





## 2018 PREP SCHOOL ADVERTISING AGREEMENT and RATES

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

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

### Display Advertising Rates

|            | <u>Color</u> | <u>b/w</u> |                                     |
|------------|--------------|------------|-------------------------------------|
| 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](http://www.SwimmingWorldMagazine.com) for 12 months beginning October 2017 and ending September 2018 \$250  B) \$\_\_\_\_\_
- C) Aquatic Directory listing in the supplement published in June 2018 and listing and graphic on [www.SwimmingWorldMagazine.com](http://www.SwimmingWorldMagazine.com) from June 2018 through May 2019 \$300  C) \$\_\_\_\_\_
- D) Value Package - all of the above Listing options (Savings of \$200) \$700  D) \$\_\_\_\_\_

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

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

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

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

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

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

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

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

Bill Me:

Credit Card:  MasterCard  VISA  Discover

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



## PREP SCHOOL MECHANICAL AND ELECTRONIC SPECIFICATIONS

|                       | <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"       |

**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

### 2 Ways to Send Us Art:

1. E-mail It To: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)
3. Mail To: Swimming World Magazine  
Attn: Prep School Directory  
PO Box 32338, Phoenix, AZ 85064

## SwimmingWorldMagazine.com Banner/Button Requirements

**Maximum Banner Dimensions:** 650 pixels wide by 90 pixels high

**Maximum Block Dimensions:** 300 pixels wide by 250 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 Advertising**

**Phone: 602-522-0778 • Fax: 602-522-0744 • Email: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)**