

The Aquatic Directory

The Who's Who Guide to the Aquatic Industry

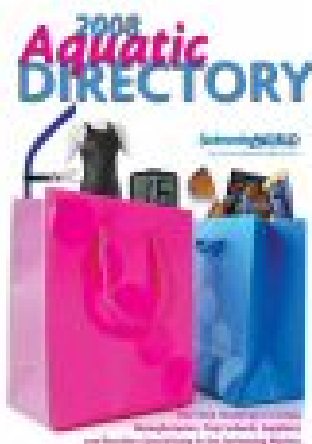
Advertising Opportunities

The Annual *Aquatic Directory* is updated every April.

Vendors have the opportunity to be listed in the hard copy version and or the Internet version. Depending on your choice, distribution can range from 50,000 to 250,000 per month.

This directory is considered the "yellow pages" of the aquatic community, serving as the one stop shopping source to camps, manufacturers, suppliers and retailers specializing in the swimming market. *Listings include company name, phone number and web address under all applicable categories.*

Take advantage of this unique opportunity by becoming a part of this valuable marketing tool. This directory has been designed for the convenience of the user who will refer to it throughout the year for all their aquatic needs.



Display Advertising Rates (No Agency Discounts)

#	AD SIZES	DIMENSIONS	4C Price
1.	Online Ad and Online Listing	158 x 328 pixel	\$500
2.	1/16 Page	1-5/8 x 2-1/4	\$160
3.	2 x 1/16 Page	1-5/8 x 2-1/4	\$290
4.	3 x 1/16 Page	1-5/8 x 2-1/4	\$400
5.	4 x 1/16 Page	1-5/8 x 2-1/4	\$540
6.	6 x 1/16 Page	1-5/8 x 2-1/4	\$770
7.	1/8 Page	3-3/8 x 2-1/4	\$275
8.	3/16 Page	5-1/8 x 2-1/4	\$400
9.	1/4 Page	3-3/8 x 4-5/8	\$540
10.	1/2 Page Horizontal and Online Listing	7 x 4-5/8	\$1,510
11.	1/2 Page Vertical and Online Listing	3-3/8 x 9-7/8	\$1,510
12.	Full-Page and Online Listing	7 x 9-7/8	\$2,195

Aquatic Directory Listings

Magazine Only	\$250
Online Listing Only	\$250
Both Magazine and Online	\$450
Online Listing with Online Ad*	\$500
Best Value: ALL THE ABOVE	\$850

Print Advertising Deadlines


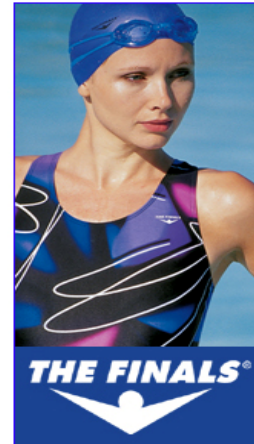
Space	First Friday of February
Art	Second Friday of February

3 Ways to Send Us Art:

- FTP It To Your Folder On Our Site: Host Name: 65.110.72.225
User ID: advertising
PW: swimming
- E-mail It To: Advertising@SwimmingWorldMagazine.com
or your Account Executive.
- Mail It To: Sports Publications International
Attn: Aquatic Directory, 90 Bell Rock Plaza, Suite 200
Sedona, AZ 86351
Phone: 928-284-4005 Fax: 928-284-2477

Please call 1-800-511-3029 for more information or to reserve your space today!

Sample Online Listing and AD

<p>Speedo USA 800-547-8770 www.speedousa.com</p> 	<p>Swim 2000 800-214-6823 www.swim2000.com</p> 	<p>The Finals 800-345-3485 www.thefinals.com</p> 
<p>Toad Hollow Athletics 800-322-8623 www.toadhollowathletics.com</p>	<p>Total Immersion Swimming 800-609-7946 www.totalimmersion.net</p>	<p>truWest, Inc. 800-322-3669 www.truwest.com</p>

Sample Magazine AD & Listing

Earplugs, Noseclips-Exercise Equipment

Speedo USA 800-547-8770
..... www.speedousa.com

TYR Sport, Inc. 800-323-7878
..... www.tyr.com

Distributor
Action Acoustics 800-328-0031
..... www.actionacoustics.com

All-American Aquatics 800-610-7946
..... www.all-american-aquatics.com

Barracuda Swim Optics 800-647-6664
..... www.barracudaswim.com

40 Assets Swimsuit 800-884-6607
..... www.40assetswimsuit.com

Kiefer 800-323-4071
..... www.kiefer.com

Pure Blue 877-877-8771 (T86)
Swim Shop www.pureblueswim.com

Rezonics, Inc. 800-426-5254
..... www.rezonics.com

Tabata USA, Inc. 800-462-2262
..... www.tabatausa.com

Toad Hollow Athletics 800-322-8623
..... www.toadhollowathletics.com

truWest Inc. 800-322-3669
..... www.truwest.com

Electronic Start Systems

Manufacturer
Daletronics, Inc. 800-325-6766
..... www.daletronics.com

International Sports 800-605-2611
..... www.intltime.com

Distributor
All-American Aquatics 800-610-7946
..... www.all-american-aquatics.com

International Sports 800-605-2611
..... www.intltime.com

Rezonics, Inc. 800-426-5254
..... www.rezonics.com

truWest Inc. 800-322-3669
..... www.truwest.com

Electronic Timing Equipment

Manufacturer
Daletronics, Inc. 800-325-6766
..... www.daletronics.com

International Sports 800-605-2611
..... www.intltime.com

Distributor
All-American Aquatics 800-610-7946
..... www.all-american-aquatics.com

International Sports 800-605-2611
..... www.intltime.com

Rezonics, Inc. 800-426-5254
..... www.rezonics.com

Speedo USA 800-547-8770
..... www.speedousa.com

Emblems, Team Pins

Manufacturer
Maxwell Models & 800-531-7138
Awards www.maxwellmodels.com

truWest Inc. 800-322-3669
..... www.truwest.com

Distributor
Maxwell Models & 800-531-7138
Awards www.maxwellmodels.com

truWest Inc. 800-322-3669
..... www.truwest.com

Exercise Equipment

Manufacturer
Aquasize 877-663-9898 (P848)
..... www.aquasize.com

Rezonics, Inc. 800-426-5254
..... www.rezonics.com

Speedo USA 800-547-8770
..... www.speedousa.com

Visit us at
SwimmingWorldMagazine.com

Ear Dryer
Portable Rechargeable
Helps Prevent Swimmer's Ear

Gentle Warm Air Safely Dries Ears After Swimming

Designed & Safety Tested by an ENT

Dry Ears in 90 Seconds

Portable for Use Poolside

50 Dry Cycles per Charge

Color Coded Ear Pieces for Use by Family & Friends

Don't let an ear infection keep you out of the pool

Folds for Travel & Use at the Pool

To Purchase Ask Your Local Swim Shop or Visit www.DryEar.net (800) 670-6996

AQUATIC DIRECTORY INSERTION ORDER

Please complete this page and return by fax to 602-522-0744

Thank you for completing the following information.

4-Color Display Ad Number:	Rate
1. Online Ad and Online Listing	\$500
2. 1/16 Page	\$160
3. 2 x 1/16 Page	\$290
4. 3 x 1/16 Page	\$400
5. 4 x 1/16 Page	\$540
6. 6 x 1/16 Page	\$770
7. 1/8 Page	\$275
8. 3/16 Page	\$400
9. 1/4 Page	\$540
10. 1/2 Page H/Online Listing	\$1,510
11. 1/2 Page V/Online Listing	\$1,510
12. Full-Page/Online Listing	\$2,195

☐ Ad Display Number (1,2,3 etc.) _____ Ad Rate \$ _____

Listings:

- ☐ Best Offer: Magazine, Website and Web Ad-\$850 (Unlimited listings)
☐ Magazine Only-\$250 (8 Listings)
☐ Website Only- \$250 (8 Listings)
☐ Magazine and Web \$450 (8 Listings)
☐ \$500 Website Ad & Listing (8 Listings) Listing Rate \$ _____

TOTAL \$ _____

IN THE AQUATIC DIRECTORY, PLEASE LIST MY: (PLEASE PRINT)

Company's name as: _____

Toll-free telephone number as: _____

Website as: _____

ACCOUNT INFORMATION:

Company: _____

Contact: _____

Address: _____

City/State/Zip _____

Phone: _____ Fax: _____

E-mail: _____

BILLING METHOD:

☐ Bill Me

☐ Discover ☐ MasterCard ☐ Visa

Name on Account (if different from that above)

Credit Card #: _____

Exp.: _____

Billing Zip Code: _____

Signature: _____

Contract Approved:

Office Use Only

Signature: _____

Customer Account #: _____

Please mark all the product categories your company

- | | | |
|---|---|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Kickboards | <input type="checkbox"/> Snorkels |
| <input type="checkbox"/> Aerobic Wear | <input type="checkbox"/> Lactate Analyzers | <input type="checkbox"/> Sound Systems - Underwater |
| <input type="checkbox"/> Aquatic Center Design | <input type="checkbox"/> Lane Lines and Reels | <input type="checkbox"/> Speed Assist Equipment |
| <input type="checkbox"/> Awards | <input type="checkbox"/> Lap Counters | <input type="checkbox"/> Management and Consultants |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Lap Timers | <input type="checkbox"/> Sportswear |
| <input type="checkbox"/> Aquatic Fitness Wear | <input type="checkbox"/> Lifeguard & Jr. Lifeguard Training | <input type="checkbox"/> Sports Watches |
| <input type="checkbox"/> Backstroke Flags | <input type="checkbox"/> Lifesaving Equipment/Apparel | <input type="checkbox"/> Starting Blocks |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Lights - Pool | <input type="checkbox"/> Stopwatches |
| <input type="checkbox"/> Books, DVDs, Tapes | <input type="checkbox"/> Lockers/Equipment | <input type="checkbox"/> Storage Containers |
| <input type="checkbox"/> Bulkheads | <input type="checkbox"/> Loudspeakers | <input type="checkbox"/> Strength Training Equipment |
| <input type="checkbox"/> Camps | <input type="checkbox"/> Medals | <input type="checkbox"/> Stretching Methods/Equipment |
| <input type="checkbox"/> Canopies | <input type="checkbox"/> Medicine Balls | <input type="checkbox"/> Swim Benches |
| <input type="checkbox"/> Caps | <input type="checkbox"/> Megaphones | <input type="checkbox"/> Swim-in-Place Equipment |
| <input type="checkbox"/> Chemical Controllers | <input type="checkbox"/> Novelty Items | <input type="checkbox"/> Swimming Machines |
| <input type="checkbox"/> Cross-training Gear | <input type="checkbox"/> Nutritional Products | <input type="checkbox"/> Swimwear |
| <input type="checkbox"/> Diving Equipment and Accessories | <input type="checkbox"/> Pace Clocks | <input type="checkbox"/> T-shirts (Custom) |
| <input type="checkbox"/> Dryland Training Equipment | <input type="checkbox"/> Pacing Units | <input type="checkbox"/> Team Bags |
| <input type="checkbox"/> Ear and Nose Care | <input type="checkbox"/> Paddles | <input type="checkbox"/> Temporary Tattoos |
| <input type="checkbox"/> Electronic Start Systems | <input type="checkbox"/> Parkas | <input type="checkbox"/> Team Meet Management Software |
| <input type="checkbox"/> Electronic Timing Equipment | <input type="checkbox"/> Pool Construction & Repair | <input type="checkbox"/> Tethered Devices |
| <input type="checkbox"/> Emblems/Team Pins | <input type="checkbox"/> Pool Consultants | <input type="checkbox"/> Time Systems |
| <input type="checkbox"/> Exercise Equipment | <input type="checkbox"/> Pool Covers and Winders | <input type="checkbox"/> Touch Pads |
| <input type="checkbox"/> Filtration Systems | <input type="checkbox"/> Pool Signs | <input type="checkbox"/> Towels |
| <input type="checkbox"/> Fins/Monofins | <input type="checkbox"/> Pool Vacuums | <input type="checkbox"/> Toys for the Pool |
| <input type="checkbox"/> First Aid Equipment | <input type="checkbox"/> Prep Schools | <input type="checkbox"/> Trophies |
| <input type="checkbox"/> Fundraisers | <input type="checkbox"/> Pull Buoys, Tubes, Elastic Tubing | <input type="checkbox"/> Underwater Video Equipment |
| <input type="checkbox"/> Goggles, Goggle Defogger | <input type="checkbox"/> Record Boards | <input type="checkbox"/> Warm Ups |
| <input type="checkbox"/> Hair Products | <input type="checkbox"/> Ribbons | <input type="checkbox"/> Waterproof Audio |
| <input type="checkbox"/> Handicapped Access | <input type="checkbox"/> Robes | <input type="checkbox"/> Water Polo Equipment |
| <input type="checkbox"/> Heart Rate Monitors | <input type="checkbox"/> Scoreboards | <input type="checkbox"/> Water Training Products |
| <input type="checkbox"/> Jewelry (Sports) or Swimming | <input type="checkbox"/> Shoulder Injury Prevention | <input type="checkbox"/> Weights |