

It all starts here!

The World's Leading Independent Resource for Swimming



ABOUT SPORTS PUBLICATIONS INTERNATIONAL

Sports Publications International first published *Swimming World Magazine* - The World's Leading Independent Resource for Swimming - over a half a century ago. It was the first of a now growing family of products developed by Sports Publications International.

 **SwimmingWORLD**
magazine

First Published in January of 1960

 **Swimming
WORLD**
magazine.com

Launched in July of 1996

 **Swimming
WORLDTV**

Launched January 2006



*Swimming
World Radio*

Launched November 2006



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.

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



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

Rate Card #28 – Updated September 21, 2010

Published Monthly

Guaranteed Impressions

4-C Print Ad	.Com Ad (12 Sec. Rotation)	.TV ad (12 Sec Rotation)	1X	12X	Mo.Views	12xCPM
Back Cover*	Home Pg Top Banner Ad	TV Top Home Banner Ad		\$4,850	595,000	8.15
IFC*	Home Pg Top Banner Ad	TV Top Home Banner Ad		\$4,250	595,000	7.14
IBC*	Lane 9 Top Banner Ad	TV Top MSS Banner Ad		\$4,250	595,000	7.14
TOC Page*	Lane 9 Top Banner Ad	TV Top Streamlined Banner Ad		\$3,930	595,000	6.60
3 rd Page*	Home Pg Block Ad	TV MSS Show Block Ad		\$3,930	595,000	6.60
1 Page	Home Pg Block Ad	TV Streamlined Block Ad	\$3,150	\$2,550	550,000	4.63
2/3 Page	Lane 9 Block Ad	TV Split Time Block Ad	\$2,775	\$2,245	550,000	4.08
1/2 Island	Lane 9 Block Ad	TV Ready Rm Block Ad	\$2,615	\$2,120	550,000	3.85
1/2 Page	Times Conversion Banner	TV Event Top Banner Ad	\$2,300	\$1,675	435,000	3.85
1/3 Page	Times Conversion Block	TV Event Top Banner Ad	\$2,150	\$1,490	435,000	3.42
1/4 Page	Home Pg Block Ad	TV Events Block 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
Classified Ad in Print (<i>May have limit on words</i>) and On the Website				\$ 250 (<i>Web only is \$200</i>)		
Partner Text Links				\$ 50		
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!



How Effective Is Your Advertisement in Swimming World?

As the world's leading independent aquatic news source, the goal at Swimming World is to report, promote and grow the sport, which in turn creates a larger market for our advertisers.

Today's advertising landscape offers a myriad of options that certainly calls into question traditional theories and relationships. New tools for measuring the effectiveness of advertising campaigns are now available. However, with any new tool, comes the need to be aware of what those tools actually measure.

In order to be in front of trends and to better understand Swimming World's role in the new media, we would like to share with you some points of understanding on how an advertiser can move forward in today's advertising market with Swimming World.

Most advertising campaigns have two goals in mind. The first is Demand Creation; the second is Demand Fulfillment. Demand Creation usually precedes Demand Fulfillment.

Demand Creation is what branding is all about. It creates a buzz. It offers information and education. It puts an image in one's head. It creates awareness, prestige, newness and desire. It reinforces brand loyalty and affirms a previous purchase. The goal is to get your name and product out in front of as many people as possible on a consistent basis. One of the most important measures of a Demand Creation campaign is the number of impressions served to a prequalified, targeted audience. This is exactly what Swimming World provides for its advertisers. Last year, Swimming World properties served over 38 million impressions for its advertisers.

A Demand Fulfillment campaign is meant to solicit a direct response after demand is created. This is often measured by Click Through Rates (CTRs). The industry average CTR for banner ads is roughly 0.25% (.0025), with a reported range of 0.17% (.0017) to 0.40% (.0040). However, this number can change based on the type of banner ad that is displayed.

An advertisement can take on three forms. One form is a pure Demand Creation ad which is branding with an emphasis on the company name, image and product. The second form is pure Demand Fulfillment which is a "Call to Action" that revolves around a special offer, contest and/or a time sensitive sale price. The third is a hybrid of both where the ad promotes a brand while calling to action.

If you sell directly to the consumer, then a "Call to Action" and/or a hybrid ad is most effective. In either case, your ad in Swimming World will be seen by thousands of people each day. Even if a person does not click on your ad an impression is still made. Consumer behavior suggests that the person will remember the ad and will search for the product when they are in "buying search mode" to find the best price, shipping charges, etc. Swimming World readers are usually not in buying mode when reading news articles. This is why measuring CTRs on your Swimming World ad may be impractical when comparing to internet word campaigns and their CTRs.

However, it does reinforce the importance of having an internet word campaign implemented, such as Adwords, to coincide with your Swimming World campaign so that when a consumer goes into buying search mode, your company's name is thought of and your products are quickly found on the internet.



While the number of people clicking online ads is dropping significantly industry wide, display ads still deliver benefits to marketers, according to reports by comScore and media agency Starcom.

Linda Anderson, comScore vice president of marketing solutions and author of a recent study said that, "... marketers who attempt to optimize their advertising campaigns solely around the click are assigning no value to the 84 percent of Internet users who don't click on an ad. That's precisely the wrong thing to do, because other comScore research has shown that non-clicked ads can also have a significant impact."

Online display ads generate a significant increase in brand site visitation, trademark search and both online and offline sales among those Internet users who were exposed to the online brand ad campaigns -- whether they clicked on the ad or not, according to comScore's data on 200 clients.

"A click means nothing, earns no revenue and creates no brand equity. Your online advertising has some goal -- and it's certainly not to generate clicks," said John Lowell, Starcom director of research and analytics in a statement. "Regardless of whether the consumer clicked on an ad or not, the key is to determine how that ad unit influenced them to think, remember, feel or do something they wouldn't have done otherwise."

As a result, savvy marketers are moving to an evaluation of the impact that all ad impressions -- whether clicked or not -- have on consumer behavior. That means mirroring the manner in which traditional advertising has been measured for decades; using reach and frequency metrics.

Last year Swimming World reached over 18,000 people per day while generating 105,000 views every 24 hours. The average user spends around 9.5 minutes reading more than 11 pages of news per day. They come to our site to read the news, not necessarily to shop. An advertiser should have realistic expectations on the CTR for their ads placed on Swimming World properties and have confidence that their message is being seen.

Please feel free to contact me at anytime to discuss these or other trends that you are seeing in the industry.

Sincerely,

Brent Rutemiller

Swimming World – CEO, Publisher



ABOUT THE MAGAZINE

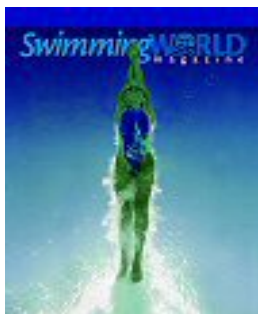
First published in January of 1960, *Swimming World Magazine* is the premier swimming magazine in the World and is endorsed by American Swimming Coaches Association (ASCA) and the Australian Swim Coaches and Teachers Association (ASCTA)

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.

THE MAGAZINE LAYOUT AND FEATURES



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.

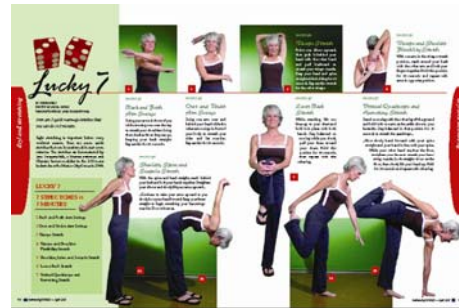
Read About

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



Regular Material

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



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

ABOUT THE Website

Since July 1996, *SwimmingWorld.com* has led the industry as the "Daily News in Swimming". Viewers come from all over the world to get results, read breaking stories, listen to audio interviews, watch event video, interviews and daily shows. Recent upgrades allowing readers to comment on news stories has created a new interactive element to the site.

SwimmingWorld.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

	Avg. '08 Wkly	Peak Week ('08 Olympics)	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

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 CONTENT

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

of Times They Visit

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

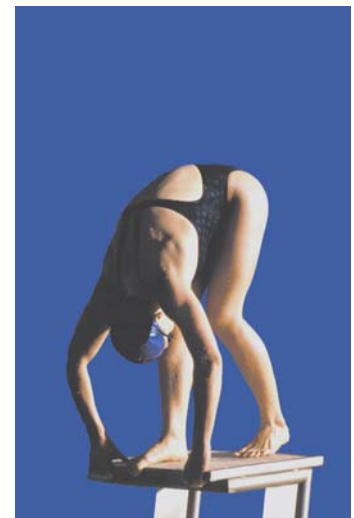
Most Popular Areas Visited

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."



Swimming Demographics

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

Population	Swimmer Profile	Est. # of Athletes	Swim Season
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
TOTAL:		2,603,000	

Championship Swimming Meets—Economic Impact

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.

Hotel Revenue **\$333,000**

Based on 1,850 people for six days

Airfare **\$296,000**

Based on an average of \$160/person

Rental Car Revenue **\$101,250**

Based on 337 vehicles rented for six days

Other Revenue **\$330,000**

Includes food, beverage, souvenirs, entertainment and other miscellaneous purchases.

Total Economic Impact/Meet **\$1,060,250**

Expenses may be adjusted to more closely represent costs in different cities.





Swimming WORLD

Website Rate Card

Effective June 1, 2010
All rates listed are monthly

TOP BANNERS—728 x 90

728 x 90

	Slots	1x	6x	9x	12x
New Home and SWTV Home Page	4	\$2,500	\$2,300	\$2,100	\$1,900
Lane 9 News and Morning Swim Show Page or Streamlined News	4	\$2,300	\$2,100	\$1,900	\$1,700
Results Search and Live Results	4	\$800	\$700	\$600	\$500
Conversion Tool and TV Event Page	4	\$800	\$700	\$600	\$500
News 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	\$300	\$250	\$200	\$150
College Recruit Ranking	2	\$300	\$250	\$200	\$150
Search	2	\$300	\$250	\$200	\$150
Workouts	1	\$300	\$250	\$200	\$150
Records	2	\$300	\$250	\$200	\$150
Aquatic Directory Page	1	\$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				\$100

SWIMINFO
SwimmingWORLD

Home	Subscribe Magazine	News Channels	SwimmingWorld TV Video, Radio	Swim Shop	Results	Records	Rankings Calendars	Tools Tech Tips	Classifieds 2009 Holiday Gift Guide	Media Kit
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Swimming News
from Around the World!



Featured Products



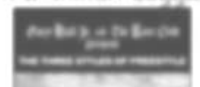
View Smart Goggles



Swiminfo's Top News Stories

SwimmingWorld.com is a leading source for swimming news, results, rankings, and more. Visit us today at www.swimmingworld.com for the latest in swimming news.

MORNING Swim Show





Swimming WORLD

Website Rate Card

Effective June 1, 2010
All rates listed are monthly

160 x 600
VERTICLE
SYSCRAPER

	Slots	1x	6x	9x	12x
News Home Page	2	\$1,000	\$800	\$700	\$600
Lane 9 News Page	4	\$900	\$700	\$600	\$500
Results Search & Live Results	4	\$800	\$600	\$500	\$400
Workouts Page	1	\$700	\$600	\$400	\$200
Conversion Tool Page	2	\$700	\$600	\$400	\$200
News Channels	1	\$700	\$600	\$400	\$200
College Recruit Ranking	2	\$300	\$250	\$200	\$150
Tips on Technique Page	1	\$300	\$250	\$200	\$150
Aquatic Directory Page	1	\$300	\$250	\$200	\$150
Camp Directory Page	4	\$300	\$250	\$200	\$75
Prep School Directory Pg	4	\$300	\$250	\$200	\$75

160 x 600

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Classifieds

Media

Click to Watch

Click to Listen

--- Lane 9 News ---

SwimmingWorld.TV to Stream 2009 USA Olympic Swim Head Coaches Reunion Dinner -- September 30, 2009

PHOENIX, Arizona, September 30. SWIMMINGWorld TV is pleased to bring you one of the most exciting events of the year -- the American Swimming Coaches Association's 2009 USA Olympic Swimming Head Coaches Reunion Dinner -- in a streaming broadcast on SwimmingWorld.com tonight at 8 p.m. Eastern time (5 p.m. Pacific).

The event, held Sept. 30 at the Marriott Bay Harbor Hotel in Fort Lauderdale, Fla., featured seven head coaches from the USA Olympic swimming team. The streaming broadcast will feature speeches by Stan Tinkham, Peter Daland, Jack Nelson, Don Gambel, Mark Schubert, Eddie Reese and Mark Schubert as they talk about their Olympic experiences and leading some of the greatest swimmers in history to Olympic glory. The entire event will also be available on demand at [SwimmingWorld.TV](#).

USA News

SwimmingWorld.TV to Stream 2009 USA Olympic Swim Head Coaches Reunion Dinner
September 30, 2009

USA Swimming Releases Reference List for Allowed Swimmers Through End of Year
September 30, 2009

World Record Holder Ariana Kukors Signs with TYR Through 2013
September 30, 2009

Natalie Coughlin Performs Quickstep on Week Two of Dancing With the Stars
September 29, 2009

USA Swimming Releases Clarification of New Swimwear Rules
September 24, 2009

Read More Click News Stories

Subscribe Now!

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Purchase a 30 Day Premium Membership for only \$4.95

Reaction Time Login

Submit Your Comments to This Story (Free)

50th Year CELEBRATION

Subscribe NOW 50% Off

SwimmingWORLD magazine.com



Swimming WORLD

Website Rate Card

Effective June 1, 2010
All rates listed are monthly

300 x 250

BLOCKS ADS—300 x 250

	Slots	1x	6x	9x	12x
News Home Pg & Streamline News or TV Events Pg	2	\$1500	\$1300	\$1100	\$900
Lane 9 and Split Time on SWTV	4	\$1400	\$1200	\$1000	\$800
Results Search and Live Results	4	\$800	\$600	\$500	\$400
Conversion Tool & SWTV Events Pg	2	\$800	\$600	\$500	\$400
Records	2	\$300	\$250	\$200	\$150
College Recruit Rankings	2	\$300	\$250	\$200	\$150

120 X 120

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				\$50

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

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SwimmingWorld TV | Swim Shop | Results | Records | Rankings | Tools | Classifieds | Media

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The event, held Sept. 30 at the Marriott Bay Harbor Hotel in Fort Lauderdale, Fla., featured seven head coaches from the USA Olympic swimming team. The streaming broadcast will feature speeches by Stan Trisham, Peter Daland, Jack Nelson, Don Gambrell, Mark Schubert, Eddie Reese and Mark Schubert as they talk about their Olympic experiences and leading some of the greatest swimmers in history to Olympic glory. The entire event will also be available on demand at SwimmingWorldTV.

USA News

SwimmingWorldTV to Stream 2009 USA Olympic Swim Head Coaches Reunion Dinner
September 30, 2009

USA Swimming Releases Reference List for Allowed Swimmers Through End of Year
September 30, 2009

World Record Holder Ariana Kukors Signs with TYR Through 2013
September 30, 2009

Natalie Coughlin Performs Quickstep on Week Two of Dancing With The Stars
September 28, 2009

USA Swimming Releases Clarification of New Swimsuit Rules
September 24, 2009

Read More Club News Stories

TV web
Swimming World
We've Got it All Covered
print RADIO

Swimming World Site Navigation

- Home
- Subscribe Magazine/Newsletter
- Swim Shop
- News Channels
 - World News
 - USA News
 - College News
 - Wrestlers News
 - High School News
 - Swim Info News

Click to Watch SwimmingWorldTV

--- Lane 9 News ---

Click to Listen to SwimmingWorldTV

50th Anniversary
Subscribe NOW 50% Off

Click It. Watch It. Love It!

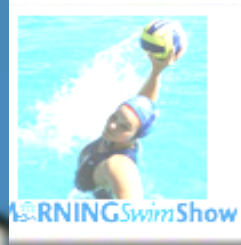
Swimming
WORLD TV

ABOUT SWIMMINGWORLD.TV

The Morning Swim Show,
Split Time and Streamlined
News Are All Produced In
Our Studio



4/20/2010



USC Water Polo
Player Kami Crain

4/19/2010



David Boudia
Relives NCAA's



Dan Cottam on
Crow Canyon
Sharks' Training
Philosophy



Mike Gobrecht Offer
Tips to Get USA
More Involved in
Open Water



George Markovic
Ends NCAA Career
in Home Pool

4/1/2010



**We Stream
Events
Around
The World**



PRESENTING SPONSOR SIGNAGE: 75,000 VIEWS

- Logo on SWTV Promo & Banner on SWTV Event Landing Page
- 30 Second Commercial at the Start of Each Session Stream
- Graphic Transition Between Events During Finals Session
- Read 15 Second Script During Event Acknowledging Sponsorship

**Presenting
Sponsor
Logo on
Swimming
World
Home Page
20,000
Bonus Views
Per Day**

The screenshot shows the SwimmingWorldTV website home page. At the top, there's a navigation bar with links like 'Login', 'Premium Information', 'My Shopping Cart', and 'Admin'. Below this is a search bar and a section titled 'The World's Leading Independent Resource for Swimming Since 1960'. The main content area features several banners and sections: a 'SALO COMPETITIVE SWIM CAMP' banner featuring Rebecca Soni & Ous Mellouli, a 'Swimming WORLD TV NOW SHOWING!' banner with a search bar, a 'MORNINGSwimShow' banner, and a 'SwimInfo's Top News Stories' section with a table of news items. The bottom of the page has a footer with 'The Olympic champion talks about last weekend's attempt to break a Guinness World Record for'.

**Presenting Sponsor
Banner on
Event Landing
Page
Generating Up To
50,000 Views
For Entire Event**

The screenshot shows the SwimmingWorldTV website event landing page for the '2010 Far Western Short Course Championships' held from April 08, 2010 to April 10, 2010. The page features a large banner for the 'Terrapins SWIM TEAM' with the tagline 'Desire, Dedication, Determination'. Below the banner is a section for the event, including a search bar and a list of events. The page also includes a 'Swimming WORLD TV NOW SHOWING!' banner and a 'SALO' banner. The bottom of the page has a footer with 'Almaden Swim & Racquet Club Morgan Hill, California'.

728 x 90

Presenting Sponsor Ad on Meet Landing Page


CORPORATE SPONSOR SIGNAGE: 37,000 VIEWS

• Landing Page Ad & Sponsorship Mention or Image During Stream

NEWS • MAGAZINE • TV • RADIO • SHOP

300 x 250
Corporate
Sponsor Ad
30,000 Views

**RS Underwater Speakers
REAL SOUND VALUE!!**

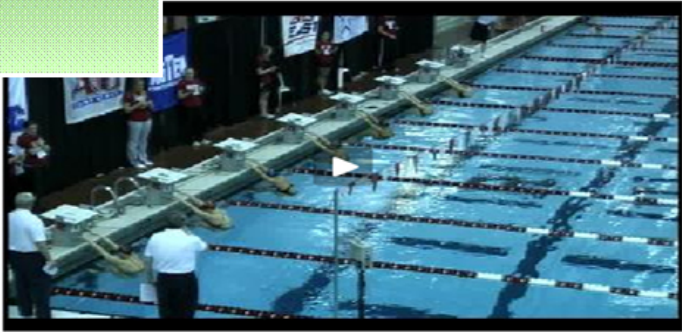


Visit The Swim Shop

World College Conference Carnival

200 Yard Backstroke B Final - SPONSORED BY DEAL

Includes
Sponsorship
Mention
and/or
Image
During Stream
7,000 Views



Uploaded on February 11, 2010 by blip [Share](#) | [Facebook](#) | [Twitter](#)

The women's 200 yard Backstroke B-final at the Swimming World College Conference Carnival - SPONSORED BY DEAL FAMILY

WIN something awesome this Father's Day!

We're giving away assorted Craftsman® tools and a \$100 Ace Gift Card every day through June 17th.

Enter daily for a chance to win!

ACE
The helpful place.

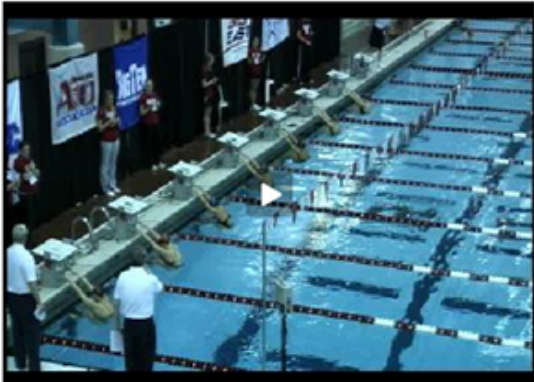
No purchase necessary. U.S. residents, 19 and older, only. Ends 6/17/10. Subject to official rules.

SPECIFIC RACE EVENT SPONSOR: 1,000 VIEWS

**Event
Sponsors
Lower 3rd in Video
or
Announce Sponsor
During Stream
and/or
Text on Results**

Women's 200 Yard Backstroke B Final - SPONSORED BY DEAL FAMILY

**Men's 100 Fly
Event Sponsored by Deal Family**



Uploaded on February 11, 2010 by blip [Share](#) | [Facebook](#) | [Twitter](#)

The women's 200 yard Backstroke B-final at the Swimming World College Conference Carnival - SPONSORED BY DEAL FAMILY

**COURTYARD
Marriott**

**Courtyard Pleasant Hill
Special Far Western Rate**

925 691-1444
800 321-2121

1,000 Per Event

A - Final **Event Sponsored by Deal Family**
1 Stephens, Thomas 11 Collegiate School-VA 51.53 50.40* 20
23.40 27.00



Mechanical Requirements For Print Ads

THE AQUATIC DIRECTORY HAS DIFFERENT SPECS

Ad Display Size	Width	Depth	Trim Size	Live Area
Full page	7"	9-11/16"	8" x 10-3/4"	7" x 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"		

NOTE: We support all files including .jpg, .pdf, .psd, eps, .tif, Tiff, etc. Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)

Footer: 728 x 90 Pixels for web, 7" x 1" for Print
Classified Ads: 50 Words in column inch

Electronic Specifications for Website Advertising

All internet banners are rotating unless indicated on the Visitor Sessions At-A-Glance sheet. 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.

Top Banner Dimensions	728 pixels wide by 90 pixels high
SkyScraper Banner Dimensions	160 pixels wide by 600 pixels high
Block Banner Ad Dimensions	300 pixels wide by 250 pixels high
Button Ad Dimensions	120 pixels wide by 120 pixels high
Aquatic Directory 1/9 Ad Online	158 pixels wide by 328 pixels high

File Format GIF (.gif), JPG (.jpg)
All Internet graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

File Size The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file.

MPG Files MPG (.mpg) video files are available as infomercials on *SwimmingWorld.TV*. Files should be no more than :45 seconds in length. If this is of interest, please discuss with your rep, who will communicate pricing and availability.

Hyperlink Please indicate the connecting URL/http address upon sending banner

3 Ways to Send Us Art:

1. FTP It To Your Folder On Our Site:
Host Name: Advertising.swimmingworldmagazine.com
User ID: advertising
PW: swimming
2. Mail It To: Sports Publications International
Attn: Camp Directory
90 Bell Rock Plaza, Suite 200 Sedona, AZ 86351
Phone: 928-284-4005 Fax: 928-284-2477
3. E-mail It To: Advertising@SwimmingWorldMagazine.com or your Account Executive.

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. *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

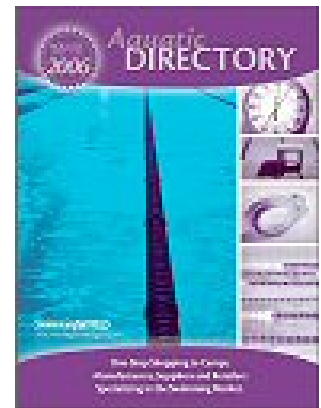
October Issue

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





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.*

PARTING SHOT



[PHOTO BY JEFF CAMPBELL, REUTERS]