



Swimming WORLD

Rate Card For Ads on .COM

Effective Feb 1, 2017

All rates listed are monthly

Banner 900 x 125 Pixels

Banners Rotate Every 12-24 Seconds

	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad
<i>Premium Positions Come as Added Value With Print Advertising Contracts</i>				
<i>All rates listed are monthly</i>				
Global AD On All Stories	\$2,500	\$2,500	\$1,250	\$300
Home Page	\$1,500	\$1,500	-	-

Block 300 x 250 pixels

Button 120 x 120 pixels

Actual Size

	Standard Banner Ad	Standard Block Ad	Standard Sky Scraper	Global Button Ad
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-
Competition Calendar (Coming Soon)	\$1,000	\$1,000	\$800	-
Conversion Tool Page	\$800	\$800	\$600	-
E-Newsletter (Price based per mailing)	\$300	\$300	-	-
Results Pages	\$200	\$200	\$200	-
Workouts Page	\$175	\$175	\$175	-
College News Channel Page	\$100	\$100	\$100	-
World News Channel Page	\$100	\$100	\$100	-
USA News Channel Page	\$100	\$100	\$100	-
High School News Channel Page	\$75	\$75	\$75	-
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	-
Global Button				\$300
Dedicated E-mail Blast \$800	-	-	-	-

Vertical Skyscraper 160 x 600 pixels

Actual Size

Editorial Sponsorship Opportunities are Priced Separately

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. **Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.6 Million; Monthly Unique Visitors on SW.com: 681,000; Monthly Social Media Reach—1.2 Million**