

## 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

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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



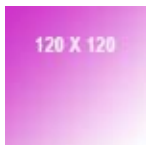
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### BLOCKS ADS—300 x 250

	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

