



Advertising Medley Package *Big Savings!*

The following is a package that incorporates advertising within the Swim Mart section of *Swimming World Magazine*, the Holiday Gift Guide and banner advertising on SwimInfo.com. In order to take advantage of the savings offered, advertisers must agree to advertise 3x in Swim Mart, 3X in Swimming World's Holiday Gift Guide and 1X online and run an advertising banner online for three months.

- 1/6th Page Holiday Gift Guide ad in *Swimming World Magazine*
Regular Price \$250/insertion; Medley Pricing \$200/insertion (Oct., Nov. and Dec.)
- Holiday Gift Guide ad on SwimInfo.com
Regular Price \$250 for three months; Medley Pricing \$200
- 1/9th Page in Swim Mart in *Swimming World Magazine*
Regular Price \$340/insertion; Medley Pricing \$300
- Banner on Swim Shop, Results or Articles based on availability
Regular Price \$400/Month; Medley Pricing \$275/Month
- Featured Product on SwimInfo.com for at least one week during the time of the Holiday Gift Guide – *Added Value*
- Opportunity to sell product on SwimInfo.com if the following criteria is met:
Added Value
 - Willing to drop ship all orders received by SwimInfo.com directly to the customer
 - SwimInfo.com is able to offer the product for the same price that is offered to consumers through other outlets
 - SwimInfo.com is able to realize a 30% return on the sale price of each unit

Package Billing

Billing for each item listed above will take place at the time of publication.

Package Terms

- Holiday Gift Guide advertising will run October, November and December *in both the magazine and online*
- Banner advertising can take place the three months of choice based on availability, but needs to be three consecutive months
- Swim Mart advertising can take place the three months of choice, but needs to be three consecutive months

Regular Cost = \$3,220

Medley Cost = \$2,525

TOTAL SAVINGS = \$ 695