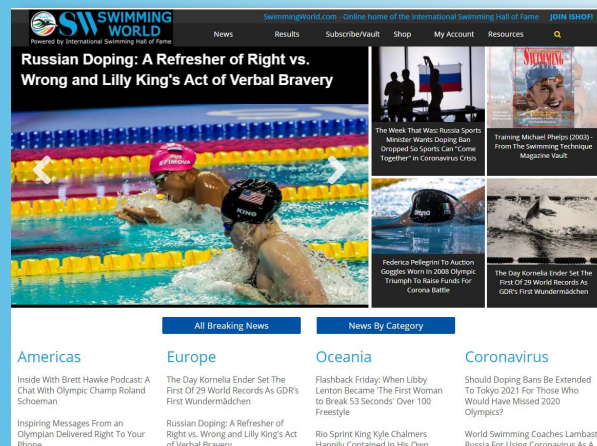


# 2020 Aquatic Directory

**List your company and products/services in the annual Aquatic Directory. It has a combined circulation of over 1 million impressions and includes links back to your website.**

## Your Listing Will Appear In 6 Places:

- Website listing for 1 year on [SwimmingWorld.com/AquaticDirectory](http://SwimmingWorld.com/AquaticDirectory)
- Swimming World Magazine July issue
- Swimming World Biweekly July issue
- Swimming World Technique Magazine
- Dedicated Aquatic Directory Article on Swimming World website
- Social Media Posts –Facebook, Twitter, and Linked In



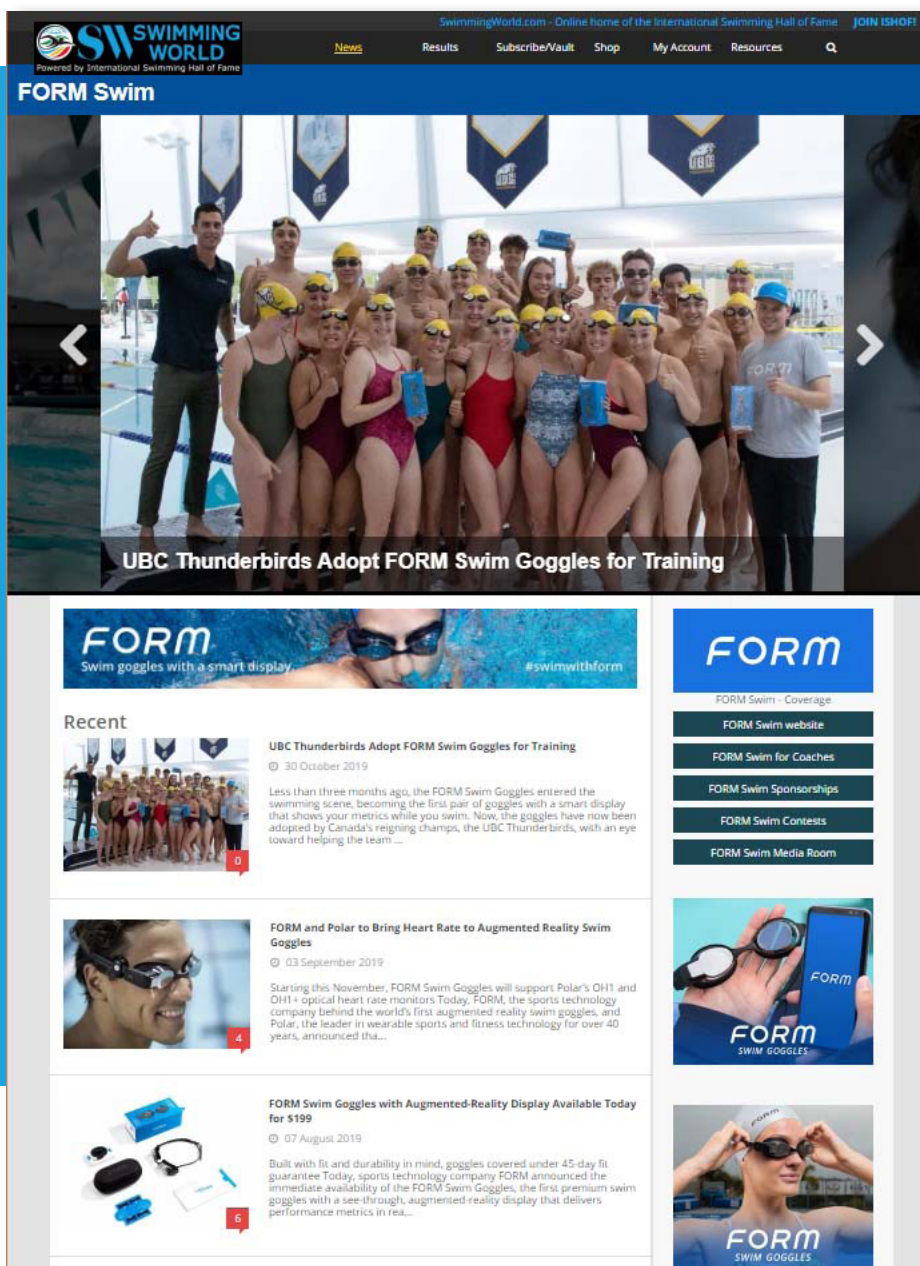
## Four Aquatic Directory Options:

1. Full-Page Ad, Listings, Website Article. Bonus: News Landing Page *(details on next page)*
2. Half-Page Ad, Listings, Website Article. Bonus: News Landing Page *(details on next page)*
3. ¼ Page Ad, Listings, Website Article
4. Listings and Website Article only

**When you upgrade to a full-page or half-page Aquatic Directory listing you will get a News Landing Page that aggregates all of your company's press releases and sponsored articles.**

## Benefits:

- You can customize your landing page with your logo, display ads/graphics, and embedded video.
- Include links to your website to help improve SEO of your website
- Brand exposure and increased visibility of your content/products



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## FORM Swim

### UBC Thunderbirds Adopt FORM Swim Goggles for Training

**FORM**  
Swim goggles with a smart display. [#swimwithform](#)

#### Recent

**UBC Thunderbirds Adopt FORM Swim Goggles for Training**  
© 30 October 2019

Less than three months ago, the FORM Swim Goggles entered the swimming scene, becoming the first pair of goggles with a smart display that shows your metrics while you swim. Now, the goggles have now been adopted by Canada's reigning champs, the UBC Thunderbirds, with an eye toward helping the team...

**FORM and Polar to Bring Heart Rate to Augmented Reality Swim Goggles**  
© 03 September 2019

Starting this November, FORM Swim Goggles will support Polar's OH1 and OH1+ optical heart rate monitors. Today, FORM, the sports technology company behind the world's first augmented reality swim goggles, and Polar, the leader in wearable sports and fitness technology for over 40 years, announced that...

**FORM Swim Goggles with Augmented-Reality Display Available Today for \$199**  
© 07 August 2019

Built with fit and durability in mind, goggles covered under 45-day fit guarantee. Today, sports technology company FORM announced the immediate availability of the FORM Swim Goggles, the first premium swim goggles with a see-through, augmented-reality display that delivers performance metrics in real-time...

**FORM**  
FORM Swim - Coverage  
FORM Swim website  
FORM Swim for Coaches  
FORM Swim Sponsorships  
FORM Swim Contests  
FORM Swim Media Room

**FORM**  
SWIM GOGGLES

**FORM**  
SWIM GOGGLES



Powered by International Swimming Hall of Fame

# The New Aquatic Directory Insertion Order

Please complete and email to [advertising@swimmingworld.com](mailto:advertising@swimmingworld.com)

## Advertising Options

- |   | Dimensions | Rate    |
|---|------------|---------|
| <input type="checkbox"/> 1. Full-Page Ad, Website Article, Listings | 2100x2906  | \$2,195 |
| <input type="checkbox"/> 2. 1/2 Page Ad, Website Article, Listings  | 2100x1425  | \$1,200 |
| <input type="checkbox"/> 3. 1/4 Page Ad, Website Article, Listings  | 1369x1125  | \$600   |
| <input type="checkbox"/> 4. Directory and Website Listings Only     |            | \$500   |

**TOTAL \$** \_\_\_\_\_

## PRINT LISTING INFORMATION: (PLEASE PRINT)

Company's Name \_\_\_\_\_

Company's Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Video Link \_\_\_\_\_

Other Social Media \_\_\_\_\_

**NOTE:** Please send company logo and 100 words about your company in separate attachment

## BILLING INFORMATION

(If different from listing)

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## BILLING METHOD

- ☐ Bill Me ☐ Discover ☐ MasterCard  
☐ Visa ☐ American Express

Name on Account (if different from that above) \_\_\_\_\_

Credit Card \_\_\_\_\_

Exp. \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

Office Use Only

Customer Account # \_\_\_\_\_

## Please Mark Product Categories To Be Listed Under Online

### Athlete Apparel

- ☐ Parkas
- ☐ Swimwear
- ☐ T-shirts
- ☐ Team Bags
- ☐ Team Gear
- ☐ Towels
- ☐ Warmups

### Athlete Training Gear

- ☐ Caps
- ☐ Water Polo Caps
- ☐ Fins-Monofins
- ☐ Goggles
- ☐ Anti-Fogging
- ☐ Paddles-Pull Buoys
- ☐ Heart Rate Monitors
- ☐ Kickboards
- ☐ Kick Socks-Bags
- ☐ Pace Clocks
- ☐ Snorkels
- ☐ Speed Assist
- ☐ Swim-in-Place
- ☐ Stretch Cords
- ☐ Video Equipment

### Awards

- ☐ Medals and Ribbons
- ☐ Trophies and Plaques

### Competition Equipment

- ☐ Backstroke Flags
- ☐ Lane Lines and Reels
- ☐ Lap Counters
- ☐ Timing Systems
- ☐ Water Polo Balls

### Dryland Equipment

- ☐ Dryland Equipment
- ☐ Medicine Balls
- ☐ Strength Equipment
- ☐ Stretching Equipment
- ☐ Swim Benches

### Facility Construction & Equipment

- ☐ Diving Boards
- ☐ Filtration Systems
- ☐ Handicap Accessories
- ☐ Pool Covers
- ☐ Pool Vacuums
- ☐ Record Boards
- ☐ Scoreboards
- ☐ Starting Blocks
- ☐ Storage Containers
- ☐ Water Polo Goals
- ☐ Pool Construction
- ☐ Pool Consultants

### Health Needs

- ☐ Skin Lubricant
- ☐ Chlorine Removal
- ☐ Ear and Nose Care
- ☐ Eye Care
- ☐ Hair Products
- ☐ Nutrition

### Lifeguard Equipment

### Team Management

- ☐ Books and DVDs
- ☐ Team Management Software
- ☐ Team Website Development
- ☐ Training Software
- ☐ Workout Software

### Watches

- ☐ Body Monitors
- ☐ Stop Watches

☐ Other \_\_\_\_\_

☐ Other \_\_\_\_\_

**NOTE:** We Can Only List You in Four Categories in the Print Magazine. Please **GO BACK AND CIRCLE YOUR TOP FOUR** Categories