



Website Rate Card

Effective June 1, 2007
All rates listed are monthly

TOP BANNERS—728 x 90



160 x 600
VERTICLE
SKYSCRAPER



	Slots	1X	6X	9X	12X	Position
Home Page	4	\$2,000	\$1,400	\$1,200	\$1,000	Top
Home Page	4	\$1,000	\$800	\$700	\$600	Side
Lane 9	4	\$1,500	\$1,200	\$1000	\$800	Top
Lane 9	4	\$900	\$700	\$600	\$400	Side
Results	4	\$700	\$600	\$400	\$200	Top
SW TV & Radio	4	\$700	\$600	\$400	\$200	Both
Expert Blogs	4	\$700	\$600	\$400	\$200	Both
Channels	4	\$700	\$600	\$400	\$200	Both
Tips on Technique	4	\$700	\$600	\$400	\$200	Both
Workouts	4	\$300	\$250	\$200	\$150	Both
Conversion Tool	4	\$300	\$250	\$200	\$150	Both
Aquatic Directory	4	\$300	\$250	\$200	\$150	Top
Articles	4	\$300	\$200	\$100	\$ 75	Both
Camps/Preps	4	\$300	\$200	\$100	\$ 75	Both
Newsletter*	1	\$300	\$200	\$100	\$ 75	Top

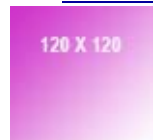
BLOCKS ADS—300 x 250



	Slots	1X	6X	9X	12X
Home Page	4	\$900	\$700	\$600	\$500
Lane 9	4	\$700	\$600	\$500	\$300
Expert Blogs	4	\$700	\$600	\$500	\$300
Workouts	4	\$300	\$200	\$100	\$ 75
Conversion Tool	4	\$300	\$200	\$100	\$ 75

Global Button Ads—120 x 120 (Except Results Page)

(These Are Randomly Stacked With Each New View)



	Slots	1X	6X	9X	12X
Left Side Bar	30	\$300	\$250	\$200	\$125

Aquatic Directory Ads On The Website

1/9 Ad & Listing (Sold Annually Prorated to expire March 31st) \$500
Listings Only- Limited to 8 (Sold Annually Prorated to expire March 31) \$250

*Newsletter is bi-weekly publication based on number of recipients (29,000) and two mailings per month.

+Listings appear for eleven months (April to March)