

## PREPARING FOR COLLEGE... AND *Life*

BY DAN CALLAHAN

*Why would you want to go to a prep school? For starters, you will emerge from the experience a better swimmer. More important, you will come out of the experience a better student—one who is prepared for college and for the challenges that life brings.*

prep schools

It's 6 a.m., and all you want to do is go back to sleep. Somewhere in the dark, the piercing "beep...beep...beep" of your alarm clock forces you out of bed. Stumbling in the dark, you manage to get dressed, grab a towel, and unearth your swim bag from underneath a pile of laundry. With a cranked iPod blasting in your ears, you are starting to wake up.

The rest of the dorm is silent as you walk down the hallway and out the door. Fingers of sunlight are just barely starting to encroach on the dark as other swimmers start to emerge around campus—a dedicated group for whom voluntary, early-morning practices are second nature.

Being on a prep school swim team isn't easy. It takes hard work, dedication...and a willingness to get out of bed before your classmates to get in some extra practice. (Let's face it, when was the last time you saw the soccer or basketball teams doing drills before sunrise?)

Fortunately, the advantages outweigh any inconvenience that may come from a few lost hours of sleep. You will get to know your teammates as well as you know your own family. People who were perfect strangers when you first set foot on campus will quickly become lifelong friends. Your coaches will push you to reach goals that you once might have thought were unachievable.



MOVIE ▶ Suffield Academy library

### A HOST OF OPPORTUNITIES

While swimming and other athletics are an important facet of life at a prep school, they are only a small part of an otherwise busy day.

Your classes will start sometime around 8 a.m., and they often won't conclude until after 3 p.m. You will have homework to finish—sometimes lots of homework—and at times, it might seem impossible to get everything done.

Fortunately, your teachers—much like your coaches—are always available for extra help. They want to see you succeed. At some schools, you will have access to peer tutors, computer labs and writing centers, all of which are made available to provide the best possible education.

Outside of the classroom, a prep school is a vibrant, exciting place with a whole host of opportunities awaiting you: class trips, a variety of clubs (from the esoteric chess and debate clubs to

fishing and ski clubs and just about everything in between), dances and performing arts.

A prep school is a place where you can take advantage of your strengths while also taking part in new experiences that will stretch you beyond your comfort zone.

Is a prep school right for you? On the following pages (43-49) are several prep school listings and display ads that provide information that can help you make that decision. By attending a prep school, you will emerge from the experience a better swimmer. More important, you will come out of the experience a better student—one who is prepared for college and for the challenges that life brings. +

Dan Callahan is the director of marketing and external affairs at Suffield Academy in Suffield, Conn.

## 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

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

[TNapper@SwimmingWorldMagazine.com](mailto:TNapper@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
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 PREP SCHOOL ADVERTISING AGREEMENT and RATES

Please print out agreement, then complete, sign at the bottom, and return by fax to: 602-522-0744

**Space Reservation Deadline: Friday, August 10, 2007**

**Artwork deadline: Wednesday, August 15, 2007**

Please check the advertising option (s) below, total the amount where indicated.

- A) Prep School 150 word Listing in the October issue of *Swimming World Magazine* \$350  A) \$\_\_\_\_\_
- B) Prep School 150-word Listing placed on www.SwimmingWorldMagazine.com for twelve-months beginning October 2007 and ending September 2008 \$250  B) \$\_\_\_\_\_
- C) Aquatic Directory Listing in both the supplement published in April 2008 and on www.SwimmingWorldMagazine.com April 2008 through March 2009 \$300  C) \$\_\_\_\_\_
- D) Value Package: \$700  D) \$\_\_\_\_\_
  - 1. Prep School 150-word Listing in *Swimming World Magazine* in October 2007
  - 2. Prep School 150-word Listing on www.SwimmingWorldMagazine.com for of October 2007 through September 2008
  - 3. Aquatic Directory Listing in both the supplement published in April 2008 and on www.SwimmingWorldMagazine.com April 2008 through March 2009

### Additional Options with Value Package:

- E) Banner with link for the months of October, November and December 2007 \$600  E) \$\_\_\_\_\_
- F) Display ad in the October issue of *Swimming World Magazine*  
(If advertiser runs a 1/3-page ad, Listing is \$150, 1/2-page ad, Listing is Free)  F) \$\_\_\_\_\_

Ad Size: \_\_\_\_\_/\_\_\_\_\_  
(1/4, 1/3, 1/2) (H, V, SQ)

Ad Rate: \_\_\_\_\_  
B/W \$520/\$730/\$935  
4C \$865/\$1,575/\$1,780

Total Amount Due \$\_\_\_\_\_

Acct# \_\_\_\_\_

Date: \_\_\_\_\_

-----*(SPI Office Use Only)*-----

School: \_\_\_\_\_

Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Bill Me:

Credit Card:  MasterCard  VISA  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

# Prep Schools

The listings on pages 43-49 are paid advertisements.

## BAYLOR SCHOOL

Chattanooga, Tennessee  
Co-ed boarding and day  
College preparatory school  
Grades 6-12  
Enrollment: 1070

Rick Bishop  
Head Swim Coach  
Baylor School

171 Baylor School Road  
Chattanooga, TN 37405  
423-267-8506, ext 281  
Fax: 423-757-2535  
Email: rick\_bishop@baylorschool.org  
Website: www.baylorschool.org

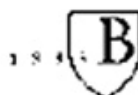
For more than 100 years, Baylor School has been one of the leading college preparatory schools in the South. Located on a spectacular 670-acre campus, Baylor provides a challenging curriculum featuring small classes and 19 AP courses. Each year, our graduates earn \$4.5 million in academic scholarships and are accepted to the country's top universities. Our swimming program has produced Olympic trial qualifiers, national finalists, an Olympic gold medalist and high school All-Americans. Our swimmers have won more than 25 state titles and recent graduates swim at some of the nation's top NCAA Division 1 schools. Baylor's new state-of-the-art aquatic center features a 50-meter by 25-yard pool and spectator seating for 700. Baylor also offers a summer swim camp program for competitive swimmers of all ages. See display ad on this page.

## BOLLES SCHOOL

Jacksonville, Florida  
Co-ed boarding Grades 7-12  
College preparatory  
school  
Grades Pre-K-12

Mark Frampton  
Director of Upper School  
and Boarding Admission  
7400 San Jose Blvd.  
Jacksonville, FL 32217  
904-256-8332  
Website: www.bolles.org

Email: framptonm@bolles.org  
Jeff Poppell



Head Swimming Coach  
904-256-6210

E-mail: poppellj@bolles.org  
*Swimming World Magazine's 2003-2004  
Girls National High School Champions*

Founded in 1983, Bolles is a nationally recognized Pre-K-12 coeducational college preparatory school with a boarding program for grades 7-12. The School's excellent offerings in academics, fine and performing arts, and athletics attract students from all over the world to participate in the boarding program. Bolles and its 300 member year-round United States Swimming program, the Bolles Sharks, have developed several nationally and world-ranked swimmers including 10 Medalists in seven of the last nine Olympic Games and 17 competitors in the 2004 Games in Athens, Greece. Bolles has claimed a combined nine National High School Championships since 1972. In addition, Bolles has won 43 total Florida high school state championships including 17 consecutive for the boys' team and 14 consecutive for the

girls team. The program facilitates training and stroke instruction in Bolles' 50-meter and 25-yard pools, as well as its Aquatic Center with dryland and weight training equipment. The program is guided by head coach Jeff Poppell, the 2004 National High School Coaches Association Coach of the Year and 2004 Florida Dairy Farmers 1A Coach of the Year. The Bolles School welcomes students without regard to race, religion, gender or national origin. See ad on page 44.

## CRANBROOK SCHOOLS

Bloomfield Hills, Michigan  
Co-ed boarding and day  
College preparatory school  
Grades 9-12  
Enrollment: 750

Drew Miller  
Dean of Admissions  
P.O. Box 801, Bloomfield Hills,



prep schools

# Baylor Leads



**Our program has produced Olympic Trial Qualifiers, U.S. National Finalists, an Olympic Gold Medalist, and High School All-Americans**

- ✓ 2004 Tennessee state high school champions
- ✓ Over 100 All-American performances
- ✓ 2005 fastest female sprinter in the nation
- ✓ Baylor has won the combined state championship each of the last 10 years
- ✓ A new state-of-the-art aquatic center, including a 50-meter by 25-yard pool

**Baylor School is no place for followers. We are leaders.**

1-800-2-BAYLOR | www.baylorschool.org