



## Rate Card

Effective September 1, 2005

All rates listed are monthly

	Qty Rotating Banner	1X	6X	9X	12X
Lane 9	2	\$1,800	\$1,200	\$1,000	\$800
Home Page	4	\$1,100	\$1,000	\$800	\$600
Results	1	\$960	\$800	\$550	\$275
Event Story Sponsor@	1	\$1,000			
Swim Shop	2	\$700	\$550	\$450	\$350
News Channels	1	\$700	\$550	\$450	\$350
Tips on Technique	1	\$550	\$450	\$350	\$250
Workouts	1	\$450	\$350	\$250	\$150
Articles	2	\$400	\$300	\$200	\$100
Newsletter Banner*	1	\$650	\$500	\$350	\$250
Newsletter Button*	2	\$200	\$150	\$125	\$75
Prep School Listings+	1	\$250			
Camp Listings+	1	\$250			
Aquatic Directory Listing		\$250			
Classifieds		\$200			

@Event Story Sponsor ad will appear as a tile on every story for the event. Events include NCAA, Nationals, Trials, World Championships, Olympics.

\*Newsletter is bi-weekly publication

\*Newsletter based on number of recipients (18,000) and two mailings per month.

+Listings appear for eleven months