



## **ABOUT SPORTS PUBLICATIONS INTERNATIONAL**

Sports Publications International has been known as the most recognizable voice of swimming for almost a half a century. *Swimming World Magazine*, the first of a now growing family of products developed by Sports Publications International, was first published in January of 1960 and has been in continuous publication ever since.

Publishing is the core business of Sports Publications International and the staff prides itself in being the world's leading independent resource for swimming news. This is illustrated through their commitment to bring the swimming community breaking news coverage from around the world.

### **Other products developed by Sports Publications International include:**

*Swimming Technique*, first published in 1963  
*SWIM Magazine*, first published in January of 1985  
*SwimmingWorldMagazine.com*, launched in July of 1996  
*SwimInfoWire*, launched August of 2004  
*SwimmingWorld.TV*, launched January 2006  
*Swimming World Radio* launched November 2006

Many of Sports Publications' mediums serve as official publications of national governing bodies in addition to receiving recognition for excellence.

### ***SwimmingWorldMagazine.com* recognized by:**

*PC Magazine* as being part of their "Best of the Internet" as the #1 Swimming Website.

### ***Swimming World Magazine* is endorsed by:**

American Swim Coaches Association (ASCA) and Australian Swim Coaches and Teachers Association (ASCTA)

### ***Swimming World Magazine* is the official publication for:**

College Swimming Coaches Association of America (CSCAA)  
National Interscholastic Swimming Coaches Association of America (NISCA)  
United States Swim School Association (USSSA)

For More Information Call 1-800-511-3029  
E-Mail: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com)



## ABOUT THE MAGAZINE

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First published in January of 1960, *Swimming World Magazine* is the premier swimming magazine in the World and is endorsed by American Swimming Coaches Association (ASCA) and the Australian Swim Coaches and Teachers Association (ASCTA)

*Swimming World Magazine* is the Official Publication of:

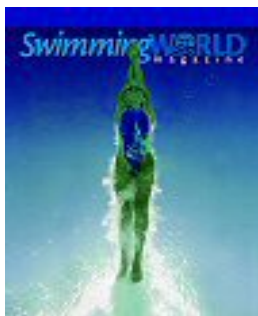
- College Swim Coaches Association of America (CSCAA)
- National Interscholastic Swim Coaches Association (NISCA)
- United States Swim School Association

Designed and written not only for both competitive and fitness swimmers, but also parents, coaches and swimming enthusiasts, *Swimming World Magazine* provides the latest swimming news worldwide. Each issue features content within four sections: Swimming World, Swimming Technique, SWIM and Junior Swimmer. Monthly content includes; Coaching & Personalities, Technique Tips, High School and YMCA coverage, Worldwide Swimming Coverage, Coach Interviews, Technique and Training Drills, Race Strategies, Health Waves, Masters Stories, Workouts, N.A.G. Record Setters, Swimmers of the Month and Results.

**Monthly print runs are up to 50,000, with pass-along readership measuring at 4.16 readers per issue totaling 208,000.**

## THE MAGAZINE LAYOUT AND FEATURES

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*Swimming World Magazine* presents complete national and international coverage of competitive aquatic sports, including open water, diving, synchro and water polo. This includes meet results, records and personality features for age group, high school, and college athletes. Correspondents from *Swimming World Magazine* provide on-site coverage of: The Olympics, World Championships, Pan Pacific Games, Pan American Games, Goodwill Games, European Championships, USS International Team Selection, NCAA Championships, Senior Nationals, Junior Nationals, Sectional Meets, YMCA Nationals, High School Championships and Age Group Championships.



Featured as a section within the magazine, *Swimming Technique*, offers intriguing columns and features written by top professionals within the coaching community. *Swimming Technique* provides the swimming community with thought provoking and cutting-edge information that is pertinent to the technical training of athletes and the day-to-day management of a successful swimming program.

The *SWIM* section focuses on helping enhance the readers' quality of life through incorporating swimming into the lifestyle. Topics are relevant to any adult swimmer ranging from the twice-a-week fitness swimmer to the nationally ranked competitor. Features encourage and reinforce a lifestyle in which overall fitness is a major priority.

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## Read About

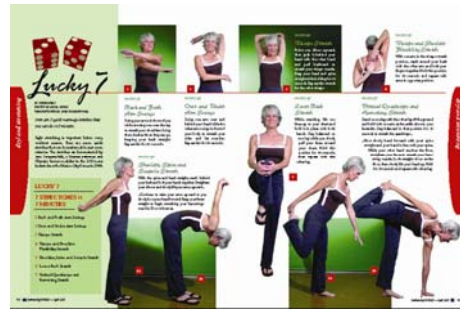
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### **Swimming World Section**

- ⇒ Coaching
- ⇒ Personalities
- ⇒ Technique Tips
- ⇒ High School/YMCA Coverage

### **Swim Section**

- ⇒ Health Waves
- ⇒ Masters Stories
- ⇒ Workout Card



### **Swimming Technique Section**

- ⇒ Coach Interviews
- ⇒ Technique and Training Drills
- ⇒ Race Strategies

### **Junior Swimmer Section**

- ⇒ N.A.G. Record Setters
- ⇒ Swimmers of the Month
- ⇒ Results



*Swimming World Magazine* articles are written by top journalists and swimming experts, *Swimming World Magazine* focuses on in-depth interviews with athletes and coaches. The latest coverage of High School, Club, College and World Class events; and connects generations of swimmers around the world through a sometimes retrospective look at the sport.

Features within the *Swimming Technique* section develop content from interviews with top national and international coaches. Reporters investigate training philosophies and how they are integrated into a successful swimming programs, seen within "Coach Interviews". Other articles focus on many technique related topics including the science behind the sport, exercise physiology, biomechanical innovations and dryland training.

The *SWIM* section hones in all aspects of fitness and how it applies to swimming. Realizing that swimming and fitness are lifestyle choices, editorial staff focuses on topics that are specific to all levels of adult swimmers. Those who enjoy fitness swimming, to swimmers who swim regularly in competitions and other athletic events find value in these articles. Articles focus on dryland training, open water and triathlete workouts, technique tips and nutrition.

*"Your organization is THE VOICE of swimming. I have been a subscriber since the sixties and always will.*

*Thanks for doing what you do!" ~ Dave Smalley*



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## *Regular Material*

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### ***Voice for the Sport***

Leading authorities and experts from around the world contribute personal commentaries to keep the swimming community updated on current swimming issues. Whether the subject matter is opinionated, discussion oriented or simply a presentation of the facts, the topics are sure to spark interest and debate.

### ***Embedded TV, Audio & Commercials***

Digital downloads of the magazine are often embedded with exclusive Swimming World video interviews, stories and advertisements that enrich the print component and allow advertisers to further their message

### ***Annual Features***

Every year our readers look forward to issues that include Year in Review (January), Masters Swimmer of the Year (April), NCAA Preview & Review (March/May), High School Swimmer of the Year (July), High School Team of the Year (September) and Athletes of the Year (December). USA and YMCA Nationals appear twice a year (spring and fall).

### ***Tips on Technique***

"Tips on Technique" provides a pictorial reference tip on specific stages throughout each stroke, both under and above water.

### ***Lane 9 & Guttertalk***

Focuses on news within the sport ranging from coaching hires, swimming honors, personal accomplishments, recruiting and much more.

### ***Health Waves—The Active Lifestyle***

Short snippets within the SWIM section of the magazine highlighting information and news that promotes an active and healthy life.

### ***How I Coach***

Coaches from around the world share their coaching philosophy and sample workouts with their readers.

### ***E-Roundtable and Q&A Discussions***

A periodic feature that involves swimmers from all over discussing their view on topics such as Training on the Road and Overcoming Obstacles to Training.

### ***For the Record***

Results highlighting national, international and age group meets from around the world.

### ***Calendar***

Competitions from around the world and across the country for the young and the young at heart.



*"Every swimmer on COPS receives Swimming World Magazine. Swimming World is a wonderful way to keep the membership educated and inspired."*

Steve Mateer, Head Coach  
City of Plano Swimmers,  
Plano, Texas





## ***SEASONAL DIRECTORIES AND GUIDES***

Seasonal directories and guides have allowed advertisers of consumer goods, camps and prep schools to highlight their products, services and institutions to the swimming community. These additions are offered during key promotional times within the marketing and advertising cycle for each client. All directories and guides are available as PDF downloads at [SwimmingWorldMagazine.com](http://SwimmingWorldMagazine.com). *Swimming World Magazine* has been a key player in advertisers' annual communication strategies and plans.

### ***Aquatic Directory***

*April Issue*

Considered the "yellow pages" of the aquatic community, the aquatic directory insert includes the most up-to-date information on where to purchase swimming products.

### ***Holiday Gift Guide***

*October, November and December Issues*

The Holiday Gift Guide features great gift ideas for swimmers, coaches, parents and officials.

### ***Prep School Guide***

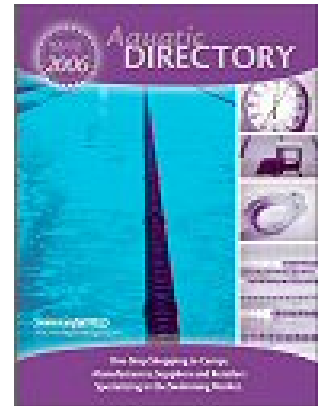
*October Issue*

This insert highlights the top prep schools in the country that excel in both academics and athletics, ultimately influencing parents and children's decisions in choosing a high school preparatory program.

### ***Swim Camp Guide***

*February and March Issues*

The Swim Camp Guide displays the most comprehensive listing of swim camps offered throughout the nation; swimmers, parents and coaches often use this guide to research which camps are offered throughout the country.



*"Throughout the years, Mercersburg Academy has developed 21 Olympian swimmers. Advertising in Swimming World Magazine has helped Mercersburg communicate its strong tradition of swimming excellence to potential students—high school aged athletes whose lives are centered around the competitive realm of swimming."*

Pete Williams, Aquatic Director  
Mercersburg Academy  
Mercersburg, Pennsylvania





## READER PROFILE

### Age

10%	8—12
40%	13—28
40%	29—59
10%	60+

### Gender

46%	Female
54%	Male

### Income

Median HHI \$75,000

15.9% have an annual income over \$100,000

### Education

88%	College Degree
46%	Post-Graduate Degree
18%	PHD or other professional degrees

### Commitment to Swimming

88% reported swimming three or more times per week  
46% have been active in the sport for 11 or more years  
29% have been active in the sport for less than 10 years

### Commitment to Swimming World

41% save issues of *Swimming World* for future reference  
Career coaches the read the magazine: estimated 16,000



## Fitness and Buying Habits

The following information was compiled from a subscriber survey.

### Other Sports Our Readers Participate In

48%	Weight Training
42%	Bicycling
36%	Running
21%	Skiing
20%	Triathlons
14%	Scuba/Skin Diving
13%	Aerobics

### Product Interests

70%	Athletic Apparel
62%	Hair Care Products
56%	Pain Relievers
52%	Food Supplements
49%	Skin Care Products
38%	Energy Bars
37%	High Carbohydrate Foods
33%	Training Equipment
19%	Eye Care Products



### Internet Shoppers

72% of subscribers shop on the Internet

55% reported purchasing products featured in the ads

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## Swimming Demographics

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**OVER 2,600,000 SWIMMERS PARTICIPATE ANNUALLY IN THE SPORT**

<i>Population</i>	<i>Swimmer Profile</i>	<i>Est. # of Athletes</i>	<i>Swim Season</i>
Summer Leagues	6 - 17	2,000,000	May - August
USA Swimming	7 - 28	290,000	Year Round
High School	14 - 18	217,000	Varies by State
USMS	18—100+	42,000	Year Round
YMCA	6 - 17	39,000	Oct. - April
NCAA	18 - 24	15,000	Oct. - March
<b>TOTAL:</b>		<b>2,603,000</b>	

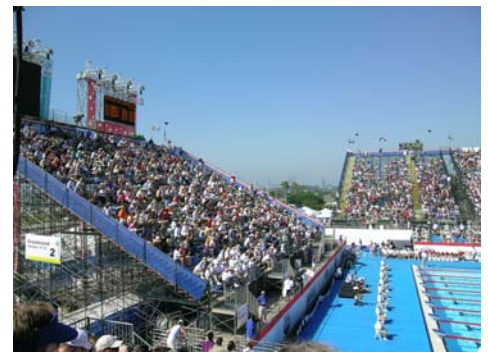
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## Championship Swimming Meets—Economic Impact

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Spending reports for championship swimming meets (excluding Olympic Trials and World Championships), include USA Swimming Nationals, NSCA Junior National Championships, USA Swimming Sectional Meets, Masters National Championships, regional and zone competitions. The average attendance at these meets is 1,850 people and is comprised of athletes, parents, coaches and officials.

<b>Hotel Revenue</b> <i>Based on 1,850 people for six days</i>	<b>\$333,000</b>
<b>Airfare</b> <i>Based on an average of \$160/person</i>	<b>\$296,000</b>
<b>Rental Car Revenue</b> <i>Based on 337 vehicles rented for six days</i>	<b>\$101,250</b>
<b>Other Revenue</b> <i>Includes food, beverage, souvenirs, entertainment and other miscellaneous purchases.</i>	<b>\$330,000</b>
<b>Total Economic Impact/Meet</b> <i>Expenses may be adjusted to more closely represent costs in different cities.</i>	<b>\$1,060,250</b>





## 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 account executive 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.

### Embedding Digital Media Options

- Audio
- Video

### Tipping Options

- Tipping a 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
- Tabbing

### 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 Tabbing, 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.*



# SwimmingWORLD magazine

Rate Card #27 - Updated October 1, 2009

## Published Monthly

<b>4-Color Rates</b>	<b>1X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
1 Page	\$3,150	\$2,870	\$2,730	\$2,550
2/3 Page	\$2,775	\$2,520	\$2,400	\$2,245
1/2 Island	\$2,615	\$2,385	\$2,270	\$2,120
1/2 Page	\$2,450	\$2,230	\$2,120	\$1,980
1/3 Page (Print&Web)	\$2,150	\$1,830	\$1,680	\$1,490
1/4 Page (Print&Web)	\$1,720	\$1,425	\$1,290	\$1,130
Footer (Print&Web)	\$1,200	\$1,000	\$ 900	\$ 800
Back Cover*				\$4,850
IFC, IBC*				\$4,250
3 <sup>rd</sup> and TOC Pages*				\$3,930
Center Spread*				\$7,550
2-Page Spread*				\$5,685
Gatefold*				\$7,965

<b>B&amp;W Rates</b>	<b>1X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>
1 Page	\$2,155	\$1,970	\$1,875	\$1,750
2/3 Page	\$1,775	\$1,620	\$1,540	\$1,400
1/2 Island	\$1,620	\$1,470	\$1,400	\$1,275
1/2 Page	\$1,445	\$1,315	\$1,250	\$1,135
1/3 Page	\$1,225	\$1,030	\$980	\$890
1/4 Page	\$820	\$725	\$690	\$630
1/6 Page**	\$605	\$575	\$550	\$510
1/9 Page**	\$360	\$345	\$330	\$315
1/12 Page**	\$245	\$230	\$215	\$200
Center Spread*				\$6,130
2-Page Spread*				\$4,040

Classified \$50 first column inch, \$45 every additional column inch

\*Only sold the 12x rate

\*\* Sizes available to appear in "Swim Mart" within *Swimming World Magazine*.



## 2010 Space & Material Deadlines

Issue	Best Space	Last Chance Space	Art Due	Cover Feature	Special Inserts
January	11/10/09	11/30/09	12/03/09	<i>Aquatics Year in review</i>	
February	<b>12/16/09</b>	12/31/09	1/07/09	<i>Water Polo</i>	<i>Summer Swim Camps</i>
March	1/12/09	1/29/09	2/09/10	<i>NCAA Preview</i>	<i>Summer Swim Camps</i>
April	2/12/10	2/26/10	3/09/10	<i>World Masters Swimmer of the Year</i>	<i>Aquatic Directory</i>
May	3/12/10	3/10/10	4/13/10	<i>NCAA Championships</i>	
June	4/09/10	4/30/10	5/07/10		
July	5/11/10	5/31/10	6/10/10	<i>Diving</i>	
August	6/11/10	6/30/10	7/09/10	<i>High School Swimmer of the Year</i>	
September	7/13/10	7/30/10	8/10/10	<i>High School National Champions</i>	
October	8/17/10	8/31/10	9/10/10	<i>Synchronized Swimming</i>	<i>Prep School Guide Holiday Gift Guide</i>
November	9/14/10	9/30/10	10/08/10	<i>Open Water</i>	<i>Holiday Gift Guide</i>
December	10/18/10	10/29/10	11/02/10	<i>Swimmers of the Year</i>	<i>Holiday Gift Guide</i>

### BILLING:

Betsy Houlihan ● 1.888.461.1314  
betsyh@swimmingworldmagazine.com

### DISPLAY, CLASSIFIED, CAMP & SCHOOL ADS:

Denton Taylor ● 602.522-0778  
dentont@swimmingworld.com

Updated 10/09



# SwimmingWORLD m a g a z i n e

## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to submit their advertisements electronically to our FTP or mail a copy on CD. We strongly encourage that you fax a black and white proof of your ad to 602-522-0744 for dimension purposes only.

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, CD or DVD

#### ***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:***

- Adobe Illustrator
- Quark Xpress (Most Preferred)
- Aldus Freehand

#### ***Embedded Media:***

- Mp4, Mp3, WMV (Most Preferred)
- Call if you want to submit other formats



## SWIMMING WORLD MAGAZINE ADVERTISING MECHANICAL REQUIREMENTS

THE AQUATIC DIRECTORY HAS DIFFERENT SPECS

### Mechanical Requirements

Trim Size: 8" x 10-3/4"

Live Area: 7" x 9-11/16"

	<b>Width</b>	<b>Depth</b>
Full page	7"	9-11/16"
2/3 page	4-9/16"	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"
1/6 page (vertical)	2-3/16"	4-3/4"
1/6 page (horizontal)	4-9/16"	2-1/4"
1/9 page	2-3/16"	2-1/8"
1/12 page	2-3/16"	2-1/8"

Footer: 728 x 90 Pixels for web, 7" x 1" for Print

### 3 Ways to Send Us Art:

1. FTP It To Your Folder On Our Site:

Host Name: 65.110.72.225

User ID: advertising

PW: swimming

2. E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com)

3. Mail It To:

Sports Publications International

Attn: Betsy Houlihan

90 Bell Rock Plaza, Suite 200

Sedona, AZ 86351

Phone: 928-284-4005

Fax: 928-284-2477



# SwimmingWORLD magazine.com

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

## ABOUT THE .COM WEBSITE

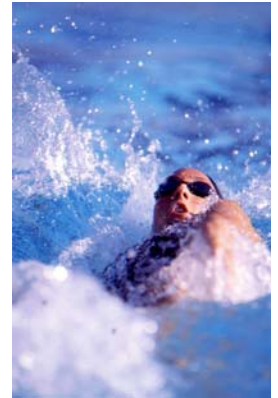
Since July 1996, *SwimmingWorldMagazine.com* is recognized as the leading site for the "Daily News in Swimming". Viewers come from all over the world to get results, read breaking stories, watch video, and listen to audio interviews. Recent upgrades allowing readers to comment on news stories has created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

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*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

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### ***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

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### # of Times They Visit

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

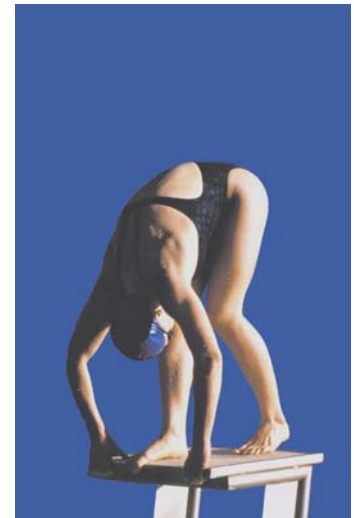
### Most Popular Areas Visited

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



## Website Rate Card

Effective October 1, 2009  
All rates listed are monthly

**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



The screenshot shows the website's layout with a top navigation bar, a search bar, and a main content area. A prominent banner for 'Lane 9 News' is visible. On the right side, there is a vertical banner celebrating the 50th anniversary of Swimming World Magazine, featuring the text 'Subscribe NOW 50% Off Swimming WORLD magazine.com'.

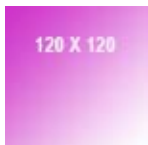
## Website Rate Card

Effective October 1, 2009  
All rates listed are monthly



### 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
<i>+Listings appear for eleven months (April to March)</i>	

### Classified Advertisements

Appear on web until position is filled	\$200
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## 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.

<b>Top Banner Dimensions</b>	728 pixels wide by 90 pixels high
<b>Skyscraper Side Banner Dimensions</b>	160 pixels wide by 600 pixels high
<b>Block Ad Dimensions</b>	300 pixels wide by 250 pixels high
<b>Button Dimensions</b>	120 pixels wide by 120 pixels high
<b>Aquatic Directory Dimensions</b>	158 pixels wide by 328 pixels high
<b>File Format</b>	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.
<b>File Size</b>	The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file.
<b>MPG Files</b>	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.
<b>Hyperlink</b>	Please indicate the connecting URL/http address upon sending banner
<b>Materials Deadline</b>	Two weeks prior to first month of being posted. i.e. May Posting, art due April 15 <sup>th</sup>
<b>Send To</b>	<a href="mailto:Advertising@SwimmingWorldMagazine.com">Advertising@SwimmingWorldMagazine.com</a> or your Account Executive.
<b>Posting Time</b>	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.



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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
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## 2010 Swimming World Magazine Editorial Calendar\*

### **January 2010 – *Swimming World Magazine* – Year in Review**

Approximate Layout Date: Nov. 19

#### Swimming World Content

- 2009: The Year in Review – Swimming
- 2010: The Year in Preview - Water Polo, Open Water, Diving, Synchro
- Duel in the Pool - Manchester
- World Cup Roundup
- Golden Goggles
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Todd Schmitz, Colorado Stars
- Q&A with Top Coaches, How They Train
- Slow Speed

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

#### Results

- World Rankings
- Top 10 USA Short Course Rankings

### **February 2010 – *Swimming World Magazine* – Water Polo**

#### **Supplements: *Camp Directory Issue***

Approximate Layout Date: Dec. 19

#### Swimming World Content

- USA Rankings
- USA Short Course Nationals – Federal Way, Wash. (Dec. 3)
- USA Short Course Juniors – Columbus, Ohio (Dec. 10)
- Water Polo Feature
- Camp Directory
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Brian Schroeder, Ouachita Baptist
- Q&A with Top Coaches, How They Train
- So You Want To Win a Championship

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- High School State Championships Roundup
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

#### Results

- Fall High School State Results
- Top 10 Rankings Long Course



## 2010 Swimming World Magazine Editorial Calendar\*

### **March 2010 - *Swimming World Magazine* – NCAA Division I Preview**

#### **Supplements: *Camp Directory Issue***

Approximate Layout Date: Jan 19

#### Swimming World Content

- 2010 NCAA Division I Men's Preview
- 2010 NCAA Division I Women's Preview
- Synchro Feature
- Camp Directory
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Dan Ross, Purdue
- Q&A with Top Coaches, How They Train
- Going For The Win

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

#### Results

- HS Results

### **April 2010 - *Swimming World Magazine* – World Masters Swimmers of the Year**

#### **Supplements: *Aquatic Directory Issue***

Approximate Layout Date: Feb. 19

#### Swimming World Content

- Diving Feature
- Aquatic Directory
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- World Masters of the Year
- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Kate Lundsten, Aquajets
- Q&A with Top Coaches, How They Train
- Oops: What to do when things go wrong

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

#### Results

- HS Results



## 2010 Swimming World Magazine Editorial Calendar\*

### **May 2010 - *Swimming World Magazine* – NCAA Division I Championships**

Approximate Layout Date: Mar. 19

#### Swimming World Content

- NCAA Women's Division I Championships – West Lafayette, Ind. (March 18-20)
- NCAA Men's Division I Championships – Columbus, Ohio (March 25-27)
- Water Polo Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Dan Flack, Baylor
- Q&A with Top Coaches, How They Train
- Team Goals

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- High School State Championships Roundup
- NCSA Junior Nationals – March 17-21
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

#### Results

- HS Results
- Sectional Results

### **June 2010 - *Swimming World Magazine* – College Roundup**

Approximate Layout Date: Apr. 19

#### Swimming World Content

- NCAA Division II Championships – Canton, Ohio (March 10-13)
- NCAA Division III Championships – Minneapolis, Minn. (March 11-13;18-20)
- NAIA Championships – St. Charles, Mo. (March 3-6)
- NJCAA Championships – Ft. Pierce, Fla. (March 3-6)
- YMCA Short Course Nationals – Fort Lauderdale, Fla. (April 7-10)
- Synchro Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- YMCA Masters Nationals – Fort Lauderdale, Fla. (April 16-19)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Peter Wright, Middle Tyger
- Q&A with Top Coaches, How They Train
- Recruiting Trips

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- SwimmingWorld.TV On Deck Interview

#### Results

- HS Results



## 2010 Swimming World Magazine Editorial Calendar\*

### **July 2010 - *Swimming World Magazine - Diving***

Approximate Layout Date: May 19

#### Swimming World Content

- Diving Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- USMS Short Course Nationals – Atlanta, Ga. (May 20-23)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Brett Hawke, Auburn
- Q&A with Top Coaches, How They Train
- Burnout: Reversing the trend

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- United States Swim School Association
- SwimmingWorld.TV On Deck Interview

#### Results

- State, Regional, Jr. and Zone Results
- HS Results

### **August 2010 - *Swimming World Magazine – High School Swimmers of the Year***

Approximate Layout Date: Jun. 19

#### Swimming World Content

- 2009 Male and Female High School Swimmers of the Year
- Water Polo Annual High School Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Dan Gelderloos, Calvin
- Q&A with Top Coaches, How They Train
- Captain Selection

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup
- High School State Championships Roundup
- SwimmingWorld.TV On Deck Interview

#### Results

- HS Results
- Grand Prix Results



## 2010 Swimming World Magazine Editorial Calendar\*

### September 2010 - *Swimming World Magazine* – *High School National Championships*

Approximate Layout Date: Aug. 19

#### Swimming World Content

- National High School Championships
- High School All American Rankings
- USA Long Course Nationals – Irvine (August 3-7)
- Pan Pacific Championships – Irvine (August 19-22)
- Personality Feature
- Open Water Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge
- FINA Masters World Championships – Sweden (July 30- August 7)

#### Swimming Technique Content

- Feature Story: Greg Earhart, Carthage
- Q&A with Top Coaches, How They Train
- Return of the Native: Starting from scratch

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- United States Swim School Association
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

#### Results

- Sectional Results

### October 2010 - *Swimming World Magazine* – *Synchronized Swimming*

**Supplements: Prep School Directory, Holiday Gift Guide**

Approximate Layout Date: Sep. 19

#### Swimming World Content

- YMCA Long Course National Championships – College Park, Md. (July 26-30)
- 2010 World Synchro Championships – Tucson, Ariz. (**Dates unknown**)
- U.S. Open – (**Dates unknown**)
- USA Long Course Juniors – Irvine (Aug. 9)
- Prep School Review
- Holiday Gift Guide
- Synchro Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Dave Anderson, Schroeder YMCA
- Q&A with Top Coaches, How They Train
- Hobson's Choice: Pool time vs. Dryland

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- SwimmingWorld.TV On Deck Interview

#### Results

- Zone Results
- Sectional Results
- YMCA Results



## 2010 Swimming World Magazine Editorial Calendar\*

### **November 2010 - Swimming World Magazine – Open Water**

#### **Supplements: Holiday Gift Guide Issue**

Approximate Layout Date: Oct. 19

#### Swimming World Content

- Open Water Issue
- RCP Tiburon Mile
- USMS Long Course National Championships – Puerto Rico (Aug 9-12)
- NISCA High School Diving Awards
- Diving Feature
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Dave Ferris, Long Island
- Q&A with Top Coaches, How They Train
- Developing a warrior mentality

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Maxwell Award
- SwimmingWorld.TV On Deck Interview

#### Results

- Open Water

### **December 2010 - Swimming World Magazine – Annual Awards**

#### **Supplements: Holiday Gift Guide Issue**

Approximate Layout Date: Nov. 19

#### Swimming World Content

- World Swimmers of the Year
- American, Pacific Rim, European, African, Disabled Swimmers, and Open Water Swimmers of the Year
- Water Polo, Synchro and Diving Swimmers of the Year
- Holiday Gift Guide
- Personality Feature
- Best of Morning Swim Show

#### SWIM Content

- Workout Card
- Meal Diary – 1/3
- World Masters Games – Sydney, Australia (Oct. 10-17)
- Dryside Training (cross training ideas)
- Lane Leaders (What other Masters are doing)
- Pool's Edge

#### Swimming Technique Content

- Feature Story: Eric Hansen, Wisconsin
- Q&A with Top Coaches, How They Train
- What are the odds? How to compete against overwhelming odds.

#### Junior Swimmer Content

- American Relay, National Age Group Record Setters, Swimmers of the Month
- Sectional Roundup – **[No confirmed dates]**
- SwimmingWorld.TV On Deck Interview

#### Results

- World and US Records
- World Best Times by Events

#### **Flex Articles**

\* Top States (Examination of top states that develop Olympians, etc.)

\* Club Spotlight (six times)

\* Calendar Subject To Change Without Notice