

# Mechanical Requirements For Print and Web Ads

Effective Sep 1, 2018

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"	1369x1130		
1/4 page (holiday gift guide)	3-7/8"	3-3/4"	1165x1130		
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.

<b>Top Banner Dimensions</b>	900 pixels wide by 125 pixels high
<b>Skyscraper Banner Dimensions</b>	160 pixels wide by 600 pixels high
<b>Super Skyscraper Banner</b>	300 pixels wide by 600 pixels high
<b>Block Banner Ad Dimensions</b>	300 pixels wide by 250 pixels high
<b>Button Ad Dimensions</b>	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: ISHOF—Swimming World

Attn: Advertising, One Hall of Fame Drive. Ft. Lauderdale, FL 33316 Phone: 602-522-0778 Fax: 602-522-0744

2. E-mail It To: [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)



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# 2019 SPACE & MATERIAL DEADLINES

<b>Issue</b>	<b>Best Space</b>	<b>Last Chance Space</b>	<b>Art Due</b>	<b>Issue Focus</b>	<b>Special Inserts</b>
<b>January</b>	11/07/18	12/04/18	12/05/18		
<b>February</b>	12/12/18	12/28/18	1/08/19		<i>Summer Swim Camps</i>
<b>March</b>	1/9/19	1/25/19	2/06/19	NCAA Preview	<i>Summer Swim Camps</i>
<b>April</b>	2/13/19	2/27/19	3/07/19	<i>World Masters Swimmer of the Year</i>	
<b>May</b>	3/13/19	3/29/19	4/05/19		
<b>June</b>	4/05/19	4/26/19	5/06/19		
<b>July</b>	5/15/19	5/24/19	6/06/19		<i>Aquatic Directory</i>
<b>August</b>	6/12/19	6/26/19	7/05/19	<i>HS Swimmer's of the Year</i>	
<b>September</b>	7/10/19	8/01/19	8/08/19	<i>HS Team Titles</i>	<i>NISCA Insert</i>
<b>October</b>	8/14/19	8/28/19	9/05/19		<i>Prep School Guide</i> <i>Holiday Gift Guide</i>
<b>November</b>	9/11/19	9/27/19	10/07/19	<i>Open Water Issue</i>	<i>Holiday Gift Guide</i>
<b>December</b>	10/16/19	10/25/19	11/06/19	<i>Annual Awards</i>	<i>Holiday Gift Guide</i>

**BILLING:**

1.800.511-3029

Advertising@SwimmingWorld.com

**DISPLAY, CLASSIFIED, DIRECTORY INQUIRIES:**

602.522-0778

Advertising@swimmingworldMagazine.com

Updated 09/13/18