



## BUNDLED EXPOSURE

### Swimming World Rate Card

Swimming World combines all advertising media vehicles (print, digital, .com and .tv) into one price structure that brings more value to our advertisers and guarantees maximum exposure.

Updated September 4, 2012



4-C Print Ad	.Com Ad	.TV ad	1X	12X	Mo.Views	12xCPM
Back Cover*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,850	595,000	8.15
IFC*	.Com Home Pg Ad	.TV Home Pg Ad		\$4,250	595,000	7.14
IBC*	.Com Lane 9 Global Ad	.TV MSS Pg Ad		\$4,250	595,000	7.14
TOC Page*	.Com Lane 9 Global Ad	.TV Streamlined News Ad		\$3,930	595,000	6.60
3 <sup>rd</sup> Page*	.Com Home Pg Ad	.TV MSS Show Ad		\$3,930	595,000	6.60
1 Page	.Com Home Pg Ad	.TV Streamlined Ad	\$3,150	\$2,550	550,000	4.63
2/3 Page	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,775	\$2,245	550,000	4.08
1/2 Island	.Com Lane 9 Channel Ad	.TV Show Ad	\$2,615	\$2,120	550,000	3.85
1/2 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,300	\$1,675	435,000	3.85
1/3 Page	.Com Times Conversion Ad	.TV Event Top Banner Ad	\$2,150	\$1,490	435,000	3.42
1/4 Page	.Com Home Pg Ad	.TV Home Pg Ad	\$1,720	\$1,130	435,000	2.59
1/6 Page	1 Global Button		\$ 605	\$ 510	150,000	3.40
1/9 Page**	1 Global Button	-	\$ 360	\$ 315	150,000	2.10
1/12 Page**	1 Global Button	-	\$ 245	\$ 200	150,000	1.33

\* Premium Positions are sold on a 12 time schedule

\*\* In Swim Mart section of Print Magazine

Classified Ad in Print (May have limit on words) and On the Website \$ 250 (Web only is \$200)

Partner Text Links \$ 55

Center Spread	Home & Lane 9 Ads	.30 Sec. Random Preroll	\$7,550	750,000	10.0
2-Page Spread	Home & Lane 9 Ads	.30 Sec. Random Preroll	\$5,685	750,000	7.58

**Swimming World is the Leader in Aquatic News!**