



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

3. Mail It To:

Sports Publications International

Attn: Betsy Houlihan

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Sedona, AZ 86351

Phone: 928-284-4005

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