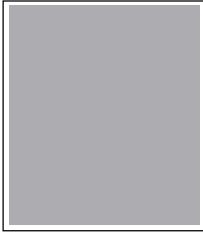
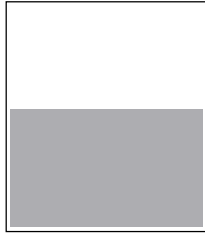


AQUATICS INTERNATIONAL DIGITAL/VIDEO AD SPECS



Full Page

Trim—8" x 10.5"
Bleed—8.25" x 10.75"
Live—7" x 10"



1/2 Horiz.

Non-Bleed—7" x 4.75"

VIDEO SPECS (IF PURCHASED THIS OPTION):

IT MUST BE INDICATED ON A SPECIFIC AREA ON THEIR AD FOR WHERE THE VIDEO OR SLIDESHOW IS SUPPOSED TO PLAY.

(i.e. "over the existing image of the pool" or in the center of the page, or upper left corner, etc.) Videos must be sent in on the ad materials due date. Sometimes video formats aren't compatible, and we have to go back & forth with the client. The videos cannot be rushed.

VIDEO MUST BE SUPPLIED IN EITHER MP4, F4V OR FLV VIDEO FORMAT WITH THE FOLLOWING REQUIREMENTS:

- The recommended bitrate is between 300kb/s and 700kb/s
- The maximum file size for a video is 100MB
- Videos must have a duration of 1 second minimum and 1 minute maximum. The only supported audio codec for FLV files is MP3
- MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for Audio

MATERIAL SHIPPING INFORMATION

Please Upload a Hi-Res PDFX1A-2001—PDF FILES MUST BE SUBMITTED IN CMYK & FONTS AND IMAGES MUST BE EMBEDDED

New Users—You'll need to register and create your OWN ACCOUNT at: <https://hanleywood.sendmyad.com/> and click on FIRST TIME USER

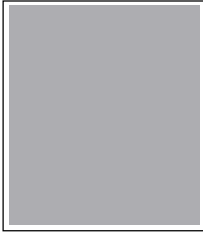
Returning Advertisers—Log in at: <https://hanleywood.sendmyad.com/>. Follow up proofs are NOT REQUIRED but can be sent to: Ad Traffic Manager—AQUATICS INTERNATIONAL, Hanley Wood Media, Inc., 1152 15th Street, NW, Suite 750, Washington, DC 20005

Production Manager

Stephanie Fischer
sfischer@hanleywood.com

POOL GROUP

AQUATICS INTERNATIONAL PRINT DIRECTORY AD SPECS



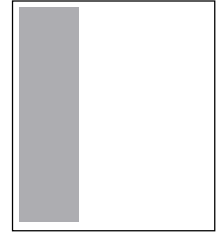
Full Page

Trim—8" x 10.5"
Bleed—8.25" x 10.75"
Live—7" x 10"



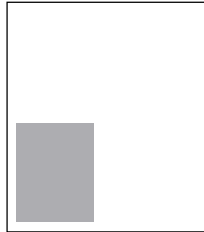
1/2 Horiz.

Non-Bleed—7" x 4.75"



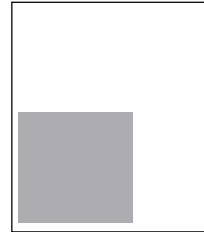
1/3 Vertical

Non-Bleed—2.25" x 9.675"



1/4 Vertical

Non-Bleed—3.75" x 4.625"



1/3 Square

Non-Bleed—4.625" x 4.875"

MATERIAL SHIPPING INFORMATION

Please Upload a Hi-Res PDFX1A-2001—NO ZIP FILES

New Users—You'll need to register and create your OWN ACCOUNT at: <https://hanleywood.sendmyad.com/> and click on FIRST TIME USER

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Production Manager

Stephanie Fischer
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