

SWIMMING WORLD MAGAZINE AND BIWEEKLY RATE SHEET

Stand alone advertising positions and rates

For advertising packages under \$15,000



	1-Time Rate	6-Time Rate	12-Time Rate
Full Page	\$ 3,150	\$ 2,850	\$ 2,550
2/3 Page	\$ 2,775	\$ 2,510	\$ 2,245
1/2 Page Island	\$ 2,615	\$ 2,370	\$ 2,120
1/2 Page	\$ 2,300	\$ 1,990	\$ 1,675
1/3 Page	\$ 2,150	\$ 1,820	\$ 1,490
1/4 Page	\$ 1,720	\$ 1,425	\$ 1,130
1/6 Page	\$ 605	\$ 560	\$ 510
1/9 Page	\$ 465	\$ 435	\$ 405
1/12 Page	\$ 345	\$ 320	\$ 290
Magazine Spread			
Center Spread	\$ 7,550		
2-Page Spread	\$ 7,550		

All ads receive multi-channel distribution for maximum reach:

- Inclusion in the *Swimming World* digital publication
- Inclusion in the *Swimming World* print publication
- Inclusion in the *Swimming World Biweekly* digital publications (published 2X a month)
- Companion digital ad on www.SwimmingWorld.com (size and location dependent on media spend and size of paid ad placed)

SWIMMING WORLD DIGITAL RATE SHEET

All rates listed are monthly.

Banners rotate every 12 to 24 seconds

	Banner and Jumbo Banner	Block and Jumbo Block	Button	Mini Banner	Minimum Number of Visitors Per Rotation
PREMIUM					
Global ad on all stories	\$2,500	\$2,500	\$ 300	\$2,000	450,000
SW home page and secondary landing pages (ex. News categories/Channels)	\$1,500	\$1,500			125,000

STANDARD					
Swim Time Converter page	\$1,000	\$1,000			50,000
Weekly Splash Newsletter	\$250	\$250			30,000
College News channel	\$100	\$100			3,500
World News channel	\$100	\$100			3,000
USA News channel	\$100	\$100			3,000
High School News channel	\$100	\$100			2,000
Masters, Water Polo, Diving, Artistic Swimming, Open Water channels combined	\$50	\$50			1,500
Workouts page	\$200	\$200			10,000
Results page	\$200	\$200			12,000

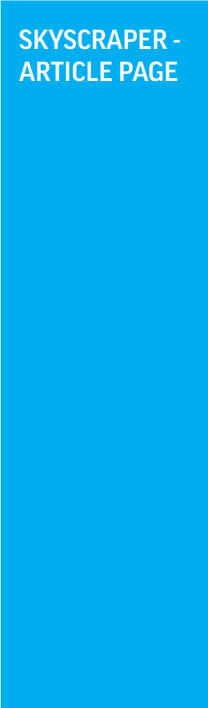
Number of ad slots per page	3	1	6	3
Number of ads rotating per slot	2	4	2	2

DIGITAL AD SIZES AND PLACEMENTS



JUMBO BANNER - HOME PAGE ▲
2600 px wide x 360 px high

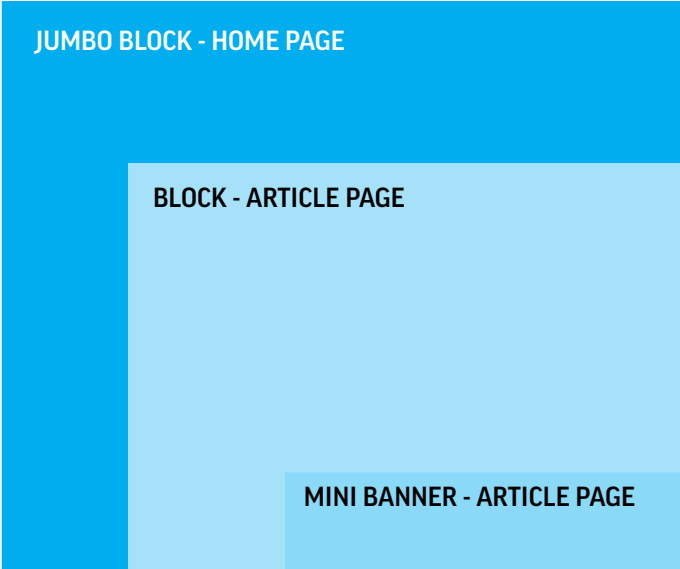
BANNER - ARTICLE PAGE ▲
900 px wide x 125 px high



JUMBO BLOCK - HOME PAGE
400 px wide x 375 px high

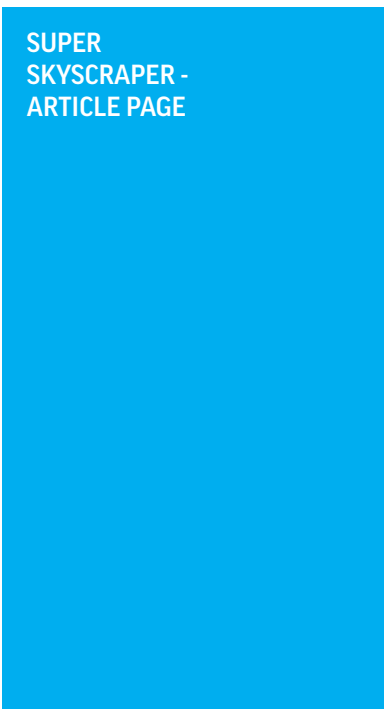
▶
BLOCK - ARTICLE PAGE
300 px wide x 250 px high

▶
MINI BANNER - ARTICLE PAGE
300 px wide x 120 px high



◀
SKYSCRAPER - ARTICLE PAGE
(Non-Mobile)
160 px wide x 600 px high

WEEKLY SPLASH eNEWSLETTER



▶
SUPER SKYSCRAPER - ARTICLE PAGE
(Non-Mobile)
160 px wide x 600 px high



▲
BUTTON - ARTICLE PAGE
120 px wide x 120 px high

