



International Swimming Hall of Fame

LEGACY SPONSOR



ISHOF Legacy Sponsor — \$100,000 per year — 4 year Commitment (2019-2022)

- Corporate exhibit at International Swimming Hall of Fame for life of sponsorship
- Only 1 Legacy Sponsorship Available—Exclusive Offer (Back Cover on all Print Publications; Inside Front on all Digital Publications)
- **BEST** premium global advertising position on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Access to Hall of Fame facilities for photo opportunities, press conferences, and banquet facilities
- Monthly dedicated email blasts per year to ISHOF and Swimming World email database
- **Exclusive** Legacy Sponsor signage at ISHOF museum entrance
- **Exclusive** Legacy Sponsor title and logo on all ISHOF and Swimming World front matter material, press releases, covers, and media platforms
- ISHOF table for 10 at annual induction ceremony
- 10 VIP tickets to all ISHOF events
- Use of ISHOF logo with tag “Endorsed by the International Swimming Hall of Fame”
- **BEST** premium full-page advertisements in ISHOF Yearbook and Induction programs
- **BEST** premium full-page monthly ad in *Swimming World Magazine*
- **BEST** premium full-page ad position in *Swimming World Biweekly*
- **BEST** premium full-page ad in quarterly *Swimming Technique Magazine*
- Listing in Swimming World Aquatic Directory
- 1/4-page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector’s Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- First Right of Refusal to renew as Legacy Sponsor; Option to Cancel Sponsorship Anytime with 6 months’ notice

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 and ISHOF we be offering more value to its advertisers. Estimated Swimming World Platform Circulation: Monthly views on all Platforms—1.6 Million; Monthly visitors on SW.com: 600,000; Monthly Social Media Reach—1.2 Million

International Swimming Hall of Fame, Inc. is registered as a 501(c)(3) nonprofit organization, incorporated in the State of Florida. Contributions and sponsorships to ISHOF are tax deductible to the fullest extent of the law. ISHOF's tax identification number is 59-1087179. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR FROM THE WEBSITE, www.800helpfla.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. You can find out more about us on guidestar.org under International Swimming Hall of Fame, Inc.



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PLATINUM SPONSOR



ISHOF Platinum Sponsor— \$75,000 per year — 4 year Commitment (2019-2022)

- Only Two Platinum Sponsorship Available (Inside Back on all Print Publications)
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- ISHOF table for 10 at annual induction ceremony
- 5 VIP tickets to all ISHOF events
- Corporate display at International Swimming Hall of Fame for life of sponsorship
- Access to Hall of Fame facilities for photo opportunities, press conferences, and banquet facilities
- Full page advertisement in ISHOF Yearbook and Induction programs
- Global advertising position on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Monthly full page premium position ad in *Swimming World Magazine*
- Biweekly full page premium position ad in *Swimming World Biweekly*
- Quarterly full premium position page ad in *Swimming Technique Magazine*
- Listing in Swimming World Aquatic Directory
- 1/4 page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

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GOLD SPONSOR



ISHOF Gold Sponsor — \$60,000 per year — 4 year Commitment (2019-2022)

- Inside Back Cover next to popular Parting Shot in *Swimming World Magazine*
- Sponsorship of Monthly Beyond the Yards article in *Swimming World Magazine*
- Biweekly full-page premium position ad in *Swimming World Biweekly*
- Full Page product ad and listing in *Swimming World's July Aquatic Directory*
- 1/4-page ads in *Swimming World Holiday Gift Guide* (October, November, December)
- Product display at International Swimming Hall of Fame for life of sponsorship
- Retail Placement of Arena Swimwear in ISHOF Swim Shop
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and *Swimming World* footer material
- ISHOF table for 10 at annual induction ceremony
- 5 VIP tickets to all ISHOF events
- Access to Hall of Fame facilities for photo opportunities and press conferences*
- Full page advertisement in ISHOF Yearbook and Induction programs
- Global advertising position on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the *Swimming World Vault* back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

*Photos access may require proof of insurance and some city fees if off site

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SILVER SPONSOR



ISHOF Silver Sponsor— \$45,000 per year — 4 year Commitment (2019-2022)

- Monthly Full-page ad on page 9 in *Swimming World Magazine* print and digital publications
- Sponsor of Lessons from the Legends articles in *Swimming World Magazine*
- Rotating home page advertising position on SwimmingWorld.com and ISHOF.com
- Rotating block ad on every article published on SwimmingWorld.com
- Biweekly full-page position ad in *Swimming World Biweekly*
- Quarterly full-page position ad in *Swimming Technique Magazine*
- Full Page Product ad and listing in Swimming World's July Aquatic Directory
- Retail Placement of Dolfin Swimwear in ISHOF Swim Shop
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 4 VIP tickets to all ISHOF events
- Full page advertisement in ISHOF Yearbook and Induction programs
- Access to Hall of Fame facilities for photo opportunities*
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- ¼-page ads in Swimming World Holiday Gift Guide (October, November, December)
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

*Photos access may require proof of insurance and some city fees if off site

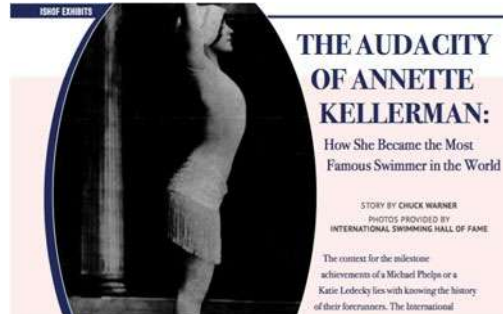
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Bronze Sponsor



Pentair Official ISHOF Sponsor — \$30,000 per year — 4 year Commitment (2019-2022)

- Exclusive Sponsor of ISHOF Paragon Awards
- Sponsor signage in ISHOF Museum
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 2 VIP tickets to all ISHOF events
- 1/2-page advertisement in ISHOF Yearbook and Induction programs
- Access to Hall of Fame facilities for photo opportunities
- Rotating banner ad on every article published on SwimmingWorld.com and ISHOF.com
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Monthly 1/2-page position ad in *Swimming World Magazine*
- Biweekly 1/2-page position ad in *Swimming World Biweekly*
- Listing in Swimming World Aquatic Directory
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collector's Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% Off at the Museum/Swim Shop, Monthly Member ISHOF e Newsletter
- Option to Cancel Sponsorship Anytime with 6 months' notice

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\$25,000—ISHOF Medallion Sponsor, Membership Benefits, Advertising Package—4 Year Agreement (2019-2022)



- 4 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events
- Sponsorship signage on ISHOF and Swimming World footer
- 1/2-page ad in ISHOF annual yearbook
- Access to Hall of Fame facilities for photo opportunities
- Digital ad on every article on SwimmingWorld.com
- Monthly 1/2 page or 2 x 1/4 ads in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Seasonal Ads for 8 months with 1/6 Swim Mart Ads
- Aquatic Directory ads to include 1/2, 2 x 1/4, or 4 x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter
- Option to Cancel Sponsorship Anytime with 6 months notice

\$20,000—ISHOF Poseidon Sponsor, Membership Benefits, Includes Advertising Package - 12 Months



- 4 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events
- Sponsorship signage on ISHOF and Swimming World footer
- 1/2 page ad in ISHOF annual yearbook
- Digital ad on home page and global 120x120 button on all articles
- 6 dedicated E-mail blasts per year promoting your product
- Monthly 1/4 page or 2 x 1/6 ads in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Aquatic Directory ads to include 1/4, 2 x 1/8, or 3x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Unlimited Press Releases post on ISHOF/SW multimedia platforms
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter

\$15,000—ISHOF Honoree Sponsor, Membership Benefits, Includes Advertising Package- 12 Months



- 2 Person ISHOF Annual Induction Weekend VIP Package (Friday Events, Luncheon, VIP Social, Induction Dinner)
- Sponsorship signage at ISHOF events and signage on ISHOF and Swimming World footer
- Sponsor title and logo on all ISHOF and Swimming World footer material
- 1/4 page ad in ISHOF annual yearbook
- Digital ad on home page of SwimmingWorld.com
- 4 dedicated E-mail blasts per year promoting your product
- Monthly 1/4 page Ad in *Swimming World Magazine* and *Swimming World Biweekly Magazine*
- Aquatic Directory ads to include 3 x 1/6 ads including online and print listing
- Holiday Gift Guide ads to include 1/4 Page Ad in October, November, December
- Corporate Membership Benefits: ISHOF Pin and Vintage ISHOF Patch / Limited Collectors Edition, ISHOF Embroidered Jacket, 12 Month Access to the Swimming World Vault back to 1960, Annual Yearbook, 10% off at the Museum/Swim Shop, ISHOF e-newsletter

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ISHOF—SWIMMING WORLD MAGAZINE

Stand Alone Advertising Positions

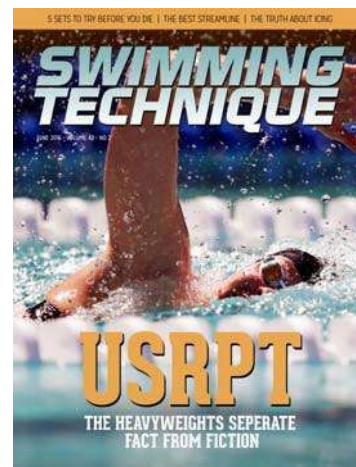
For Advertising Packages that are \$14,999 and Below

NON-PREMIUM ADVERTISING POSITIONS

<u>RATES PER INSERTION</u>	<u>SW PRINT & Digital</u>	<u>SW BIWEEKLY</u>	<u>SW.COM</u>
Full Page \$3150 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 2/3
Page \$2,775 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/2
Island \$2,615 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/2
Page \$2,300 includes	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/3
Page \$2,150 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/4
Page \$1,720 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.] 1/6
Page \$605 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/9 Page \$465 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/12 Page \$345 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]

MAGAZINE SPREAD

Center Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Premium Digital Ad per Mo.]
2-Page Spread \$7,550 includes:	[Monthly Print Issues]	[2 Biweekly Ads per Mo.]	[Premium Digital Ad per Mo.]



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Rate Card For Ads on .COM

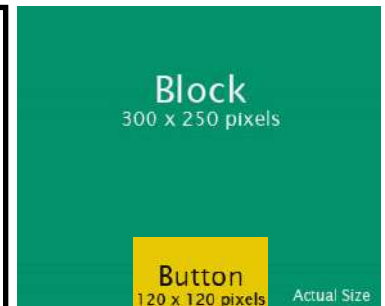
Effective December 1, 2018

All rates listed are monthly



Banners Rotate Every 24 Seconds

Premium Positons Come as Added Value With Print Advertising Contracts All rates listed are monthly	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad	Minimum Mo. Visitors per Rotation
	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	450,000
Home Page And Secondary Pages	\$1,500	\$1,500	-	-	125,000



	Standard Banner Ad	Standard Block Ad	Standard Sky Scraper	Global Button Ad	Minimum Mo. Visitors per Rotation Update 4/16
	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 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		-	30,000
Results Pages	\$200	\$200	\$200	-	12,000
Workouts Page	\$175	\$175	\$175	-	10,000
College News Channel Page	\$100	\$100	\$100	-	3,500
World News Channel Page	\$100	\$100	\$100	-	3,000
USA News Channel Page	\$100	\$100	\$100	-	3,000
High School News Channel Page	\$75	\$75	\$75	-	2,000
Masters, Water Polo, Diving, Synchro, Open Water Channels Combined	\$50	\$50	\$50	-	1,500
Global Button				\$300	75,000
Dedicated E-mail Blast \$800	-	-	-	-	30,000



Editorial Sponsorship Opportunities are Priced Separately

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

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