



PICTURED (ALL PHOTOS) » Xavier College Preparatory (Phoenix, Ariz.)

Prep Schools

PROVIDING THE NECESSARY TOOLS

Academics, athletics and cultural diversity are three important components to consider when choosing the right school for one's high school education.

BY TIFFANY ELIAS

Tiffany Elias graduated from Xavier College Preparatory (Phoenix, Ariz.) and Florida State University. She now works at Swimming World as its marketing coordinator.

I attended Xavier College Preparatory, an all-girls school in Phoenix, Ariz., because I was confident that it would meet my needs for an outstanding

education, a strong athletic program and a diverse student body. As it turned out, the prep school experience far exceeded my expectations.

When choosing the right school for my education, I learned that I needed to consider a number of factors, the most important of which were academic excellence, the quality of the athletic programs and cultural diversity.

- A strong academic curriculum is the foundation for future success.

Obviously, one of the ultimate goals of a college preparatory school is to provide students with the necessary tools to excel in their next level of education. College prep schools around the country are achieving this goal by providing advanced placement, honors-level courses and college credit with dual enrollment.

- For the competitive athlete, it is crucial to choose a school with a history of athletic success. To help me with my decision, I recognized and acknowledged the school's athletic legacy. While at Xavier, I was proud to contribute to the swimming team's tradition and record-breaking number of consecutive dual meet wins, its streak of state titles and the No. 1 national team ranking in 2005. Also, the success of a team in one sport often breeds success for teams in other sports. As with many prep schools, Xavier offers 11 other highly competitive interscholastic sports.

- More importantly, college preparatory schools typically accept students from all cultures as well as varying socioeconomic and ethnic backgrounds. Consequently, these schools promote leadership, friendship and community among an extremely diverse group of students.

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The pursuit of excellence that college preparatory schools demand plus the opportunities they provide ensure a degree of unparalleled success compared to many high school curriculums. Personally, I am proud to credit Xavier College Preparatory for my academic success at the collegiate level and for the honor of becoming the captain of an NCAA Division I swim team.

The prep school experience gave me the tools I needed to balance an academic workload and a rigorous athletic program in college plus the indispensable skills required to lead a diverse group of outstanding individuals on my swim team. ♦





2012 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: First Friday of August

Artwork deadline: Second Friday of August

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

Display Advertising Rates

	Color	b/w	
Full Page*	\$2,235	\$1,395	<input type="checkbox"/> fp \$_____
½ Page *	\$1,780	\$935	<input type="checkbox"/> ½ \$_____
¼ Page	\$865	\$520	<input type="checkbox"/> ¼ \$_____

*Includes Listing Value Package

Listing Only Options

- A) Prep School 150 word listing in the October issue of *Swimming World Magazine* \$350 ☐ A) \$_____
- B) Prep School 150 word listing on www.SwimmingWorldMagazine.com for 12 months beginning October 2011 and ending September 2012 \$250 ☐ B) \$_____
- C) Aquatic Directory listing in the supplement published in April 2012 and listing and graphic on www.SwimmingWorldMagazine.com from April 2012 through March 2013 \$300 ☐ C) \$_____
- D) Value Package - all of the above Listing options (Savings of \$200) \$700 ☐ D) \$_____

Total Amount Due \$_____

School:_____

Representative:_____

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Card Number:_____ Exp. Date:_____

Tiffany Elias • 602-522-0778 • Fax 602-522-0744 • Email: TiffanyE@SwimmingWorld.com

Sample Listing

Prep Schools

The listings on pages 37-45 are paid advertisements.

BAYLOR SCHOOL

**Co-ed Boarding and Day
College Preparatory
Grades 6-12
Enrollment: 1,070**



**171 Baylor School Road
Chattanooga, TN 37405
Coach: Dan Flack
423-267-8506 X 279
dan_flack@baylorschool.org
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 720-acre campus, Baylor provides a challenging curriculum featuring small classes and 19 AP courses. The Class of 2009 was offered \$10.85 million in academic scholarships and

were accepted to the country's top universities. Our swimming program has produced Olympic trial qualifiers, national finalists, Junior national champions, an Olympic gold medalist and National Junior team member and high school All-Americans. Our swimmers have won more than 30 Tennessee Team state championships and recent graduates swim at some of the nation's top NCAA Division I schools. They are the 2009 Swimming World Women's National Champions, the 2008 and 2009 Swimming World Boys' Independent School National Champions, and the 2009 Eastern Prep Boys' and Girls' Champions. Baylor's new state-of-the-art Aquatic Center features a 50 meter by 25-yard pool an 11'x16' endless pool, dryland, weight training equipment and spectator seating for 700. In his first year as head coach, Dan Flack was named Tennessee High School Swimming and Diving Men's Coach of the Year. He followed that with both Men's and

Women's Coach of the Year awards in his second year. See display ad on page 37.

THE BOLLES SCHOOL

**College Preparatory
PK-12 Co-ed Day 
7-12 Co-ed Boarding
Enrollment: 1,700**

**7400 San Jose Boulevard
Jacksonville, FL 32217
Coach: Sergio Lopez
904-256-5210
lopezs@bolles.org
www.bolles.org**

*Swimming World Magazine's 2003-2004
and 2004-2005 Girls National High School
Champions*

BaylorLeads



Our program has produced an Olympic Gold Medalist, US National Finalists, Olympic Trials Qualifiers, US and NCSA Junior National Champions, National Junior Team Member and High School All-Americans.

- ♥ 2009 Swimming World Women's National Champions
- ♥ 2008 and 2009 *Swimming World* Boys Independent School National Champions
- ♥ Over 30 Tennessee Team State Championships
- ♥ 2009 Eastern Prep Boys and Girls Champions
- ♥ State-of-the-art Aquatic Center, including a 50-meter by 25-yard pool
- ♥ A diverse program with swimmers from seven countries in the last three years

(423) 267-5902 | www.baylorschool.org

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

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 web 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: Advertising.swimmingworldmagazine.com
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: Advertising@SwimmingWorldMagazine.com

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 Tiffany Elias
Phone: 602-522-0778 • Fax: 602-522-0744 • Email: TiffanyE@SwimmingWorld.com