



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 Positons Come as Added Value With Print Advertising Contracts	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad
All rates listed are monthly	3 Slots per page * 2 Rotating per slot	1 Slot per page 4 Rotating per slot	1 Slot per page 4 Rotating per slot	6 Slots per page 2 Rotating per slot
Global AD On All Stories	\$2,500	\$2,500	\$1,250	\$300
Home Page	\$1,500	\$1,500	-	-

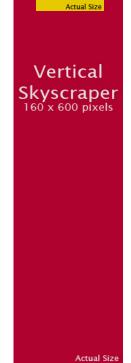
	Standard	Standard	Standard	Global
	Banner	Block	Sky	Button
	Ad	Ad	Scraper	Ad
	3 slots per	1 slot per	1 slot per	6 slots per
	page * 2 Rotating per slot	page 4 Rotating per slot	page 4 Rotating per slot	page 2 Rotating per slot
Global Mini-Banner (Zone 293&116)	\$2,000	-	-	-
Competition Calendar (Coming 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	-	-	-	-

Editorial Sponsorship Opportunities are Priced Separately

Block
300 x 250 pixels

Button
120 x 120 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. 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