

ISHOF—SWIMMING WORLD MAGAZINE

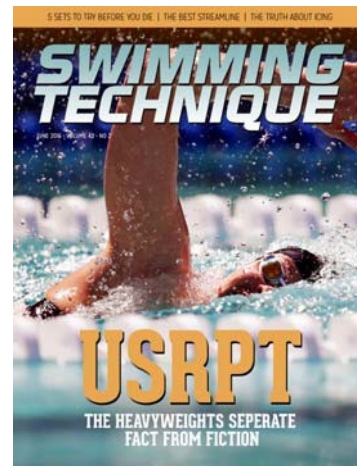
Stand Alone Advertising Positions

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

<u>1-TIME/12-TIME RATES</u>	<u>SW PRINT & Digital</u>	<u>SW BIWEEKLY</u>	<u>SW.COM</u>
Full Page \$3150/2,550 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
2/3 Page \$2,775/2,245 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
1/2 Island \$2,615/2,120 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
1/2 Page \$2,300/1,675 includes	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
1/3 Page \$2,150/1,490 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
1/4 Page \$1,720,1,130 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Best Available Digital Ad per Mo.]
1/6 Page \$605/510 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/9 Page \$465/405 includes:	[Print and Digital Issues]	[2 Biweekly Ads per Mo.]	[Global Button AD]
1/12 Page \$345/290 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.]



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



**INTERNATIONAL
SWIMMING
HALL OF FAME**

**SWIMMING
WORLD**

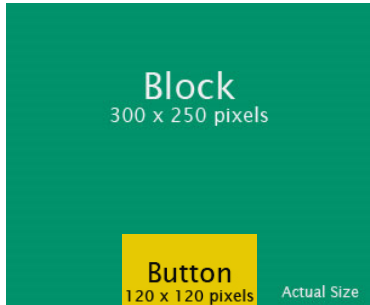
Rate Card For Ads on SwimmingWorld.COM

**Banner
900 x 125 Pixels**

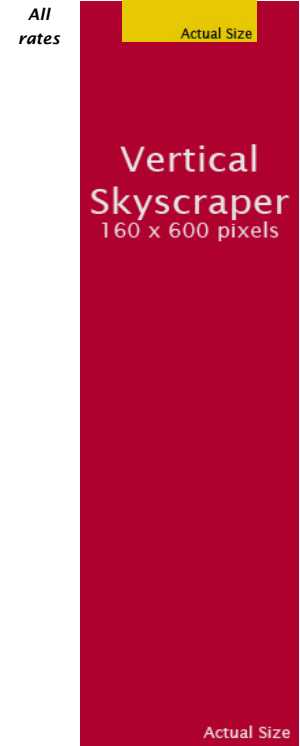
Banners Rotate Every 12 to 24 Seconds

Effective December 1, 2018

<i>Premium Positons Come as Added Value With Print Advertising Contracts</i>	Premium Banner Ad	Premium Block Ad	Premium Sky Scraper	Global Button Ad	Minimum Mo. Visitors per Rotation
<i>All rates listed are monthly</i>	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



listed are monthly

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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