



A guide to
manufacturers,
suppliers and retailers
specializing in the
swimming market.

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:

- Accessories
- Aerobic Wear
- Architects
- Awards
- Aquatic Fitness Wear
- Aquatic Center Design
- Backstroke Flags
- Banners
- Books Films Tapes
- Bulkheads
- Camps
- Canopies
- Caps
- Chemical Controllers
- Computer Software
- Cross Training Gear
- Diving Equipment And Accessories
- Dryland Training Equipment
- Ear And Nose Care
- Earplugs Noseclips
- Electronic Start Systems
- Electronic Timing Equipment
- Emblems Team Pins
- Event Credentials
- Exercise Equipment
- Parks
- Pool Covers And Winders
- Pool Construction & Repair
- Pool Consultants
- Pool Signs
- Pool Vacuums
- Prep Schools
- Program Consultants
- Pulling Equipment
- Record Boards
- Recreation Planners
- Ribbons (See Awards)
- Robes
- Scoreboards
- Shoulder Injury Prevention
- Skin Products
- Snorkels
- Sound Systems Underwater
- Specialty Pools
- Speed Assist Equipment
- Sport Beverages
- Sportswear
- Sports Watches
- Starting Blocks
- Stopwatches



Please complete and fax to 602-522-0744

Print Ads

	Base Rate	Add'l Number
<input type="checkbox"/> 1. Full-Page/Online Listing	\$2,195	
<input type="checkbox"/> 2. 1/2 Page V/Online Listing	\$1,510	
<input type="checkbox"/> 3. 1/2 Page H/Online Listing	\$1,510	
<input type="checkbox"/> 4. 1/4 Page	\$540 + \$450 X ___ = \$	
<input type="checkbox"/> 5. 3/16 Page	\$400 + \$375 X ___ = \$	
<input type="checkbox"/> 6. 1/8 Page	\$275 + \$225 X ___ = \$	
<input type="checkbox"/> 7. 1/16 Page	\$160 + \$140 X ___ = \$	
<input type="checkbox"/> 8. 1/9 Web Ad and Web Listing	\$500	

A. Print Ad Amount \$ _____ B. Add'l \$ _____

Listings:

<input type="checkbox"/> Magazine Listing, Website Listing and 1/9 Web Ad	\$850 (Unlimited Categories)
<input type="checkbox"/> Magazine Print Listing Only	\$250 (5 Categories)
<input type="checkbox"/> Website Listing Only	\$250 (5 Categories)
<input type="checkbox"/> Magazine print and Web Listings	\$450 (5 Categories)
<input type="checkbox"/> Website 1/9 Ad & Web Listing	\$500 (5 Categories)

C. Listing Amount \$ _____

TOTAL A, B, C \$ _____

LISTING INFORMATION: (PLEASE PRINT)

Company's name: _____

Telephone number: _____

Email: _____

Website: _____

Facebook: _____

ACCOUNT INFORMATION:

Company: _____

Contact: _____

Address: _____

City/State/Zip _____

Phone: _____ Fax: _____

E-mail: _____

BILLING METHOD:

☐ Bill Me

☐ Discover ☐ MasterCard ☐ Visa

Name on Account (if different from that above)

Credit Card #: _____

Exp.: _____

Billing Zip Code: _____

Signature: _____

Office Use Only

Customer Account #: _____

Please mark 5 Product categories your company sells. (Note: Unlimited Categories costs \$850)

- | | | |
|---|---|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Heart Rate Monitors | <input type="checkbox"/> Shoulder Injury Prevention |
| <input type="checkbox"/> Aerobic Wear | <input type="checkbox"/> Kickboards | <input type="checkbox"/> Snorkels |
| <input type="checkbox"/> Aquatic Center Design | <input type="checkbox"/> Lactate Analyzers | <input type="checkbox"/> Sound Systems - Underwater |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Lane Lines and reels | <input type="checkbox"/> Speed Assist Equipment |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Lap Counters | <input type="checkbox"/> Sportswear |
| <input type="checkbox"/> Aquatic Fitness Wear | <input type="checkbox"/> Lap Timers | <input type="checkbox"/> Sports Watches |
| <input type="checkbox"/> Backstroke Flags | <input type="checkbox"/> Lifeguard & Jr. Lifeguard Training | <input type="checkbox"/> Starting Blocks |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Lifesaving Equipment/Apparel | <input type="checkbox"/> Stopwatches |
| <input type="checkbox"/> Books, DVDs, Tapes | <input type="checkbox"/> Lights - Pool | <input type="checkbox"/> Storage Containers |
| <input type="checkbox"/> Bulkheads | <input type="checkbox"/> Lockers/Equipment | <input type="checkbox"/> Strength Training Equipment |
| <input type="checkbox"/> Camps | <input type="checkbox"/> Loudspeakers | <input type="checkbox"/> Stretching Methods/Equipment |
| <input type="checkbox"/> Canopies | <input type="checkbox"/> Management and Consultants | <input type="checkbox"/> Swim Benches |
| <input type="checkbox"/> Caps | <input type="checkbox"/> Medals | <input type="checkbox"/> Swim-in-Place Equipment |
| <input type="checkbox"/> Chemical Controllers | <input type="checkbox"/> Medicine Balls | <input type="checkbox"/> Swimming Machines |
| <input type="checkbox"/> Cross-training Gear | <input type="checkbox"/> Megaphones | <input type="checkbox"/> Swimwear |
| <input type="checkbox"/> Diving Equipment and Accessories | <input type="checkbox"/> Novelty Items | <input type="checkbox"/> T-shirts (Custom) |
| <input type="checkbox"/> Dryland Training Equipment | <input type="checkbox"/> Nutritional Products | <input type="checkbox"/> Team Bags |
| <input type="checkbox"/> Ear and Nose Care | <input type="checkbox"/> Online Meet Registration | <input type="checkbox"/> Temporary Tattoos |
| <input type="checkbox"/> Electronic Start Systems | <input type="checkbox"/> Pace Clocks | <input type="checkbox"/> Team Meet Management Software |
| <input type="checkbox"/> Electronic Timing Equipment | <input type="checkbox"/> Pacing Units | <input type="checkbox"/> Tethered Devices |
| <input type="checkbox"/> Emblems/Team Pins | <input type="checkbox"/> Parkas | <input type="checkbox"/> Time Systems |
| <input type="checkbox"/> Exercise Equipment | <input type="checkbox"/> Pool Construction & Repair | <input type="checkbox"/> Touch Pads |
| <input type="checkbox"/> Eye Care | <input type="checkbox"/> Pool Consultants | <input type="checkbox"/> Towels |
| <input type="checkbox"/> Filtration Systems | <input type="checkbox"/> Pool Covers and Winders | <input type="checkbox"/> Toys for the Pool |
| <input type="checkbox"/> Fins/Monofins | <input type="checkbox"/> Pool Signs | <input type="checkbox"/> Trophies |
| <input type="checkbox"/> First Aid Equipment | <input type="checkbox"/> Pool Vacuums | <input type="checkbox"/> Underwater Video Equipment |
| <input type="checkbox"/> Fundraisers | <input type="checkbox"/> Prep Schools | <input type="checkbox"/> Warm Ups |
| <input type="checkbox"/> Goggles, Goggle Defogger | <input type="checkbox"/> Pull Buoys, Tubes, Elastic Tubing | <input type="checkbox"/> Waterproof Audio |
| <input type="checkbox"/> Hair Products | <input type="checkbox"/> Record Boards | <input type="checkbox"/> Water Polo Equipment |
| <input type="checkbox"/> Handicapped Access | <input type="checkbox"/> Ribbons | <input type="checkbox"/> Water Training Products |
| | <input type="checkbox"/> Robes | |

