



Be a part of the longest running and most comprehensive swim camp guide available.

Although many Camps begin advertising in December as Holiday Gifts, the annual **Swim Camp Directory** is published within the **February** and **March** issues of *Swimming World Magazine*. The approximate hard copy distribution of the February and March directories is 50,000 per month, and is also available as a PDF download on *SwimmingWorldMagazine.com* (SWM.com)

Exposure on *SwimmingWorldMagazine.com* provides over 200,000 unique visitors per month.

Swim Camp Advertising Options

Swimming World Magazine Display Advertising Rates (Per Insertion)

Size	4-Color	
1/2 Page	\$1,550	This special price is discounted 37% off our normal rates

NCAA rules require all NCAA schools to have same 1/2 Page ad size and color. All other camps can request additional pricing for larger or smaller display print ads.

Swimming World .COM and .TV Website Banner Advertising Rates (12XRate)

Location			
Lane 9 (Every Story)	\$1,700	Home Page	\$1,900
Results	\$ 500	News Channels	\$ 200
Tips on Technique	\$ 200	Camps	\$ 75

All banner ads are based on availability, please see separate page for electronic specifications.

Camp Listings in Swimming World Magazine, Aquatic Directory and SWM.com

Everywhere Listing \$910*

February & March — Your listing will appear in *Swimming World Magazine*

April — Your listing will appear in our print *Aquatic Directory*

April (Current Year)-Jan (Next Year)—Listing will appear in the Online Version of our *Aquatic Directory*

February (Current Year) -January (Next Year) —Your listing will appear in our *Online Camp Directory*

* Note: Online Listing Only is \$250

All camp listings are limited to 150 words

Classified Ads in Print and Online — for camp staff positions available

\$250 (approximately 90 words)

Ad will appear in all issues from January through April of *Swimming World Magazine*

Ad will remain online until July or until the position(s) is/are filled

CAMP ADVERTISING DEADLINES

	Space	Art
December	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 For Print Ads

Ad Display Size	Width	Depth	Trim Size	Live Area
1/2 page (horizontal)	7"	4-3/4"	8" x 10-3/4"	7" x 9-11/16"

We support all files including .jpg, .pdf, .psd, eps, .tif, Tiff, etc. Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)

Electronic Specifications for Website Advertising

All internet 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 Banner Dimensions	160 pixels wide by 600 pixels high
Block Banner Ad Dimensions	300 pixels wide by 250 pixels high
Button Ad Dimensions	120 pixels wide by 120 pixels high
Aquatic Directory 1/9 Ad Online	158 pixels wide by 328 pixels high
File Format	GIF (.gif), JPG (.jpg) All Internet 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) video files are available as infomercials on <i>SwimmingWorld.TV</i> . 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

Instructions: 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.

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

Swim Camp Advertising Agreement

Swimming World Magazine and *SwimmingWorldMagazine.com*

2744 East Glenrosa Avenue, Phoenix, AZ 85016
 602-522-0778 • Fax: 602-522-0744 • E-mail: Advertising@SwimmingWorldMagazine.com

AD PLACEMENT INFORMATION

1/2 Page Camp Ad: Four-color ad in *Swimming World Magazine* promoting your school, staff and camp

<input type="checkbox"/>	December	\$1,550	
<input type="checkbox"/>	January	\$1,550	
<input type="checkbox"/>	February	\$1,550	
<input type="checkbox"/>	March	\$1,550	
<input type="checkbox"/>	April	\$1,550	
			Total 1/2 Ad Charges \$_____

Camp Listing: Includes listing in the February and March Issues of *Swimming World Magazine*, Year-Round Online Camp Directory, April Print Aquatic Directory and Year-Round Online Aquatic Directory for only \$910

Camp Listing Charge \$_____

Internet Top Banner Ad on .COM and .TV: Reach over 200,000 Unique Visitors to *SwimmingWorld.Com* each month

First: Choose Your Banner Location

<input type="checkbox"/>	Lane 9 (Every Story)	\$1,700	<input type="checkbox"/>	Home Page	\$1,900
<input type="checkbox"/>	Results	\$ 500	<input type="checkbox"/>	News Channels	\$ 200
<input type="checkbox"/>	Tips on Technique	\$ 200	<input type="checkbox"/>	Camps	\$ 75

Second: Choose The Months To Run Your Banner (First Come, First Serve)

January February March April

Third: Multiply The Ad Costs By The Number of Months For Internet Ad Charges \$_____

Help Wanted Ad: Jan-Apr in *Swimming World Magazine* (Includes Free Classified listing on internet) for \$ 250

Help Wanted Charge \$_____

TOTAL ADVERTISING CHARGES \$_____

Date _____ Purchase Order # _____

Acct. # _____ College/University Camp Independent Camp
Office Use Only

NAME OF CAMP _____

AS YOU WANT IT TO APPEAR IN PRINT AND IN THE AQUATIC DIRECTORY

CAMP DIRECTOR _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

BILLING ADDRESS (IF DIFFERENT FROM CAMP ADDRESS):

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

PAYMENT OPTIONS: **BILL ME** **USE CREDIT CARD**

MasterCard VISA Discover

Credit Card # _____ Exp. Date _____

Signature _____ Zip Code Bill is Sent to _____

Please Sign and Return this agreement to Advertising at (fax) 602-522-0744