

SPECS FOR DIGITAL AND PRINT ADS

Ad Display Size	Width	Height	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100 x 2906	8" x 10-3/4"	7" x 9-11/16"
2/3 page	4-9/16"	9-11/16"	1369 x 2906		
1/2 page (island)	4-9/16"	7-5/16"	1396 x 2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994 x 2906		
1/2 page (horizontal)	7"	4-3/4"	2100 x 1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656 x 2906		
1/3 page (horizontal)	7"	3-1/8"	2100 x 938		
1/3 page (square)	4-9/16"	4-3/4"	1369 x 1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994 x 1425		
1/4 page (horizontal)	7"	2-5/16"	2100 x 694		
1/4 page (square)	4-9/16"	3-3/4"	1369 x 1130		
1/4 page (holiday gift guide)	3-7/8"	3-3/4"	1165 x 1130		
1/6 page (vertical)	2-3/16"	4-3/4"	656 x 1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369 x 675		
1/9 page	2-3/16"	3-1/4"	656 x 938		
1/12 page	2-3/16"	2-1/8"	656 x 638		

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.)

Files should be 300dpi

Questions?

Contact:
Ashleigh Shay
Ashleigh@SwimmingWorld.com

Footer: 728 x 90 pixels for web, 7" x 1" for print / **Classified Ads:** 50 words in column inch

2 Ways to Send Us Art:

1. Email to Advertising@SwimmingWorld.com
2. Dropbox link available upon request.

Digital ads are available on a first-come first-serve basis and the first right of refusal will be given to those clients who have current ads on the website.

Jumbo Banner Ad Dimensions	2600 pixels wide by 360 pixels high
Skyscraper Ad Dimensions	160 pixels wide by 600 pixels high
Jumbo Block Ad Dimensions	400 pixels wide by 375 pixels high
Block 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)
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 banners The focus on building all files should be on the dimensions of the 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 provide the connecting URL/http address when sending digital ad artwork.



2022 SPACE & MATERIAL DEADLINES

Issue	Best Space	Last Chance Space Due	Art Due	Issue Focus	Special Inserts
January	12/06/21	12/20/21	12/10/21		
February	1/10/22	1/24/22	1/07/22		Summer Swim Camps
March	2/07/22	2/21/22	2/04/22	NCAA Preview	Summer Swim Camps
April	3/11/22	3/25/22	3/08/22		World Masters Swimmer of the Year
May	4/11/22	4/25/22	4/08/22		
June	5/09/22	5/23/22	5/06/22		
July	6/13/22	6/24/22	6/10/22		Aquatic Directory
August	7/11/22	7/25/22	7/08/22	HS Swimmers of the Year	
September	8/08/22	8/29/22	8/05/22	HS Team Titles	NISCA Insert
October	9/12/22	9/26/22	9/09/22		Prep School Guide Holiday Gift Guide
November	10/10/22	10/28/22	10/07/22	Open Water Issue	Holiday Gift Guide
December	11/14/22	11/21/22	11/04/22	Annual Awards	Holiday Gift Guide



Billing:

1-800-511-3029

Advertising@SwimmingWorld.com

Display, Classified, Directory Inquiries:

602-522-0778

Advertising@SwimmingWorld.com

JUMBO BANNER - HOME PAGE

BANNER - ARTICLE PAGE

JUMBO BANNER - HOME PAGE ▲
2600 px wide x 360 px high

BANNER - ARTICLE PAGE ▲
900 px wide x 125 px high

SKYSCRAPER - ARTICLE PAGE

JUMBO BLOCK - HOME PAGE
400 px wide x 375 px high

▶
BLOCK - ARTICLE PAGE
300 px wide x 250 px high

▶
MINI BANNER - ARTICLE PAGE
300 px wide x 120 px high

◀
SKYSCRAPER - ARTICLE PAGE (Non-Mobile)
160 px wide x 600 px high

JUMBO BLOCK - HOME PAGE

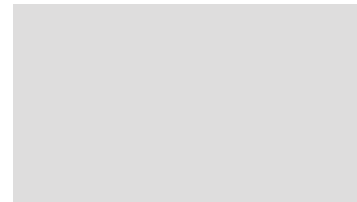
BLOCK - ARTICLE PAGE

MINI BANNER - ARTICLE PAGE

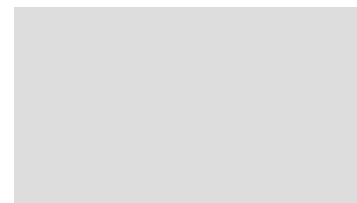
WEEKLY SPLASH eNEWSLETTER



WEEKLY SPLASH



XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX



XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX



SUPER SKYSCRAPER - ARTICLE PAGE

◀
SUPER SKYSCRAPER - ARTICLE PAGE (Non-Mobile)
160 px wide x 600 px high

BUTTON - ARTICLE PAGE

▲
BUTTON - ARTICLE PAGE
120 px wide x 120 px high