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 and your sales representative (KimM@SwimmingWorldMagazine.com or 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 is space permits.

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