

2021 AQUATIC DIRECTORY

Your Listing Will Appear In 6 Places:

- Website listing for 1 year on SwimmingWorld.comAquaticDirectory
- 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

2020 AQUATIC DIRECTORY

AQUATIC THERAPY
Nature Corporation
www.nature.com.....(800) 336-8828

Sprint Aquatics
www.sprintaquatics.com.....(800) 235-2154
Sprint Aquatics has been supplying the aquatics world since 1972. Our combination of quality, price and customer service has yet to be matched. We've brought a myriad of innovative and thought-provoking products to the market over the years that have altered the course of aquatic exercise and set the pace for our competitors. Whether you need goggles, swim caps, fins or other products to enhance your aquatic experience, Sprint Aquatics will have what you need. To request a digital catalog or for product information, please call (800) 235-2154, fax (800) 541-0239, visit our website at www.sprintaquatics.com or email info@sprintaquatics.com.

AWARDS, RIBBONS & MEDALS
Harty Awards
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Harty Awards is a family-owned company that has over 35 years of success in providing organizations and businesses their every award need. From ribbons, medals, trophies and plaques to crystal, glass, full-color acrylics and promotional items, Harty Awards provides unlimited opportunities for organizations to recognize and reward those who excel. Their creative designs, excellent products and competitive prices have positioned them to be a leader throughout the awards industry as well as being recognized for their high quality and excellent service. Their central location and timely deliveries ensure their products arrive within the time frame they are requested.

BACKSTROKE FLAGS
Agon Sport
www.agonswim.com.....(877) 718-9403

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SwimOutlet.com
www.SwimOutlet.com.....(800) 491-4065

DIVING BOARDS
Spectrum Aquatics
www.spectrumaquatics.com.....(404) 532-6352

S.R. Smith
www.srsmith.com.....(800) 824-4387

FINIS & SNORKELS
arena
www.arenawaterinstruct.com.....(888) 90-ARENA

FINIS
www.finnswim.com.....(888) 333-4447
John Mox and Olympic gold medal swimmer Pablo Morales founded FINIS in 1983 with a mission to simplify swimming for athletes, coaches, beginners and lifelong swimmers around the world. Today, FINIS sells the most innovative, high-quality products and a commitment to education. FINIS products are currently available in more than 80 countries. With a focus on innovation and the fine details of swimming, FINIS will continue to develop products that help more people enjoy the water.

Speedo
www.speedo.com.....(888) 477-3336

TYR Sport
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LIFEGUARD EQUIPMENT
Agon Sport
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May 2020 **SWIMMING WORLD** **47**

SWIMMING WORLD
Powered by International Swimming Hall of Fame

News Magazines Join/Shop My Account Meets/Results Resources

Adam Peaty Unleashes 57.39 Over 100Br; Now Owns The Top 20 Performances In History

Alex Baumann Announced as Swimming Australia's New CEO

SW Biweekly - Texas Strong: Longhorns Win The 2021 NCAA Championships! - On Sale Now!

TYR Sport Announces Signing of World Champion Michael Andrew

GB Trials Day 1 Finals: Peaty Goes 57, Britain 200M Record For Scott & Third Games For Willmott

SHOP NOW

World
Tokyo Olympics: With 100 Days Until the Games, Countdown Generating Excitement
Social Kick-Podcast: Dick Pound Weighs In On Continued Fight Against Doping & Upcoming Olympics

Americas
Garrett McCaffrey Unexpectedly Resigns as Phoenix Swim Club Head Coach
TYR Sport Announces Signing of World Champion Michael Andrew
Shaine Casas, Ryan White Named

Europe
GB Trials Day 1 Finals: Peaty Goes 57, Britain 200M Record For Scott & Third Games For Willmott
Duncan Scott Clocks 1:55.90 For British 200M Record; Joe Litchfield Also Makes Cut

Oceania
Alex Baumann Announced as Swimming Australia's New CEO
W.A's Zac Ingers Tops The Qualifiers In Men's 200m Freestyle As Big Names Bite The Dust

SEE OUR ANNUAL SWIM CAMP DIRECTORY

SWIMMING WORLD
APRIL 2021 • VOL. 47 • NO. 51 • \$5.95
NATIONWIDE SUBSCRIPTIONS AVAILABLE

SPRINT AQUATICS PRESENTS

Takeoff to Tokyo
The Sprint Tsai

+

Olympic Diving Preview
Cao Li on China

+

NCAA Preview
Death, Taxes, & Indiana Hoosiers

Junior Swimmer: Learn to RACE!

+

Fast & Furious: Maximizing Your Turn Speed

Lilly KING
EVER THE COMPETITOR

SEE OUR ANNUAL SWIM CAMP DIRECTORY

SW BIWEEKLY
APRIL 2021 • VOL. 47 • NO. 51
NATIONWIDE SUBSCRIPTIONS AVAILABLE

TEXAS STRONG

The Texas Longhorns Use Incredible Depth and Diving to Hold Off California and Win the 2021 NCAA Championships.
+ The Career & Legacy of Texas Coach Eddie Reese.

SWIMMING TECHNIQUE
APRIL 2020 • VOLUME 47 • NO. 2
NATIONWIDE SUBSCRIPTIONS AVAILABLE

THE BEST OF DRYSIDE TRAINING

THE BEST DRYLAND EXERCISES YOU CAN DO WHILE THE POOL ISN'T AN OPTION

NEWS LANDING PAGE

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
- Included with full and half-page ads

The screenshot displays the 'FORM Swim' news landing page. At the top, the 'SWIMMING WORLD' logo is visible, along with navigation links for News, Results, Subscribe/Vault, Shop, My Account, and Resources. The main header reads 'FORM Swim'. Below this is a large hero image of the UBC Thunderbirds swim team, with the caption 'UBC Thunderbirds Adopt FORM Swim Goggles for Training'. The 'Recent' section contains three articles: 'UBC Thunderbirds Adopt FORM Swim Goggles for Training' (dated 30 October 2019), 'FORM and Polar to Bring Heart Rate to Augmented Reality Swim Goggles' (dated 03 September 2019), and 'FORM Swim Goggles with Augmented-Reality Display Available Today for \$199' (dated 07 August 2019). A sidebar on the right features a 'FORM' logo, a list of links (FORM Swim - Coverage, FORM Swim website, FORM Swim for Coaches, FORM Swim Sponsorships, FORM Swim Contests, FORM Swim Media Room), and two images of the FORM Swim Goggles.

THE NEW AQUATIC DIRECTORY INSERTION ORDER

Please complete and email to advertising@swimmingworld.com

Advertising Options

- | | Dimensions | Rate |
|-----------------------------------------------------------------------------------------------------|------------|---------|
| <input type="checkbox"/> 1. Full-Page Ad, Website Article, Listings
(Includes News Landing Page) | 2100x2906 | \$2,195 |
| <input type="checkbox"/> 2. 1/2 Page Ad, Website Article, Listings
(Includes News Landing Page) | 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