Welcome

The fast-emerging open water swimming community appreciates your interest in reaching out directly to them.

LOOKING FOR EFFECTIVE ADVERTISING?

We are defining and identifying the global open water swimming market. While there are many blogs and athlete websites out there, our market and readership is tightly focused – for athletes and coaches of all ages and abilities who enjoy open water swimming, including those triathletes who wish to improve their swimming.

We are growing fast with news, rankings, rating, rules covering all aspects of the open water world - from the Olympics and pro races to mass participation events and Polar Bear Swims.

Each Impression Counts - our page views aren't padded by image galleries, slide shows, forums or classifieds.

Premium Placement for All Ads - every ad is in rotation on our homepage and main content pages.

Honest, Actual Impressions - we back everything up with an ad report showing impressions, clicks and counts.

...AND HOW ABOUT SOME ADDED VALUE?

In addition to standard advertising, we put together detailed product reviews, stories and photos of actual swimmers using your products, contests, and custom ads in custom sizes to accomplish your goals. You can change your advertising weekly if you want to keep the message fresh, or run multiple ads within the same campaign to test response rates.

Please let me know if you have any questions. There’s an order attached if you will wish to begin right away. Or give us a call if you have questions or what to propose something creative. We want to make your advertising work for you and bring your products and services to the global open water swimming community.

Thanks again, and we look forward to working with you.

See you onshore.

Steven Munatones, Founder
OpenWaterSwimming.com
DailyNewsofOpenWaterSwimming.com
Openwaterpedia.com
Advertising Made Easy
If you want to reach newcomers, triathletes and veterans, reach them through OpenWaterSwimming.com.

ADVERTISING ON OPENWATERSWIMMING.COM . . . MADE EASY.
This document will answer questions about banner size, location, type of ad placement and cost.

Openwaterswimming.com is focused on providing the most comprehensive and up-to-date, technically accurate information to the global open water swimming community.

If you want to reach newcomers, triathletes and veterans, reach them through OpenWaterSwimming.com.

OPENWATERSWIMMING MARKET INFORMATION
Openwaterswimming.com is the world’s premier site servicing anyone who trains or competes in open water swimming events, triathlons or multi-sport events.

We offer Openwaterpedia, a comprehensive global race calendar, athlete rankings, safety certification, insurance, training techniques, news reports on races and events and athlete highlights for enthusiasts of all ages, abilities and backgrounds.

When swimmers want to know what’s happening in the open water, they turn OPENWATERSWIMMING.COM.

The collective website assets receive over 100,000 unique visitors per month and continues to grow.

OUR VISITORS
Openwaterswimming is known for being the fastest growing sport in the world. The sport’s growth is mirrored by the myriad visitors to Openwaterswimming.com. Many of these visitors participate in the 4,000 open water races held each year in over 90 countries.

However, many others simply enjoy the challenge and allure of the open water. These visitors to our site look for races, products, services, opportunities, training techniques, news updates that offer information and inspiration.

VISITOR PROFILE
Our readers are passionate and seriously seek more information about the sport of open water swimming. With the sport being introduced at the Beijing Olympics and prime time billing for the upcoming London Olympics, the projected growth is substantial.

After just eight months we reached over 100,000 unique visitors a month. 75% of our visitors reside in the United States. The remaining percent is made up of viewers from many countries including the UK, Canada, Japan, Australia, Germany and Brazil. But our reach is global with visitors ranging from Tunisia and Honduras!

Many visitors participate in open water races or triathlons. Some of our visitors have completed swims across the English Channel, the Catalina Channel, the Cook Strait and the Straight of Gibraltar. These visitors live the open water lifestyle and they train year round and are constantly looking for products and services that help them to reach their personal goals.
Ad Packages

Our goal is to help you reach your target audience, drum up sales and continue a long relationship with us.

WHAT NEXT?
Tell us three things:

- What type and size of banner ad you want.
- When you want to start.
- What your goals are in working with us.

Our staff will tell you the most effective way to reach our visitors and the cost of doing so.

PAYMENT:
We offer payment via credit card, company check or PayPal. You will be e-mailed an invoice for your records.

PROMOTION:
We offer discount promotions based on contract length. Don’t forget to ask! Our goal is to help you reach your target audience, drum up sales and continue a long relationship with OPENWATERSWIMMING.COM.

WHAT TYPE OF ADS CAN YOU RUN?
Promote your brand, products or services with animated or static GIFs and JPGs. We will use performance and feedback on tracking through Google Analytics.

Your ad can be changed every 30 days.

ADVERTISING PACKAGES

PACKAGE “A” – Online Advertising

Promote your company, brand, products or services with JPG images or animated GIFs to approximately 10,000* visitors per day.

www.openwaterswimming.com
www.dailynewsofopenwaterswimming.com
www.openwaterpedia.com
www.swimmingworldmagazine.com (via Open Water News)

Your ad can be changed every 30 days. We use Google Analytics tracking capability.

Openwaterpedia $1,000.00/month Left-hand navigation bar and home page advertising

728 x 90: $1,000.00/month Leaderboard
225 x 700: $500.00/month Skyscraper (Jumbo Width and Height)
160 x 600: $375.00/month Skyscraper (Extra Wide)
336 x 280: $300.00/month Large Rectangle
120 x 600: $250.00/month Skyscraper (Standard Width)
468 x 60: $250.00/month Full Banner
234 x 60: $125.00/month Half Banner
180 x 150: $95.00/month Rectangle
125 x 125: $75.00/month Square Button

Swimming World Magazine Market Rates Open Water News

*This estimate includes advertorial exposure in www.swimmingworldmagazine.com and the number of unique visitors can vary from month to month.

Download the Order Form in these formats:
PDF | MS Word | Open Office
“Advertorials” are **editorials that advertise** indirectly. Discover why advertisers love this subtle approach!

**PACKAGE “B” – Online Product Sales**

**OPTION #1** - Promote your products for a 20% sales commission on an exclusive subdomain of www.openwaterswimming.com
(For example, see http://insurance.openwaterswimming.com)

We provide you with editorial login credentials so that you can maintain your product listings.

We will add week-day blog postings and social media leverage to your Open Water Source subdomain.
*(You receive incredible value and powerful co-branding with OWS... Minimum Fee of $750/month)*

**OPTION #2** - 5% click-through commission on www.dailynews.openwaterswimming.com
*(Minimum Fee of $200/month)*

**PACKAGE “C” – Advertorials**

Promote your company, brand, products or services with advertorials as part of the online advertising company. $500 per month advertorial program includes:

- one article per month on the www.dailynews.openwaterswimming.com
- one article per month in www.swimmingworldmagazine.com
- unlimited entries in www.openwaterpedia.com
- special customized page on www.openwaterswimming.com

The collective website assets listed above receive 100,000* unique visitors per month and continues to grow.

**CONTACT US**

**OPEN WATER SOURCE, LLC**
6506 Morningside Drive, Suite 1
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openwaterswimming.com
dailynews.openwaterswimming.com
openwaterpedia.com

**OPEN WATER SOURCE ADVERTISING DIVISION**

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Darryl Woods
darryl@openwaterswimming.com

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- PDF
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- Open Office

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*This estimate includes advertorial exposure in www.swimmingworldmagazine.com and the number of unique visitors can vary from month to month.*
The Leaderboard

728 pixels wide... by 90 pixels high

This is the actual size of your ad (above) as it would display on our web site(s).

The “leaderboard” is so named because it is the first thing that you see on our web site(s) alongside our company logo. This is obviously a very prominent way to promote your brand to the global swimming community.

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The Newest Olympic Sport Needs More than Media Coverage...

HMBD insurance services
Endorsed by Open Water Source

Is Your Next Event Covered?
Are You Covered?

Read more...
The Jumbo Skyscraper

See actual sizes of standard banner ads here before you place your ad insertion order.

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“HUGE” WARNING:
This ad is so big that we can barely fit it in our media guide!
The Large Rectangle (336x280)
See actual sizes of standard banner ads here before you place your ad insertion order.

336 pixels wide... by 280 pixels high

This is the actual size of your ad as it would display on our web site(s).

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Sample Ad Sizes (Traditional)
The following are traditional banner sizes. Promote your products and services today!

Understanding Ad Dimensions:
The first number always refers to the width of the ad (in pixels), and the second number refers to the height.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468</td>
<td>60</td>
</tr>
<tr>
<td>Half Banner</td>
<td>234</td>
<td>60</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180</td>
<td>150</td>
</tr>
<tr>
<td>Square Button</td>
<td>125</td>
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</tr>
</tbody>
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Now is the time

Contact us today to request an order form, so we can begin promoting your brand to the global swimming community.

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As Seen On...
The Media is Discovering Open Water Swimming!
(Click on any of the icons below to view articles and videos.)

Everyone is taking to the open waters these days!
All Pro NFL Superstar Marcellus Wiley just recently learned how to swim and even swam 1.2 mile in the open water. The newest Olympic sport is gaining celebrity status. What this means to you is clear. Now is the time to promote your brand with us.

Open Water Source... Your complete source for open water swimming.

Did you know...?
The first leg in the Olympic triathlon competition consists of a 1,500m open-water swim.