



# The Aquatic Directory

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



The Annual *Aquatic Directory* is distributed with the April issue of *Swimming World*. The approximate hard copy distribution of the directory is around 50,000, and for the first time this year will be available as a PDF download on *SwimInfo.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.

All vendor listings within the *Aquatic Directory* are posted on *SwimInfo.com* where visitors can search for specific categories they are interested in. This is an added value and will provide additional exposure and average of 106,000 visitor sessions per week throughout the year, with seasonal peaks over 175,000.

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.

### Registration & Costs:

#### Listing Only

\$245 which includes your companies name, phone number and web address under all applicable categories

	<b>AD SIZES</b>	<b>DIMENSIONS</b>	<b>PRICE</b>
[ ]	1/16 Page b/w	1-5/8 x 2-1/4	\$160
[ ]	2 x 1/16 Page b/w	1-5/8 x 2-1/4	\$290
[ ]	3 x 1/16 Page b/w	1-5/8 x 2-1/4	\$400
[ ]	4 x 1/16 Page b/w	1-5/8 x 2-1/4	\$540
[ ]	6 x 1/16 Page b/w	1-5/8 x 2-1/4	\$770
[ ]	1/8 Page b/w	3-3/8 x 2-1/4	\$275
[ ]	3/16 Page b/w	5-1/8 x 2-1/4	\$400
[ ]	1/4 Page b/w	3-3/8 x 4-5/8	\$540
[ ]	1/2 Page b/w H	7 x 4-5/8	\$770
[ ]	1/2 Page b/w V	3-3/8 x 9-7/8	\$1,000
[ ]	Full-Page b/w	7 x 9-7/8	\$1,685

#### 4-Color Rates

[ ]	Half-Page 4-color ad	\$1,510
[ ]	Full-Page 4-color ad	\$2,195

#### Please check one, are you a...?

- [ ] Manufacturer
- [ ] Distributor



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

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



**BILLING METHOD:**

Bill Me

Charge (Master Card or Visa)

Credit Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_

**ACCOUNT INFORMATION:**

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

I hereby agree to pay Sports Publications International, (SPI) for each insertion in accordance with the terms and conditions set forth for the Aquatic Directory. No agency discounts will be allowed for this special publication. In addition, I agree to the terms and conditions set forth on attached page.

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

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*Contracts must be received by Thursday, February 3, 2005 to reserve your space!*

***Please Sign and Return this Contract to:***

Toni Blake at (fax) 310-376-7175

*Art must be received by Friday, February 11, 2005.*

***Send Artwork to:***

Betsy Houlihan  
Sports Publications International  
90 Bell Rock Plaza, Suite 200  
Sedona, AZ 86351  
Phone: 928-284-4005  
BetsyH@SwimInfoWire.com



## 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.