





The 2012 Aquatic Directory The Who's Who Guide to the Aquatic Industry

Swimming World's Annual Print and Online *Aquatic Directory* is published every April. This directory is considered the "yellow pages" of the aquatic community, serving as the one stop shopping source to camps, manufacturers, suppliers and retailers specializing in the swimming market.

Listings includes company name, phone number, e-mail, website and Facebook

Call 1-800-511-3029 to take advantage of this unique opportunity by becoming a part of this valuable marketing tool today!

Print Advertising Deadlines

Space: Monday, February 26, 2012 Art: Thursday, March 8, 2012

"The Only Ad That Lasts All Year Long"

...Brent Rutemiller, Publisher



Aquatic Directory

Display Selected Companies Select Category:

OParkas | Accessories OAerobic Wear OPool Covers And Winders OArchitects OPool Construction & Repair **O**Awards OPool Consultants OAquatic Fitness Wear OPool Signs OPool Vacuums OAquatic Center Design OBackstroke Flags OPrep Schools OProgram Consultants **OBanners** OBooks Films Tapes OPulling Equipment OBulkheads ORecord Boards OCamps. ORecreation Planners OCanopies : + Ribbons (See Awards) ORobes OCaps OChemical Controllers OScoreboards OShoulder Injury Prevention OComputer Software OSkin Products Ocross Training Gear OSnorkels ODiving Equipment And Accessories ODryland Training Equipment OSound Systems Underwa CEar And Nose Care OSpecialty Pools **C**Earplugs Noseclips OSpeed Assist Equipment OSport Beverages OF Lectronic Start Systems OElectronic Timing Equipment OSportswear CEmblems Team Pins OSports Watches

OStarting Blocks

CEvent Credentials





2012 AQUATIC DIRECTORY INSERTION ORDER



Email:	Please complete and fax to 602-522-0744				
Website 1/9 Ad & Web Listing \$500 (5 Categories) Name on Account (if different from that above)	Print Ads 1. Full-Page/Online Listing 2. 1/2 Page V/Online Listing 3. 1/2 Page H/Online Listing 4. 1/4 Page 5. 3/16 Page 6. 1/8 Page 7. 1/16 Page 8. 1/9 Web Ad and Web Listing 5. A. Print Ad Amount \$ Listings: Magazine Listing, Website Listing and 1/9 Web Ad Magazine Print Listing Only Website Listing Only	e Rate Add'l Number 1,195 1,510 1,510 1,40 + \$450 X = \$ 1,00 + \$375 X = \$ 1,75 + \$225 X = \$ 1,60 + \$140 X = \$ 1,00 B. Add'l \$ 1,50 (Unlimited Categories) 1,50 (5 Categories) 1,50 (5 Categories)	ACCOUN Company Contact:_ Address:_ City/State Phone: E-mail: BILLING	NT INFORMATION: :	
C. Listing Amount \$	Magazine print and Web Listings \$450 (5 Categories)		[] Discover [] MasterCard [] Visa		
TOTAL A, B, C \$ LISTING INFORMATIN: (PLEASE PRINT) Company's name: Telephone number: Email: Website: Facebook: Facebook: Accessories Heart Rate Monitors Sinder Injury Prevention Sond Systems - Underwater Sound Systems - Underwater Sound Systems - Underwater Sound Systems - Underwater Sportsward Starting Blocks Starting Blocks Starting Blocks Storage Containers Storage Storage Storage I Swim Benches Swim-in-Place Equipment Swim-in-Place Equi	,	. 5	Name on	Account (if different from that above)	
LISTING INFORMATIN: (PLEASE PRINT) Company's name:	C. Listir	ng Amount \$			
Company's name: Telephone number:			Credit Card #:		
Telephone number: Email: Website: Facebook: Telephone mark 5 Product categories your company sells. (Note: Unlimited Categories costs \$850) [] Accessories [] Accessories [] Acquatic Center Design [] Aquatic Center Design [] Aquatic Center Design [] Aquatic Fitness Wear [] Aquatic Fitness Wear [] Backstroke Flags [] Banners [] Banners [] Banners [] Books, DVDs, Tapes [] Bulkheads [] Lockers/Equipment [] Camps [] Camps [] Camps [] Caps [] Medils [] Medils [] Swim-in-Place Equipment [] Swim-Place Equipment [] Swim-Place Equipment [] Swim-Place Equipment	· · · · · · · · · · · · · · · · · · ·				
Email:	Company's name:		EXP.:		
Website:	Telephone number:		Billing Zip Code:		
Website:	Email:		Signature	:	
Please mark 5 Product categories your company sells. (Note: Unlimited Categories costs \$850) [] Accessories				Office Use Only	
Please mark 5 Product categories your company sells. (Note: Unlimited Categories costs \$850) [] Accessories			Custom	er Account #:	
[] Aerobic Wear[] Kickboards[] Snorkels[] Aquatic Center Design[] Lactate Analyzers[] Sound Systems - Underwater[] Awards[] Lane Lines and reels[] Speed Assist Equipment[] Architects[] Lap Counters[] Sportswear[] Aquatic Fitness Wear[] Lap Timers[] Sports Watches[] Backstroke Flags[] Lifeguard & Jr. Lifeguard Training[] Starting Blocks[] Banners[] Lifesaving Equipment/Apparel[] Stopwatches[] Books, DVDs, Tapes[] Lights - Pool[] Storage Containers[] Bulkheads[] Lockers/Equipment[] Strength Training Equipment[] Camps[] Loudspeakers[] Stretching Methods/Equipment[] Canopies[] Management and Consultants[] Swim Benches[] Caps[] Medals[] Swim-in-Place Equipment[] Chemical Controllers[] Medicine Balls[] Swimming Machines					
[] Cross-training Gear [] Megaphones [] Swimwear [] Diving Equipment and Accessories [] Novelty Items [] T-shirts (Custom) [] Dryland Training Equipment [] Nutritional Products [] Team Bags [] Ear and Nose Care [] Online Meet Registration [] Temporary Tattoos [] Electronic Start Systems [] Pace Clocks [] Team Meet Management Software [] Electronic Timing Equipment [] Pacing Units [] Tethered Devices [] Emblems/Team Pins [] Parkas [] Time Systems [] Exercise Equipment [] Pool Construction & Repair [] Touch Pads	[] Aerobic Wear [] Aquatic Center Design [] Awards [] Architects [] Aquatic Fitness Wear [] Backstroke Flags [] Banners [] Books, DVDs, Tapes [] Bulkheads [] Camps [] Canopies [] Caps [] Chemical Controllers [] Cross-training Gear [] Diving Equipment and Accessories [] Dryland Training Equipment [] Ear and Nose Care [] Electronic Start Systems [] Electronic Timing Equipment [] Emblems/Team Pins	[] Kickboards [] Lactate Analyzers [] Lane Lines and reels [] Lap Counters [] Lap Timers [] Lifeguard & Jr. Lifeguard Telegory [] Lifesaving Equipment/App [] Lights - Pool [] Lockers/Equipment [] Loudspeakers [] Management and Consultation [] Medals [] Medicine Balls [] Megaphones [] Novelty Items [] Nutritional Products [] Online Meet Registration [] Pace Clocks [] Parkas	Fraining parel ants	 [] Snorkels [] Sound Systems - Underwater [] Speed Assist Equipment [] Sportswear [] Storts Watches [] Storywatches [] Storage Containers [] Strength Training Equipment [] Stretching Methods/Equipment [] Swim Benches [] Swim-in-Place Equipment [] Swimming Machines [] Swimwear [] T-shirts (Custom) [] Team Bags [] Temporary Tattoos [] Team Meet Management Software [] Tethered Devices [] Time Systems 	

[] Hair Products

[] Handicapped Access

[] First Aid Equipment

[] Filtration Systems

[] Fins/Monofins

[] Fundraisers

[] Eye Care

[] Goggles, Goggle Defogger

[] Robes

[] Pool Consultants [] Pool Covers and Winders

[] Pool Signs [] Pool Vacuums

[] Prep Schools [] Pull Buoys, Tubes, Elastic Tubing [] Towels

[] Trophies

[] Warm Ups

[] Toys for the Pool

[] Waterproof Audio

[] Water Polo Equipment

[] Water Training Products

[] Underwater Video Equipment

[] Record Boards [] Ribbons



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Mechanical Requirements for Ads

AD SIZES	DIMENSIONS
1/16 Page	1-5/8 x 2-1/4
1/8 Page	3-3/8 x 2-1/4
3/16 Page	5-1/8 x 2-1/4
1/4 Page	3-3/8 x 4-5/8
1/2 Page Horizontal	7 x 4-5/8
1/2 Page Vertical	3-3/8 x 9-7/8
Full-Page	7 x 9-7/8
1/9 Website Ad	158x328 Pixels

Three Ways to Send Us Your Advertising Art:

1. FTP It To Your Folder On Our Site:

Host Name: Advertising. Swimmingworldmagazine.com

User ID: advertising PW: swimming

2. E-mail It To: TiffanyE@SwimmingWorld.com

3. Mail It To: Sports Publications International

Attn: Aquatic Directory

P.O. Box 20337 Sedona, AZ 86341

Phone: 928-284-4005 Fax: 928-284-2477

SwimOutlet.com 800-691-4065 www.swimoutlet.com

Sample 1/9 Website Ad

Low Price Guarantee
Same Day Shipping
Free Shipping on \$75
Free Exchange Shipping
No-Hassle Returns

THE WEB'S MOST

Please call 1-800-511-3029 for more information or to reserve your space today!