 x 2-1/4	\$400
9.	1/4 Page	3-3/8 x 4-5/8	\$540
10.	1/2 Page Horizontal and Online Listing	7 x 4-5/8	\$1,510
11.	1/2 Page Vertical and Online Listing	3-3/8 x 9-7/8	\$1,510
12.	Full-Page and Online Listing	7 x 9-7/8	\$2,195

#### Aquatic Directory Listings

Magazine Only	\$250
Online Listing Only	\$250
Both Magazine and Online	\$450
Online Listing with Online Ad*	\$500
<b>Best Value: ALL THE ABOVE</b>	<b>\$850</b>

#### Print Advertising Deadlines

Space	Friday, February 1, 2008
Art	Friday, February 8, 2008

#### 3 Ways to Send Us Art:

- FTP It To Your Folder On Our Site: Host Name: 65.110.72.225  
User ID: advertising  
PW: swimming
- E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com)  
or your Account Executive.
- Mail It To: Sports Publications International  
Attn: Aquatic Directory, 90 Bell Rock Plaza, Suite 200  
Sedona, AZ 86351  
Phone: 928-284-4005 Fax: 928-284-2477

**Please call 1-800-511-3029 for more information or to reserve your space today!**

## PREP SCHOOL MECHANICAL AND ELECTRONIC SPECIFICATIONS

**Materials Deadline: Wednesday, August 15, 2007**

	<b>Width</b>	<b>Depth</b>
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"

<b>DISPLAY ADVERTISING RATES</b>		
	<b>Color</b>	<b>B/W</b>
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](mailto: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](mailto: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**  
Phone: 602-522-0778 • Fax: 602-522-0744 • Email: [TNapper@SwimmingWorldMagazine.com](mailto:TNapper@SwimmingWorldMagazine.com)



## 2007 Holiday Gift Guide

### SHOWCASE YOUR PRODUCT

Each year *Swimming World Magazine* and *SwimmingWorldMagazine.com* offer advertisers an opportunity to promote holiday gift ideas to subscribers and visitors. October, November and December are peak months for holiday buying and shoppers look for those hard to find gift items and begin collecting holiday gift ideas. By taking advantage of the affordably priced four-color ads and online listings, advertisers are setting their business up for a successful holiday season to their target audience.

#### Who Will See My Advertisement?

You will reach the entire aquatic market both domestically and internationally through:

- 145,000\* readers per issue of *Swimming World Magazine*
- 800,000 visitors per month of *SwimmingWorldMagazine.com*
- \*Pass along readership has been measured at 4.16 per issue

Parents, swimmers of all ages, coaches and officials

*Swimming World Magazine* is endorsed by:

- American Swimming Coaches Association (ASCA)

*Swimming World Magazine* is the official publication for:

- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- Swimmers of America (SOA)
- U.S. Swim School Association

*Swimming World Magazine* is the official supplier for USA Swimming

#### What Do I Get?

##### Single Insertions - \$250 each

Approximately a 1/6 page four-color ad in *Swimming World Magazine* or *SwimmingWorldMagazine.com*.

##### Holiday Gift Guide Package - \$900

Includes the months of October, November and December

- Ad in *Swimming World Magazine*
- Ad on *SwimmingWorldMagazine.com* with a hyperlink to company web site

#### What Do You Need From Me?

##### Copy

50-word description of the product including a headline, price, and ordering address, phone number, fax and website

##### Photos

Send a digital color photo or a high-resolution jpeg (300 dpi)

#### Closing Dates

Swimming World Magazine	Space	Art
October	8/3	8/10
November	9/7	9/14
December	10/5	10/12

#### Ways to Send Us Art:

- FTP It To Your Folder On Our Site:
    - Host Name: 65.110.72.225
    - User ID: advertising
    - PW: swimming
  - Mail to: Sports Publications International
    - Attn: Holiday Gift Guide
    - 90 Bell Rock Plaza, Suite 200 Phone: 928-284-4005
    - Sedona, AZ 86351 Fax: 928-284-2477
2. E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com) or your Account Executive.

## 2008 CAMP ADVERTISING DEADLINES

	Space	Art
December '07	10/05/07	10/12/07
January	11/02/07	11/09/07
February	12/07/07	12/14/07
March	1/04/08	1/11/08
April	2/01/08	2/08/08

## MECHANICAL REQUIREMENTS

Trim Size: 8" x 10-3/4"  
Live Area: 7" x 9-11/16"

	Width	Depth
1/2 page (horizontal)	7"	4-3/4"

### 3 Ways to Send Us Art:

- FTP It To Your Folder On Our Site:
  - Host Name: 65.110.72.225
  - User ID: advertising
  - PW: swimming
- E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com) or your Account Executive.
- Mail It To: Sports Publications International
  - Attn: Camp Directory
  - 90 Bell Rock Plaza, Suite 200 Sedona, AZ 86351
  - Phone: 928-284-4005 Fax: 928-284-2477

## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to upload files to our FTP Server.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### Computer Disk Specifications for Submission of Art Work

Provided Media Formatted For Macintosh Computers: Floppy Disk, ZIP Disk, JAZ Disk or CD

### 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.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job and Fax Black and White copy to 602-522-0744.

### Specifications:

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

*Please double check each job to make sure colors specified are colors used.*

### Computer Application Program(s) Used On This Submission:

Quark Xpress (Most Preferred)      Aldus Freehand      Adobe Illustrator



## 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.

	<b>Width</b>	<b>Depth</b>
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: Christine Willoughby  
904 N. Broadway  
Lexington, KY 40505  
Phone: 859-226-4534  
Fax: 859-226-4591

[Christine.Willoughby@hostcommunications.com](mailto:Christine.Willoughby@hostcommunications.com)