



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

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

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) 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.

Camp Advertising Deadlines

	Space	Art
December '09	First Friday of October	Second Friday of October
January	First Friday of November	Second Friday of November
February	First Friday of December	Second Friday of December
March	First Friday of January	Second Friday of January
April	First Friday of February	Second Friday of February

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:

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: Camp Directory
90 Bell Rock Plaza, Suite 200 Sedona, AZ
86351
Phone: 982-284-4005 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



The Aquatic Directory

The Who's Who Guide to the Aquatic Industry

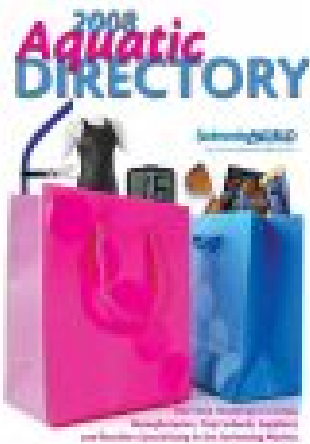
Advertising Opportunities

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
Best Value: ALL THE ABOVE	\$850

Print Advertising Deadlines

Space	First Friday of February
Art	Second Friday of February

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
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: Second Friday of August

	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

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

BeckieM@SwimmingWorldMagazine.com

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

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
2. E-mail It To: DentonT@SwimmingWorld.com
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

SwimmingWorldMagazine.com Banner/Button Requirements

Maximum Banner Dimensions: 728 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 Denton Taylor
Phone: 602-522-0778 • Fax: 602-522-0744 • Email: DentonT@SwimmingWorld.com



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 proven peak months for buying holiday gifts. Shoppers look for those hard to find gift items and begin collecting holiday gift ideas during this period. By taking advantage of the affordably priced four-color ads and online listings, advertisers are reaching their target audience and setting their business up for a successful holiday season.

Who Will See My Advertisement?

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

- 200,000* readers per issue of *Swimming World Magazine*
- 3,000,000 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 - \$350 each

Approximately a 1/4 page four-color ad in *Swimming World Magazine* and *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	First Friday of August	Second Friday of August
November	First Friday of September	Second Friday of September
December	First Friday of October	Second Friday of October

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

- E-mail It To: Advertising@SwimmingWorldMagazine.com or your Account Executive.



IMG ADVERTISING COPY SPECIFICATIONS

904 North Broadway Lexington, KY 40505 859.226.4559 Fax 859.226.4567 www.imgworld.com

DIGITAL MATERIAL (PREFERRED):

- Acceptable Platforms: Mac preferred, PC accepted
- Acceptable Media: CDs preferred, Jaz, Zip, 3.5 floppy accepted
- Acceptable Software: Quark 5.0, Pagemaker, Photoshop, Illustrator (10.0 and below), InDesign, High-Res PDF
- **All 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 embedded and sublettering allowed.
- **Color ads must be 4-color process (CMYK).**
- **For access to our FTP site, please call or email the Advertising Coordinator at the information listed below.**

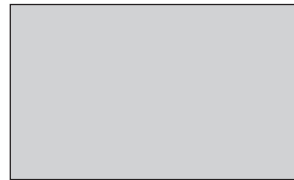
NOTES:

- IMG College will not be responsible for discrepancies in color when a color proof is not provided.
- All expenses incurred as a result of making changes to advertising material on behalf of an advertiser will be at the expense of the advertiser. The advertiser will be invoiced for this expense.
- Please include a return address on electronic media to ensure a safe return.
- Advertisers may choose to run an ad that has previously run in a IMG College publication without sending new material.
- The NCAA reserves the right of final approval for ALL advertising copy. NCAA registered trademarks and symbols are reserved and may not be reproduced without permission of the NCAA. All NCAA Advertising Standards must be adhered to. Exceptions are not granted. For a list of [NCAA Trademarks](http://www.ncaa.org/wps/ncaa?ContentID=529) go to: <http://www.ncaa.org/wps/ncaa?ContentID=529>
- For a list of [NCAA Advertising Standards](http://www.ncaa.org/wps/ncaa?ContentID=635) go to: <http://www.ncaa.org/wps/ncaa?ContentID=635>

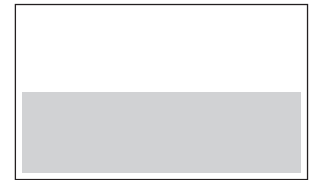
AD MATERIALS MAILING AND CONTACT INFORMATION:

IMG College
 Attn: Kerry Sorrell
 904 N. Broadway Ste. 200
 Lexington, KY 40509
 Phone 859.226.4559 | Fax 859.226.4567
 email: ad.traffic@imgworld.com

TRIM SIZE 8.375" X 10.875"
 Live area 0.25" from all sides



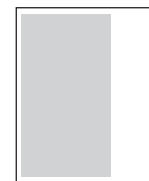
Full Page Spread
 17.25" x 11.125" bleed
 (17" x 10.875" no bleed)
 0.375" gutter



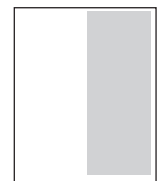
1/2 Horizontal Spread
 17.25" x 5.75" bleed
 (17" x 5.25" no bleed)
 0.375" gutter



Full Page
 8.625" x 11.125" bleed
 (8.375" x 10.875" no bleed)



2/3 Vertical
 4.75" x 9.75"



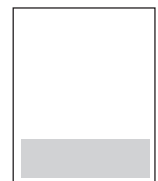
1/2 Vertical
 3.625" x 9.75"



1/2 Horizontal
 7.25" x 4.75"



1/3 Vertical
 2.375" x 9.75"



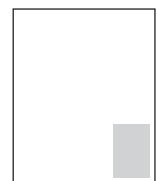
1/3 Horizontal
 7.25" x 3"



1/3 Square
 4.75" x 4.75"



1/4 Square
 3.375" x 4.75"



1/6 Vertical
 2.25" x 4"

FTP SITE INSTRUCTIONS FOR AD POSTING

Send and email requesting the IMG FTP Site Ad Posting Instructions to ad.traffic@imgworld.com or call direct at (859) 226-4559.

For additional promotional inquires, contact your local NCAA Advertising Representative or contact IMG College at the following phone number or email address:

Local & Regional Sales
 502.459.4346
 Fax 502.458.7193
doug.iler@imgworld.com