

Don't miss being a part of the longest running and most comprehensive swim camp guide available.

The annual **Swim Camp Directory** is published within the February and March issues of *Swimming World Magazine*. The approximate hard copy distribution of the February and March directories is approximately 50,000 per issue, and it will also be available as a PDF download on *SwimmingWorldMagazine.com*.

Exposure on *SwimmingWorldMagazine.com* will provide an additional exposure and average of over 132,000 visitor sessions per week throughout the year, with seasonal peaks over 200,000.

2006 *Swimming World Magazine* Swim Camp Advertising Options

Display Advertising Rates (Per Insertion)

Size	4-Color	B&W
1 Page	\$2,550	\$1,630
1/2 Island	\$2,120	\$1,360
1/2 Page	\$1,350	\$1,250
1/3 Page	\$1,735	\$850
1/4 Page	\$1,575	\$590

*One-time display advertisers will receive a Camp Directory Listing on *SwimmingWorldMagazine.com* with a hyperlink as added value.

**Three-time display advertisers will receive a Camp Directory Listing on *SwimmingWorldMagazine.com* with a hyperlink, Aquatic Directory Listing in both the supplement within *Swimming World Magazine* and online with a hyperlink as added value.

Camp Listings in Swimming World Magazine—All camp listings are limited to 150 words

Two Month Listing (<i>February & March</i>)	\$660
One Month Listing (<i>February or March</i>)	\$430

Aquatic Directory Listings in Swimming World Magazine and on SwimmingWorldMagazine.com

\$250 April Aquatic Directory supplement in *Swimming World Magazine* and posted for 11 months beginning April 2006 on *SwimmingWorldMagazine.com*

Classified Ads—for camp staff positions available

\$50 per column inch (approximately 45 words) \$45 for each additional inch.

E.g. 90 words = \$95

Classified ads are available as prepaid with a credit card only. Sports Publications accepts MC, VISA or Discover

2006 *SwimmingWorldMagazine.com* Swim Camp Advertising Options

Website Banner Advertising Rates (per month)

Location

Lane 9	\$1,200	Home Page	\$1,000
Results	\$800	Swim Shop	\$500
News Channels	\$550	Tips on Technique	\$450
Workouts	\$350	Camps	\$350

*All banner ads are based on availability, please see separate page for electronic specifications.

Camp Listings with Hyperlink to Camp Website—All camp listings are limited to 150 words

Aquatic Directory Listings in Swimming World Magazine and on SwimmingWorldMagazine.com

\$250 April Aquatic Directory supplement in *Swimming World Magazine* and posted for 11 months beginning April 2006 on *SwimmingWorldMagazine.com*

Classified Ads—for camp staff positions available

\$200 Ad will remain on-line until the position(s) is/are filled

Classified ads are available as prepaid with a credit card only. Sports Publications accepts MC, VISA or Discover

PRINT ADVERTISING DEADLINES

	Space	Art
January	10/28/05	11/11/05
February	11/23/05	12/09/05
March	12/06/05	1/06/06
April	1/27/06	2/07/06
May	2/21/06	3/03/06

MECHANICAL REQUIREMENTS

Trim Size: 8" x 10-3/4"
Live Area: 7" x 9-11/16"

	Width	Depth
Full page	7"	9-11/16"
1/2 page (island)	4-9/16"	7-5/16"
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"

Please send all art to:

Sports Publications International
Attn: Betsy Houlihan
90 Bell Rock Plaza, Suite 200
Sedona, AZ 86351
Phone: 928-284-4005
Fax: 928-284-2477

BetsyH@SwimmngWorldMagazine.com

ADVERTISING DESIGN SPECS

We encourage all of our advertisers to submit their advertisements electronically on CD. We do have the capability to have advertisers upload files to an FTP Server, please consult with Betsy Houlihan or Toni Blake to have this option be made available to you.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

Computer Disk Specifications for Submission of Art Work

Provided Media Formatted For Macintosh Computers: Floppy Disk, ZIP Disk, JAZ Disk or CD

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.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

Specifications:

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

Please double check each job to make sure colors specified are colors used.

Computer Application Program(s) Used On This Submission:

Quark Xpress (Most Preferred) Aldus Freehand Adobe Illustrator



Electronic Specifications for Website Advertising

Electronic Specifications for Website Advertising

All banners are rotating unless indicated on the Visitor Sessions At-A-Glance sheet. 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.

**Maximum Banner
Dimensions**

634 pixels wide by 90 pixels high

**Maximum Button/
Tile Dimensions***

120 pixels wide by 120 pixels high

File Format

GIF (.gif), JPG (.jpg)

All banners, animated or static, must be interlaced before sending

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 SwimInfo Communicator. Files should be no more than 30 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

Materials Deadline

Two weeks prior to first month of being posted. i.e. May Posting, art due April 15th

Send To

Webmaster@SwimmingWorldMagazine.com
ToniB@SwimmingWorldMagazine.com

Posting Time

Banners will begin on the first day of the month and will be taken off on the last day of the month as indicated on the contract. Please work out any midmonth postings with your sales rep, these are only available if space permits.

**Buttons and Tiles are only available on the e-newsletters at this time.*

2006 Swim Camp Advertising Agreement

Swimming World Magazine and SwimmingWorldMagazine.com

324 10th Street, Manhattan Beach, CA 90266
310-379-2278 • Fax: 310-376-7175 • E-mail: ToniB@SwimmingWorldMagazine.com

****PLEASE PRINT OUT THIS FORM.**

FORM MUST BE COMPLETED, SIGNED AND RETURNED BEFORE ADVERTISEMENT(S) WILL RUN**

Date _____ Purchase Order # _____

Acct. # _____ College/University Camp Independent Camp
Office Use Only

NAME OF CAMP _____

AS YOU WANT IT TO APPEAR IN PRINT AND IN THE AQUATIC DIRECTORY

CAMP DIRECTOR _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

BILLING ADDRESS (IF DIFFERENT FROM CAMP ADDRESS):

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

PAYMENT INFORMATION

MasterCard VISA Discover

Credit Card # _____ Exp. Date _____

Signature _____ Zip Code Bill is Sent to _____

PLACEMENT INFORMATION

Aquatic Directory Listing

April 2006 in Supplement and Online (\$250)

Charge \$ _____

Banner Ad*

Location _____

January 2006 February 2006 March 2006

April 2006 Other:

Charge: \$ _____

Camp Directory Listing in *Swimming World Magazine*

February 2006 March 2006

(\$330 each/\$660 two-month package or \$430 for one month)

Charge \$ _____

Camp Directory Listing Online at *SwimmingWorldMagazine.com*

Beginning February 2006 (\$250)

Charge \$ _____

Classified Ad in *Swimming World Magazine**

January 2006 February 2006 March 2006

April 2006 Other:

Charge \$ _____

Classified Ad Online at *SwimmingWorldMagazine.com*

Remains posted until position is filled (\$200)

January 2006 February 2006 March 2006

April 2006 Other:

Charge \$ _____

Display Ad*

Size: _____

4C BW

January 2006 February 2006 March 2006

April 2006 Other:

Charge \$ _____

Production Charges (If applicable)

Charge \$ _____

***SEE SEPARATE SHEET FOR RATES**

TOTAL CHARGES \$ _____

Repeat Ad from 2005

New Art will be Provided

Repeat Listing from 2005

Updates for Listing Indicated in the Above Information

Please Sign and Return this agreement to Toni Blake at (fax) 310-376-7175