

SWIMMING WORLD MAGAZINE ADVERTISING RATE CARD

12-time Print Publication; 36-time Digital Publication



MAGAZINE ADS

BONUS VALUE

12X RATE	12X PRINT	36X DIGITAL	ONLINE ADS	SPONSORSHIPS	SOCIAL MEDIA
Back Cover \$4,850	[X]	[X]	[HM PG AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]
Inside Fr Cover \$4250	[X]	[X]	[HM PG AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]
Inside Ba Cover \$4250	[X]	[X]	[STORY AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]
TOC Page \$3930	[X]	[X]	[STORY AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]
3 rd Page \$3930	[X]	[X]	[HM PG AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]

1X / 12X RATES	PRINT	DIGITAL	ONLINE ADS	SPONSORSHIPS	SOCIAL MEDIA
Full Page \$3150/\$2550	[X]	[X]	[HM PG AD]	[1 Online Article]	[Facebook Blasts, Twitter Mention]
2/3 Page \$2,775/\$2.245	[X]	[X]	[.COM AD]		[Facebook Blasts, Twitter Mention]
1/2 Island \$2,615/\$2,120	[X]	[X]	[.COM AD]		[Facebook Blasts, Twitter Mention]
1/2 Page \$2,300/\$1,675	[X]	[X]	[.COM AD]		[Facebook Blasts, Twitter Mention]
1/3 Page \$2,150/\$1,490	[X]	[X]	[.COM AD]		[Facebook Blasts, Twitter Mention]
1/4 Page \$1,720/\$1,130	[X]	[X]	[.COM AD]		[Facebook Blasts, Twitter Mention]
1/6 Page \$605/\$510	[X]	[X]	[Global Button AD]		[Facebook Blasts, Twitter Mention]
1/9 Page \$465/405	[X]	[X]	[Global Button AD]		[Facebook Blasts, Twitter Mention]
1/12 Page \$345/\$290	[X]	[X]	[Global Button AD]		[Facebook Blasts, Twitter Mention]

MAGAZINE SPREAD

Center Spread \$7,550	[X]	[X]	[HM PG & STORY AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]
2-Page Spread \$7,550	[X]	[X]	[HM PG & STORY AD]	[2 Online Articles]	[Facebook Blasts, Twitter Mention]

CLASSIFIED ADS

Print & Online \$250 (Ads remain online for 1-year or until the position is filled. Word limit for print/unlimited online)



Swimming WORLD

Rate Card For Ads on .COM

Effective June 1, 2015

All rates listed are monthly

Banner

650 x 90 Pixels

Banners Rotate Every 24 Seconds

	Premium Banner Ad	Premium Block Ad	Premium * Sky Scraper	Global Button Ad *	Minimum Mo. Visitors per Rotation Update 6/15
<i>Premium Positions Come as Added Value With Full Page Print Advertising Campaigns in Swimming World Magazine</i>	3 Slots per page *	1 Slot per page	1 Slot per page	6 Slots per page	
<i>All rates listed are monthly</i>	2 Rotating per slot	4 Rotating per slot	4 Rotating per slot	2 Rotating per slot	
All Stories	\$2,500	\$2,500	\$1,250	\$300	450,000
Home and .News Page	\$1,500	\$1,500	\$750	-	125,000
* Skyscraper and Button Ads Will Not Appear on Mobile Devices. Banner ads on mobile may decrease to 2 slots with multiple banners running in each slot.					

Block

300 x 250 pixels

Button

120 x 120 pixels

Actual Size

	Standard Banner Ad	Standard Block Ad	Standard * Sky Scraper	Global Button Ad *	Minimum Mo. Visitors per Rotation Update 6/15
	3 slots per page *	1 slot per page	1 slot per page	6 slots per page	
	2 Rotating per slot	4 Rotating per slot	4 Rotating per slot	2 Rotating per slot	
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-	450,000
Competition Calendar (Coming Soon)	\$1,000	\$1,000	\$800	-	N/A
Conversion Tool Page	\$800	\$800	\$600	-	50,000
E-Newsletter (Price based per mailing)	\$300	\$300	\$300	-	30,000
Results Pages	\$200	\$200	\$200	-	12,000
Workouts Page	\$175	\$175	\$175	-	10,000
College News Channel Page	\$100	\$100	\$100	Free	3,500
World News Channel Page	\$100	\$100	\$100	Free	3,000
USA News Channel Page	\$100	\$100	\$100	Free	3,000
High School News Channel Page	\$75	\$75	\$75	Free	2,000
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	Free	1,500
Online Directory Banners					
Aquatic Directory	\$300	\$250	\$150		Seasonal
Camp Directory	\$300	\$250	\$150		Seasonal
Prep School Directory	\$300	\$250	\$150		Seasonal
Holiday Gift Guide	\$300	\$250	\$150		Seasonal

Vertical Skyscraper

160 x 600 pixels

Actual Size

Note: Sponsorship of tools, programs, shows, lists, awards, polls, specialty pages and events are available upon request.

All advertising circulation statistics are now combined into three numbers: Views, Visitors and Social Media Reach. We will no longer separate print distribution from digital distribution, nor paid from free distribution. Our goal is to get your ad in front of as many eyes as possible. As a result, Swimming World we be offering more value to its advertisers. **Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.2 Million; Monthly visitors on SW.com: 600,000; Monthly Social Media Reach—1.2 Million**