

Mechanical Requirements For Print and Web Ads

Effective Dec 1, 2016

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 Dimensions	900 pixels wide by 125 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

2 Ways to Send Us Art:

1. Mail It To: Sports Publications International

Attn: Advertising, 2744 E Glenrosa Ave. Phoenix, AZ 85014 Phone: 602-522-0778 Fax: 602-522-0744

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