



UNIQUE ADVERTISING OPTIONS WITHIN SWIMMING WORLD MAGAZINE

Sports Publications International knows that advertisers sometimes have a need to bring additional attention to new products being launched or just want to stand out more than others within the magazine. Listed below are some of the ideas and printing capabilities that exist to all advertisers within the publication. Please let your sales rep know if any of these are appealing and more information and a formal pricing schedule can be provided. Additionally, some of these options will require more time for magazine production and need to allow for more upfront layout time.

Tipping Options

- Tipping an specialty or standard insert to a page
- Tipping to a cover
- Tipping a "post-it note"
- Tipping CD's
- Tipping product samples (needs to be reviewed)

Bind-in Options

- Standard cards/inserts (3x5, 4x6 etc.)
- Inserts with full-page advertisement
- Product samples (needs a carrier)

Gatefold & Cover Options

- Standard 4 & 6 page gate
- 8 page gate
- Barn-door/French gate
- Internal gate (needs to be bind-in, center as SS bond magazine.)
- Short Covers
- Belly-band type covers (typically done for shows or non-mail distribution)
- Coverwraps
- General folding
- Tabbings

Ink-Jet Messaging

- Custom messages on cover
 - Graphics e.g. logos
 - Custom poly with ink jetting message
 - Selective or demographic binding
- Ink-jetting needs to be reviewed prior to final approval due to USPS requirements and possible equipment limitations.*

Miscellaneous

- Dot-whacking "Attention Grabber Stickers"
 - Blow-in cards
 - Poly-bagging
 - Insert Tabbings
 - Pop-ups
 - Die-cutting
- Poly-bagging needs to be reviewed prior to final approval due to USPS requirements.*

Two samples of the insert of mock-up will be needed for review with printer.