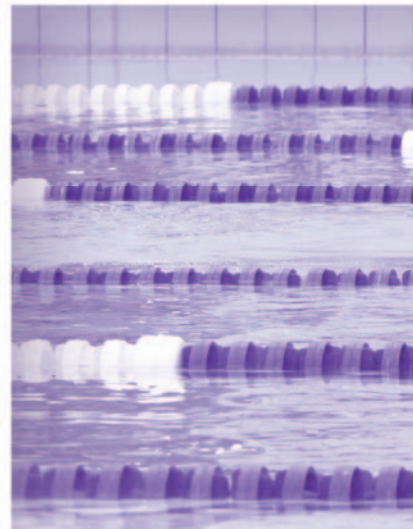




# Aquatic DIRECTORY



**Swimming**WORLD  
magazine  
[www.swimmingworldmagazine.com](http://www.swimmingworldmagazine.com)

One-Stop Shopping to Camps,  
Manufacturers, Suppliers and Retailers  
Specializing in the Swimming Market.

## 7 Diving Equipment and Accessories—Electronic Start Systems

Lincoln Equipment, Inc.<sup>2</sup> 714-990-6015  
Outside of California..... 800-321-0304  
Pure Blue Swim Shop... 877-877-SWIM  
www.pureblueswim.com

Recreonics, Inc. .... 800-428-3254  
www.recreonics.com

S & R Sport..... 800-231-8295  
www.srsport.com

SwimOutlet.com..... 800-691-4065  
www.swimoutlet.com

Toad Hollow Athletics... 610-640-0594  
www.toadhollowathletics.com

truWest Sport Products... 800-322-3669  
www.truwest.com

WMS Aquatics ..... 800-426-9460  
www.wmsaquatics.com

### Dryland Training Equipment

#### Manufacturer

Finis, Inc..... 888-33-FINIS  
www.finisinc.com

Stretchcordz® by NZ Mfg. 800-886-6621  
www.nzmfg.com

Vasa Trainer..... 800-488-8272  
www.vasatrainer.com

#### Distributor

Adolph Kiefer & Assoc... 800-323-4071  
www.kiefer.com

All-American Aquatics... 800-910-7946  
www.all-americanaquatics.com

Finis, Inc..... 888-33-FINIS  
www.finisinc.com

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www.srsport.com

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www.nzmfg.com

SwimOutlet.com..... 800-691-4065  
www.swimoutlet.com

Toad Hollow Athletics... 610-640-0594  
www.toadhollowathletics.com

### Ear and Nose Care

#### Manufacturer

Speedo Authentic ..... 800-547-8770  
Fitness Corp  
www.speedo.com

TYR Sport, Inc ..... 800-252-7878  
www.tyr.com

#### Distributor

Adolph Kiefer & Assoc... 800-323-4071  
www.kiefer.com

Lincoln Equipment, Inc.<sup>2</sup> 714-990-6015  
Outside of California..... 800-321-0304

Pure Blue Swim Shop... 877-877-SWIM  
www.pureblueswim.com

Sahara DryEar Ear Dryer. 800-570-6096  
www.dryear.net

SwimOutlet.com..... 800-691-4065  
www.swimoutlet.com

The Triathlete Store..... 216-849-5468  
www.TheTriathleteStore.com

Toad Hollow Athletics... 610-640-0594  
www.toadhollowathletics.com

### Earplugs, Noseclips

#### Manufacturer

Agon Sport..... 877-718-9403  
www.agonswim.com

Barracuda Sports Products 800-547-8664  
www.skylinenw.com

Speedo Authentic ..... 800-547-8770  
Fitness Corp..... www.speedo.com

TYR Sport, Inc ..... 800-252-7878  
www.tyr.com

#### Distributor

Action Accents ..... 800-338-0231  
www.actionaccents.com

Adolph Kiefer & Assoc... 800-323-4071  
www.kiefer.com

Agon Sport..... 877-718-9403  
www.agonswim.com

All-American Aquatics... 800-910-7946  
www.all-americanaquatics.com

Barracuda Sports Products 800-547-8664  
www.skylinenw.com

4 Seasons Swimwear..... 760-341-1962  
www.4swimwear.com

Lincoln Equipment, Inc.<sup>2</sup> 714-990-6015  
Outside of California..... 800-321-0304  
NorCal Swim Shop ..... 800-752-7946  
www.swimshop.com

Pure Blue Swim Shop... 877-877-SWIM  
www.pureblueswim.com

Recreonics, Inc. .... 800-428-3254  
www.recreonics.com

SwimOutlet.com..... 800-691-4065  
www.swimoutlet.com

The Triathlete Store..... 216-849-5468  
www.TheTriathleteStore.com

Toad Hollow Athletics... 610-640-0594  
www.toadhollowathletics.com

WMS Aquatics ..... 800-426-9460  
www.wmsaquatics.com

### Electronic Start Systems

#### Manufacturer

Colorado Time Systems... 800-279-0111  
www.coloradotime.com

Daktronics, Inc..... 888-325-8766  
www.daktronics.com

Finis, Inc..... 888-33-FINIS  
www.finisinc.com

# setting the record is tough, changing the record shouldn't be

FPO

**EZ Change Swim Record Boards.** They are durable, look great, offer unique customization, and can be updated easily and inexpensively. Contact us at **1-800-941-6716** or at: **www.cdi-corp.com.**



RECORD BOARDS



CONFERENCE BOARDS

# Aquatic Directory

## The Who's Who Guide to the Aquatic Industry Advertising Opportunities

The Annual *Aquatic Directory* is distributed with the April issue of *Swimming World Magazine*. The hard copy distribution of the directory is approximately 50,000, and is available as a PDF download on *SwimmingWorldMagazine.com*. The 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.

Vendor listings within the *Aquatic Directory* are also posted on *SwimmingWorldMagazine.com* where visitors can search for specific categories they are interested in. This will provide additional exposure with an average of 531,500 visitor sessions per month throughout the year.

Don't miss this unique opportunity to be 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.

### Aquatic Directory Listings

Supplement Only	\$250
www.SwimmingWorldMagazine.com	\$250
Both Supplement and Online	\$450

Listings include company name, phone number and web address under all applicable categories.

### Display Advertising Rates (Per Insertion)

#### No Agency Discounts

AD SIZES	DIMENSIONS	BW Price	4C Price
1/16 Page	1-5/8 x 2-1/4	\$160	n/a
2 x 1/16 Page	1-5/8 x 2-1/4	\$290	n/a
3 x 1/16 Page	1-5/8 x 2-1/4	\$400	n/a
4 x 1/16 Page	1-5/8 x 2-1/4	\$540	n/a
6 x 1/16 Page	1-5/8 x 2-1/4	\$770	n/a
1/8 Page	3-3/8 x 2-1/4	\$275	n/a
3/16 Page	5-1/8 x 2-1/4	\$400	n/a
1/4 Page	3-3/8 x 4-5/8	\$540	\$800
1/2 Page Horizontal	7 x 4-5/8	\$1,000	\$1,510*
1/2 Page Vertical	3-3/8 x 9-7/8	\$1,000	\$1,510*
Full-Page	7 x 9-7/8	\$1,685	\$2,195*

\*Four-color advertising purchases of 1/2 page and full page in the *Aquatic Directory* will receive a listing on *www.SwimmingWorldMagazine.com* for **FREE**.

### Website Banner Advertising Rates (per month)

Lane 9	\$1,200	Home Page	\$1,000
Results	\$800	Swim Shop	\$500
News Channels	\$550	Tips on Technique	\$450
Workouts	\$350	Camps	\$350

\*All banner ads are based on availability, please see separate page for electronic specifications.  
Interested in running a banner on our website? Please call Toni Blake at 310-379-2278 for availability.

### Print Advertising Deadlines

Space	Friday, January 27, 2006
Art	Tuesday, February 7, 2006

#### Please send all art to:

Sports Publications International  
Attn: Betsy Houlihan  
90 Bell Rock Plaza, Suite 200  
Sedona, AZ 86351  
Phone: 928-284-4005  
Fax: 928-284-2477

BetsyH@SwimmingWorldMagazine.com

**Please call Toni Blake at 310-379-2278 for more information or to reserve your space today!**

**AQUATIC DIRECTORY ADVERTISING AGREEMENT**  
*Swimming World Magazine and SwimmingWorldMagazine.com*

*Please complete this page and return by fax to Toni Blake at 310-376-7175  
Thank you for completing the following information.*

**Customer Account #:** \_\_\_\_\_  
*Office Use Only*

**AD DESCRIPTION & RATE**

Listing \_\_\_\_\_ Rate \$ \_\_\_\_\_  Supplement  Website  Both

Ad Size \_\_\_\_\_ Rate \$ \_\_\_\_\_  4C  BW

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

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

Company's name as: \_\_\_\_\_

Toll-free telephone number as: \_\_\_\_\_

Email as: \_\_\_\_\_

Website as: \_\_\_\_\_

**ACCOUNT INFORMATION:**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Credit card information is needed for  
accounting records.*

*Please select method of billing below.*

**BILLING METHOD:**

Bill Me

Charge Credit Card

Discover  MasterCard  Visa

Name on Account

*(if different from that indicated on the left)*

\_\_\_\_\_

Credit Card #: \_\_\_\_\_

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

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

Signature: \_\_\_\_\_

*Please Sign and Return this Contract to:  
Toni Blake at (fax) 310-376-7175*

**Contract Approved:**

*Office Use Only*

Signature: \_\_\_\_\_

*Please mark all the product categories your company sells.*

If you Manufacture and/or Distribute products, please designate **clearly** with an **M** and/or **D** outside the brackets.

Manufacturer  Distributor

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

## Advertising Design Specs

We encourage all of our advertisers to submit their advertisements electronically on CD. We do have the capability to have advertisers upload files to an FTP Server, please consult with Betsy Houlihan or Toni Blake to have this option be made available to you.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### Computer Disk Specifications for Submission of Art Work

Provided Media Formatted For Macintosh Computers: Floppy Disk, ZIP Disk, JAZ Disk or CD

### Pre-Requisite Checklist For Submission:

- All Support Files included (eps, TIFF, etc.) (Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

### Specifications:

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

*Please double check each job to make sure colors specified are colors used.*

### Computer Application Program(s) Used On This Submission:

Quark Xpress (Most Preferred)      Aldus Freehand      Adobe Illustrator



## Electronic Specifications for Website Advertising

### Maximum Banner Dimensions

634 pixels wide by 90 pixels high

### Maximum Button/ Tile Dimensions\*

120 pixels wide by 120 pixels high

### File Format

GIF (.gif), JPG (.jpg)  
All banners, animated or static, must be interlaced before sending

### File Size

The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file

### Hyperlink

Please indicate the connecting URL/http address upon sending banner

### Materials Deadline

Two weeks prior to first month of being posted. i.e. May Posting, art due April 15<sup>th</sup>

### Send To

Webmaster@SwimmingWorldMagazine.com  
ToniB@SwimmingWorldMagazine.com

### Posting Time

Banners will begin on the first day of the month and will be taken off on the last day of the month as indicated on the contract. Please work out any midmonth postings with your sales rep, these are only available if space permits.



## BILLING TERMS

### **1. BILLING TERMS AND RATES**

- (a) All accounts are due within thirty (30) days of the billing date ("Due Date") shown on the most recent invoice received from SPORTS PUBLICATIONS INTERNATIONAL. (herein referred to as THE COMPANY).
- (b) Accounts with orders less than \$5,000 may be require a credit card number to ensure collection.
- (c) Frequency used in excess of contract will be billed at contract rate. Frequency used less than that called for in a contract will be billed at open rate for space used. Advertiser will be short-rated if within a twelve (12) month period from the date of tile first insertion, it does not use the frequency upon which its billings have been based. Advertiser will receive appropriate rebates if, within a twelve (12) month period from the date of first insertion, it has used sufficient additional frequencies to warrant a lower rate than which it was billed.

### **2. COMMISSIONS, CASH DISCOUNT & FREQUENCY RATE**

- (a) A commission equal to fifteen percent (15%) of "gross fees" as that term is defined herein to Advertiser will be allowed to a recognized Advertising Agency on space, color, bleed and position, provided account is paid by the Due Date on the most recent invoice. If the account is not paid by the Due Date, no commissions will be allowed. The term "gross fees" as used herein shall mean all charges except those for insert handling, special binding or trimming of inserts, reprints, other mechanical charges and non-display, classified advertising (1/6, 1/9, 1/12).
- (b) Neither a two percent (2%) cash discount on or any other cash discount will be allowed on any account.
- (c) The term "Frequency Rate" as used herein shall mean the lower rate which applies under the general advertising rates set forth on the Rate Card for insertion of an advertisement in at least six (6) issues, nine (9) issues, twelve (12) issues or eighteen (18) issues per year, as the case may be. Different sized units may be used, provided the minimum size is one-sixth (1/6) page in each issue.

### **3. EFFECT OF NON-PAYMENT**

- (a) In the event of non-payment of an invoice by the Due Date, THE COMPANY reserves the right to hold Advertiser and/or its Advertising Agency and/or the Advertiser's Credit Card Company jointly and severally liable for the total amount due pursuant to such invoice.
- (b) THE COMPANY may stop inserting Advertiser's advertisement in its magazines if payment of any invoice is not made by the Due Date, or if a petition for bankruptcy or for reorganization under the Federal Bankruptcy Laws is filed by or against Advertiser, or if Advertiser goes out of business or announces intention to do so.
- (c) If advertising is stopped in accordance with Paragraph 3(b), payment in full is due immediately at THE COMPANY'S "one time" advertising rate set forth on the Rate Card for the amount of advertising actually used. If Advertiser pays the amount due in full, the Advertiser may purchase additional advertising space at THE COMPANY'S current "one time" advertising rate.

### **4. GENERAL**

- (a) Advertiser, and any Advertising Agency acting on behalf of the Advertiser with respect to this Agreement, assumes all liability for the content of all advertising copy delivered by it for publication by THE COMPANY, including, without limitation, text representation and illustration of all advertising copy delivered by it for publication by THE COMPANY. Advertiser, and any Advertising Agency acting on behalf of the Advertiser with respect to this Agreement, assumes all liability for the content of all advertising copy delivered by it for publication by THE COMPANY, including, without limitation, text representation and illustration of all advertising copy delivered by it for publication by THE COMPANY. Advertiser, and any Advertising Agency acting on behalf of Advertiser agrees to indemnify and hold THE COMPANY, its directors, officers, shareholders, parents, subsidiaries or affiliated entities of any type, harmless from any and all liability, demands, claims, suits or expenses, including, without limitation, reasonable attorneys' fees and court costs arising from the content of all advertising copy delivered to THE COMPANY.
- (b) The failure of THE COMPANY to insert any advertisement in any issue due to strikes, accidents, acts of God or other delays beyond the control of the publisher shall be deemed immaterial, and shall not be considered a breach of this Agreement, nor shall THE COMPANY be liable for damages for any such failure. Advertiser's sole remedy in such an event will be to require THE COMPANY to publish a comparable advertisement in a subsequent issue.
- (c) The validity, interpretation, and performance of this Agreement shall be controlled by and construed under the laws of the State of California, the state in which this Agreement is being executed and performed.