Mechanical Requirements For Print and Web Ads
Effective September 1, 2015

Ad Display Size	Width	Depth	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100x2906	8" x 10-3/4	7" x 9-11/16
2/3 page	4-9/16"	9-11/16"	1369x2906		
1/2 page (island)	4-9/16"	7-5/16"	1396x2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994x2906		
1/2 page (horizontal)	7"	4-3/4"	2100x1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656x2906		
1/3 page (horizontal)	7"	3-1/8"	2100x938		
1/3 page (square)	4-9/16"	4-3/4"	1369x1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994x1425		
1/4 page (horizontal)	7"	2-5/16"	2100x694		
1/4 page (square)	4-9/16"	3-3/4"	1369x1125		
1/6 page (vertical)	2-3/16"	4-3/4"	656x1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369x675		
1/9 page	2-3/16"	3-1/4"	656x938		
1/12 page	2-3/16"	2-1/8"	656x638		

NOTE: 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.)

Footer: 728 x 90 Pixels for web, 7" x 1" for Print   *Classified Ads: 50 Words in column inch*

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 Home Page   650 pixels wide by 90 pixels high

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

File Format   GIF (.gif), JPG (.jpg), PNG (.png)

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 *SwimmingWorld.TV*. Files should be no more than :30 seconds in length. Pricing and availability varies.

Hyperlink   Please indicate the connecting URL/http address upon sending banner

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

2. Mail It To: Sports Publications International

    Attn: Maureen Rankin

    2744 E Glenrosa Ave.   Phoenix, AZ 85014

    Phone: 602-522-0778 Fax: 602-522-0744

3. E-mail It To: Advertising@SwimmingWorld.com or MaureenR@SwimmingWorld.com