



SwimmingWORLD magazine

Rate Card #27 - Updated October 1, 2009

Published Monthly

4-Color Rates	1X	6X	9X	12X
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 rd and TOC Pages*				\$3,930
Center Spread*				\$7,550
2-Page Spread*				\$5,685
Gatefold*				\$7,965

B&W Rates	1X	6X	9X	12X
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*.

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

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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



The screenshot shows the SwimmingWorld website interface. At the top, there is a navigation bar with links for Home, Subscribe, News Channels, and more. A large banner for "Lane 9 News" is visible. Below the banner, there are several news items, including "SwimmingWorld.TV to Stream 2009 USA Olympic Swim Head Coaches Reunion Dinner" and "USA News". A sidebar on the left contains a "Swimming World Site Navigation" menu with links to Home, Subscribe, News Channels, and various news categories like World News, USA News, College News, Masters News, High School News, Water Polo News, and Diving News. In the bottom right corner, there is a large promotional banner for the 50th anniversary, stating "Subscribe NOW 50% Off Swimming WORLD magazine.com".

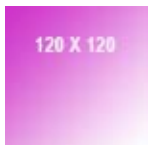
Website Rate Card

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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!