



## 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.