



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.

Top Banner Dimensions	728 pixels wide by 90 pixels high
Skyscraper Side Banner Dimensions	160 pixels wide by 600 pixels high
Block Ad Dimensions	300 pixels wide by 250 pixels high
Button Dimensions	120 pixels wide by 120 pixels high
Aquatic Directory Dimensions	158 pixels wide by 328 pixels high
File Format	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.
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) 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.
Hyperlink	Please indicate the connecting URL/http address upon sending banner
Materials Deadline	Two weeks prior to first month of being posted. i.e. May Posting, art due April 15 th
Send To	Advertising@SwimmingWorldMagazine.com or your Account Executive.
Posting Time	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.