



SwimmingWORLD magazine.com

Publisher of SwimInfo: The World's Leading Independent Resource for Swimming

ABOUT THE .COM WEBSITE

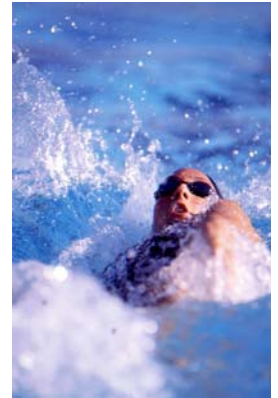
Since July 1996, *SwimmingWorldMagazine.com* is recognized as the leading site for the "Daily News in Swimming". Viewers come from all over the world to get results, read breaking stories, watch video, and listen to audio interviews. Recent upgrades allowing readers to comment on news stories has created a new interactive element to the site.

SwimmingWorldMagazine.com consistently ranks in the top spot on most search engines when searching for swim related news.

With breathtaking photos and exclusive interviews, *SwimmingWorldMagazine.com* continues its commitment to bringing its audience the most up-to-date and unbiased coverage of aquatics world-wide. *PC Magazine* rated the site as the "#1 Swimming Website" and "Best of the Internet".

Recent Stats:

- Averages **250,000** unique visitors per month
- Averages **1,137,000** visitor sessions per month
- Averages **3,000,000** page views per month
- *SwimmingWorldMagazine.com* has an international appeal, with almost 17% of the visitor sessions from over **173** different countries.



For More Information Call 1-800-511-3029

E-Mail: Advertising@SwimmingWorldMagazine.com

.COM TRAFFIC INFORMATION

	Avg. '08 Wkly	Peak Week ('08Olympics)	Peak Week ('09 World Champ)
Visitor Sessions Per Week	290,000	982,708	490,000
Unique Visitors Per Week	90,000	375,000	129,000
Page Views Per Week	625,000	1.5 Million	1.4 Million
Length of Visitor Session	9:40		
% of International Visitors	17.3%	23%	19%





WEBSITE LAYOUT



SwimmingWorldMagazine.com offers its visitors breaking news throughout the day including the most recent results from all around the world, and intriguing interviews with elite swimmers. In addition, the website features “Tips on Technique,” a workout database, an online SwimShop and a Premium Membership section.

A Premium Membership is available to subscribers of *Swimming World Magazine*. This premium section affords subscribers the opportunity to:

- Take advantage of premium member discounts to the online SwimShop.
- Receive a monthly newsletter providing them an electronic download of the recent issue of the magazine.
- Downloads of back issues, dating as far back as the 1960’s!
- Search for content records and names back to Volume 1 Issue 1

WEBSITE

SwimInfo — Lane 9

Features breaking aquatic news from around the world.

Dedicated News Channels

The site offers 10 exclusive content areas for those that want to access High School, USA News, College, Masters, World, Syncro, Diving, Water Polo, Open Water or Industry News.

Results

Meet Directors have the ability to upload their meet results directly to our database allowing hosts to utilize this feature as “Real-Time” results. The ability to search past and present meet results makes this area a favorite for visitors.

Rankings

Current rankings, including All-Time Rankings, National & International Meets, College, High School and Age Group Rankings can be found here.

Records

Readers can access records from every level of swimming including High School, College, Olympic and World Records.

SwimBiz

This area contains information about the swimming market. The Industry News channel features press releases and product news about our advertisers. The Aquatic Directory is seen as the “Yellow Pages” for the Aquatic industry. SwimBiz also features Camps, Prep Schools, Team Partnership and Media Kit information.



VISITOR FACTS

of Times They Visit

Once a day	28%
Two or more times a day	14%
Three times per week	26%
Once a week	22%

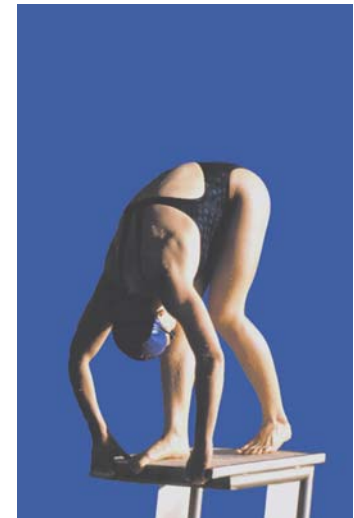
Most Popular Areas Visited

Lane 9
Results
Reaction Time
News Channels
Time Conversion
SwimBiz Resources

Value of Website

Absolutely Invaluable	27%
Very Valuable	55%
Somewhat Valuable	16%

**Visitor survey results from fall 2003.*



What They are Saying About Us

"SwimmingWorldMagazine.com included pictures of the swimmers after their races. It's nice to see what they look like. Also, the writers are animated and full of energy... I almost wish they would write longer articles. I have been using the Trial Preview: Ecstasy/ Agony 'Tip Sheet' to follow the trials. Well written and presented."

"I really like the direction of *SwimmingWorldMagazine.com* and the unbiased coverage of swimming events/news/results at all levels (including Masters)."

"Really super coverage of the sport! Because of *SwimmingWorldMagazine.com* I am much better informed of what is happening in swimming than I have ever been."



Website Rate Card

Effective October 1, 2009
All rates listed are monthly

TOP BANNERS—728 x 90



	Slots	1x	6x	9x	12x
Home Page	2	\$2,000	\$1,400	\$1,200	\$1,000
Lane 9 News	4	\$1,500	\$1,200	\$1,000	\$800
Results	2	\$700	\$600	\$400	\$200
Channels	1	\$700	\$600	\$400	\$200
World News Channel	1	\$700	\$600	\$400	\$200
USA News Channel	1	\$700	\$600	\$400	\$200
College News Channel	2	\$700	\$600	\$400	\$200
Masters News Channel	1	\$700	\$600	\$400	\$200
High School News Channel	2	\$700	\$600	\$400	\$200
Diving News Channel	1	\$700	\$600	\$400	\$200
Open Water News Channel	1	\$700	\$600	\$400	\$200
Water Polo News Channel	1	\$700	\$600	\$400	\$200
Synchronized Swimming News Channel	1	\$700	\$600	\$400	\$200
Industry News Channel	1	\$700	\$600	\$400	\$200
Reaction Time News Channel	1	\$700	\$600	\$400	\$200
Tips on Technique	1	\$700	\$600	\$400	\$200
Conversion Tool	2	\$700	\$600	\$400	\$200
College Recruit Ranking	2	\$700	\$600	\$400	\$200
Search	2	\$700	\$600	\$400	\$200
Workouts	1	\$300	\$250	\$200	\$150
Performance Rankings	1	\$300	\$250	\$200	\$150
Records	2	\$300	\$250	\$200	\$150
Camp Directory	4	\$300	\$200	\$150	\$75
Prep School Directory	4	\$300	\$200	\$150	\$75
E-Newsletter (Price based per mailing)	1				\$75





SwimmingWORLD

magazine.com

Website Rate Card

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160 x 600
VERTICLE
SYSCRAPER

	Slots	1x	6x	9x	12x
Home Page	2	\$1,000	\$800	\$700	\$600
Lane 9 News	4	\$900	\$700	\$600	\$400
Results	2	\$700	\$600	\$400	\$200
Tips on Technique	1	\$700	\$600	\$400	\$200
Workouts	1	\$300	\$250	\$200	\$150
Conversion Tool	2	\$300	\$250	\$200	\$150
Aquatic Directory	1	\$300	\$250	\$200	\$150
Camp Directory	4	\$300	\$250	\$200	\$150
Prep School Directory	4	\$300	\$250	\$200	\$150

160 x 600



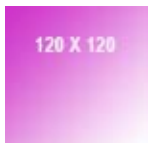
Website Rate Card

Effective October 1, 2009
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BLOCKS ADS—300 x 250

	Slots	1x	6x	9x	12x
Home Page	2	\$1000	\$800	\$700	\$600
Lane 9	4	\$900	\$700	\$600	\$400
Conversion Tool	2	\$700	\$600	\$500	\$300
Records	1	\$300	\$200	\$100	\$75
Recruit Rankings	1	\$300	\$200	\$100	\$75
Results	1	\$300	\$200	\$100	\$75



Global Button Ads—120 x 120 (These Are Randomly Stacked With Each New View)

	Slots	1x	6x	9x	12x
Left Side Bar	15	\$300	\$250	\$200	\$125
E-Newsletter (price per mailing)	3				\$25

Aquatic Directory Ads On The Website

1/9 Ad & Listing (Sold Annually) April to April \$500

Listings Only- Limited to 8 (Sold Annually) \$250

+Listings appear for eleven months (April to March)

Classified Advertisements

Appear on web until position is filled \$200





SwimmingWorld.tv Rate Card

	Position	1x	6x	9x	12x
Home Page	1 Top - 1 Side	\$ 1,000.00	\$ 700.00	\$ 500.00	\$ 400.00
Morning Swim Show	1 Top - 1 Side	\$ 750.00	\$ 500.00	\$ 400.00	\$ 300.00
Blog Page	Top Only	\$ 500.00	\$ 350.00	\$ 250.00	\$ 200.00
College Recruits Page	1 Top - 1 Side	\$ 500.00	\$ 350.00	\$ 250.00	\$ 200.00
Forum	1 Top - 1 Side	\$ 400.00	\$ 300.00	\$ 200.00	\$ 100.00
Photo Gallery	1 Top - 1 Side	\$ 400.00	\$ 300.00	\$ 200.00	\$ 100.00
Search Page	Top Only	\$ 400.00	\$ 300.00	\$ 200.00	\$ 100.00
Blog Roll	1 Top - 1 Side	\$ 300.00	\$ 200.00	\$ 100.00	\$ 50.00
Calendar	1 Top - 6 Buttons	\$ 300.00	\$ 200.00	\$ 100.00	\$ 50.00
List of Events Page	2 Top - 6 Buttons	\$ 300.00	\$ 200.00	\$ 100.00	\$ 50.00
Ready Room Show	Top Only	\$ 300.00	\$ 200.00	\$ 100.00	\$ 50.00
Swimming Technique Show	Top Only	\$ 300.00	\$ 200.00	\$ 100.00	\$ 50.00

Introductory Grand Opening Price for 3 month schedule
All Locations Come with First Right of Refusal



ABOUT THE .TV WEBSITE

Sports Publications International recently launched a dedicated URL called SwimmingWorld.TV on September 10, 2009.

Designed and created to add to the way viewers gain information and interact with aquatic sports, SwimmingWorld.TV features entertaining shows, interviews and events related to all levels within the aquatic community. *Streamline News* and *The Morning Swim Show* are just two examples that post on a daily basis bringing headlines to life from around the globe.

Our audience is growing daily as we market this site with all of Sports Publications International's proven resources. We are offering introductory rates and are confident that our statistics will prove this to be a valuable advertising vehicle.

GET IN ON THE GROUND FLOOR NOW!



Electronic Specifications for Website Advertising

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.

Top Banner Dimensions	728 pixels wide by 90 pixels high
Skyscraper Side Banner Dimensions	160 pixels wide by 600 pixels high
Block Ad Dimensions	300 pixels wide by 250 pixels high
Button Dimensions	120 pixels wide by 120 pixels high
Aquatic Directory Dimensions	158 pixels wide by 328 pixels high
File Format	GIF (.gif), JPG (.jpg) All graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds.
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) video files are available as infomercials through <i>SwimmingWorld.TV</i> for our SwimBiz Channel. Files should be no more than :45 seconds in length. If this is of interest, please discuss with your Account Executive, 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 15 th
Send To	Advertising@SwimmingWorldMagazine.com or your Account Executive.
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 account executive, these are only available if space permits.