

2021 SWIM CAMP MARKETING PROGRAM (Non-NCAA)

Swim camps are around the corner! Reach parents and swimmers through Swimming World's multi-media platforms!

SWIMMING WORLD PRESENTS

2020 SWIM CAMP DIRECTORY

The listings on pages 20-30 are paid advertisements.

THE ABETE SWIM CAMP & CLINICS

Coches Chuck Warner, Camp Director
Abete Swim Camp
3050 Bellwood Rd.
Mendocino, CA 95926
800-555-5555
www.abeteswimcamp.com

Super-Strokes & Skills Clinics:
April 19-24 & May 10 at Rancho Bay 1
Petaluma, CA

Camp Dates:
June 28-July 2 at Fairleigh Dickinson University
Madison, NJ & Ramapo College, Mahwah, NJ

We are celebrating our 22nd year of inspiration and intense instruction led by three-time USA National Team Coach Chuck Warner, who has helped train more than 4,000 swimmers. For 18 consecutive years, ABETE has sold out most sessions. This year, Coach Warner's clinic is a lead coach for our Ramapo College session. Our four core objectives are: Instruction, Skill Improvement, Self-Esteem Development, Teamwork and "WOW" Experiences!

Each swimmer is filmed underwater and has permanent access to their own recording. A coach analyzes each stroke with each swimmer using our camp workbook. A key aspect of our camp is our "Year Engineering Curriculum" and we have a coach-to-swimmer ratio of 1:10 or better.

Coches Warner's experience includes:

- Four-time Big East Conference Coach of the Year
- Author of "...And Then They Won Gold: Four Champions, One Gold Medal, COLE, BEECE, Coaching Swimming, Teaching Life"
- Former president of the American Swimming Coaches Association

Clinic fees: \$215 all three 180 min. Camp fees: \$590-710 (commuter/175-500 resident (early registration discounted). Ages 7-18.

2020 AUBURN WAR EAGLE SWIM CAMPS

Gary Taylor and Duncan Sherrard, Coaches
P.O. Box 351, Auburn, AL 36811-0351
205-733-6250, Fax: 205-884-0703
dsherrard@auburn.edu
www.auburnwareagleswimcamps.com

"HOME OF CHAMPIONS"

5-Day Auburn Swim Camps:
May 23-June 2 Session I
June 7-11 Session II
July 6-10 Session III

Gary Taylor and Duncan Sherrard lead the 2020 Auburn War Eagle Swim Camps along with a staff of highly qualified, accomplished and enthusiastic coaches, counselors and collegiate swimmers. Gary Taylor's coaching staff will combine the best of the Auburn Swimming Tradition while incorporating the techniques used to create champions across the globe.

This overnight camp will feature technique instruction that will provide swimmers with the tools for success that can be applied to their training and development throughout their careers.

2-Day Auburn Swim Camps:
May 29-30 Speed & Power Day Camp
July 10-11 Speed & Power Day Camp

With two full days of instruction, the Auburn Speed & Power Camp will instruct and demonstrate the proper sprint technique, stroke mechanics, speed training and power development for sprinters. Also includes a specialized introduction to power training with equipment. Learn from the coaches who have developed SEC, NCAA and Olympic champions!

Auburn men and women have won a combined 13 NCAA Championship titles and a combined 23 SEC Championship titles and are known as the "Home of Champions" and learn how to be the best that you can be at the 2020 Auburn War Eagle Swim Camps.

All swimmers ages 10-18 are welcome. Enrollment is limited and sessions do sell out, so don't delay. Register TODAY! See display of on page 27.

THE BULLS SCHOOL SWIM CAMPS 2020

Peter Vanhoose, Coach
7400 San Jose Blvd.
Jacksonville, FL 32217
904-258-5238
Vanhoose@bullswim.org
www.bullswimming.org

Elite Camps June 7-17

- For experienced competitive swimmers 17 and over
- Camp sessions will focus on elite training in a team environment that includes technical coaching
- Dryland sessions focus on swimming-specific strength and conditioning

Olympic Swim Camps June 17-29

- For experienced competitive swimmers 17 and over
- Coaches and athletes will focus on the training, teaching and competitive aspects that make up competing at the Olympic level with daily viewing of the U.S. Olympic Swimming Trials as they happen
- Dryland sessions will focus on swimming-specific strength and conditioning
- Campers will compete at the Bulls June Classic Swim Meet June 19-21 (entry fees/USA Swimming registration included)

Elite Speed Camp June 29-July 11

- For competitive swimmers 13 and over
- Swimmers will explore the technical and physiological aspects of swimming faster
- Individual technical instruction and video sessions will be included for each camper and practices will feature measurable and specific sets to focus on speed for events ranging from 50m-800m
- Dryland sessions will focus on plyometric and power movements

CHAMPIONING COUNTRIES FOR AFOREMENTIONED CAMPS AVAILABLE

Day Camps June 8-17 (Day Sessions)
Dates: June 8, 9, 10, 11, 12, 15, 16 and 17
Technical over-day camp for swimmers age 12 and under
Camp will include teaching, training and camp activities
Registration is limited to 30 participants per day
See display of on page 32.

HARTWICK COLLEGE COMPETITIVE SWIMMING AND Diving CAMPS

Dale Rothberger, Director and Camp Coach
Hartwick College
Oneonta, NY 13820
800-433-4734, Fax: 800-433-4010
rothbergerd@hartwick.edu

CELEBRATING ITS 41st YEAR

2020 WAR EAGLE SWIM CAMPS

ONLINE REGISTRATION BEGAN DECEMBER 1, 2019

CAMP 1: MAY 29 - 30 (POWER AND SPEED)
CAMP 2: MAY 31 - JUNE 4
CAMP 3: JUNE 7 - JUNE 11
CAMP 4: JULY 6 - JULY 10
CAMP 5: JULY 10 - 11 (POWER AND SPEED)



JAMES E. MARTIN AQUATIC CENTER - "WHERE CHAMPIONS TRAIN"

AUBURN UNIVERSITY
"HOME OF CHAMPIONS"

75 INDIVIDUAL NCAA CHAMPIONS | 200 NCAA TITLES | 643 SEC TITLES
170 INDIVIDUAL SEC TITLES | 3,373 ALL-AMERICAN HONORS
49 OLYMPIANS REPRESENTING 33 COUNTRIES | 50 OLYMPIC MEDALS
13 NCAA TEAM TITLES | 23 SEC TEAM TITLES

FOR MORE INFORMATION, CHECK OUT AUBURNWAREAGLESWIMCAMPS.COM

WAR EAGLE SWIM CAMPS OPEN TO ALL AND ALL PARTICIPANTS LIMITED BY NUMBER, AGE, & GRADE LEVEL






GARY TAYLOR
HEAD COACH


DUNCAN SHERRARD
ASSISTANT COACH AND
CAMP DIRECTOR

RANDY GAINES
OLYMPIC GOLD
MEDALIST

summer Swim Camp of the week



M
michigan swim camp



by BRANDI WEST
10 February 2020, 04:16am

The Michigan Swim Camp offers four sessions open to any and all entrants, limited to age and 195 campers per session in Canham Natatorium at the University of Michigan, home of the three instructional sessions per day ensure the significant improvement.

The Michigan Swim Camps and the staff at Conference and hall counselors are responsible from 8:30 pm until 11:00 pm during the day. They escort the swimmers to and from sessions (9-11 am, 2-4 pm, and 6:30-8:30 pm). They maintain a minimum ratio of 1:20. Our staff eats all of their meals in the cafeteria with the swimmers. The University of Michigan Public Safety Department has an officer on site to handle any serious incidents in the dorm.

Coaches Mike Bottom, Dr. Josh White, Rick Bishop, Sam Wensman, Nikki Kett, Kurt Kirner and Roger Karns are directly involved in coaching and teaching campers. All campers HD-filmed and receive a written stroke analysis. An optional custom video and/or Kistler start-and-turn analysis available for an additional fee. Choose the Intensive Training Track or the Technique Development Track. World-class staff provides leadership and mentoring that encourage each swimmer to strive for excellence in and out of the pool. It's great to be a Wolverine!



2020 AGGIE SWIM CAMP - TEXAS A&M UNIVERSITY

COLLEGE STATION, TEXAS

MAY 24-27 • MAY 31-JUNE 5 • JUNE 7-12 • JUNE 14-17

Reserve your space now!

Contact: Meg Keller-Marvin

570-594-4367

meg@swimmingworld.com

SWIM CAMP MARKETING PROGRAM - STANDARD

(Non-NCAA)

SWIM
CAMP
GUARANTEE

Reach swimmers and parents!

Promote your camp across Swimming World's multi-media platforms!

- 695k avg. monthly web visitors
- 1.2 million avg. monthly social media reach
- Swimming World Magazine – Print, Digital Download and Online Viewing: avg. 54,000 per month
- Swimming World Biweekly – 60,000 avg. views per month

Swim Camp Guarantee - If your camp is canceled due to COVID-related issues, you will receive a 50% refund or credit towards future marketing and advertising.

	2 MONTHS	1 MONTH	BASIC LISTING
	\$4,500	\$2,500	\$1,800 - 1 Month
<input type="checkbox"/> Upgrade to a Full Page Ad for \$700 more per month	COVID Special \$3,500 (Save \$1000)	COVID Special \$2,000 (Save \$500)	COVID Special \$1,500 (Save \$300)
DAILY Digital Banner Ad on SwimmingWorld.com (Monthly)	Circle Two Months Below: January February March April	Circle One Month Below: January February March April	Circle One Month Below: January February March April
MONTHLY Swimming World Magazine Print and Digital Version Ad - 1/2 page ad	Circle Two Months Below: January February March April	Circle One Month Below: January February March April	
TWICE A MONTH Swimming World Biweekly Digital Ad - 1/2 page ad			
Featured Camp Article on Swimmingworld.com and Instagram	X	X	X
Camp Listing in the Directory (February and March)	X	X	X
Help Wanted Ads (February and March)	X		

SWIM CAMP MARKETING PROGRAM - ULTIMATE

(Non-NCAA)

SWIM
CAMP
GUARANTEE

Reach swimmers and parents!

Promote your camp across Swimming World's multi-media platforms!

- 695k avg. monthly web visitors
- 1.2 million avg. monthly social media reach
- Swimming World Magazine – Print, Digital Download and Online Viewing: avg. 54,000 per month
- Swimming World Biweekly – 60,000 avg. views per month

Swim Camp Guarantee – If your camp is canceled due to COVID-related issues, you will receive a 50% refund or credit towards future marketing and advertising.

5 Month - ULTIMATE PACKAGE

4 Month - ULTIMATE PACKAGE

Full Page Ads
Regular \$13,310 - COVID Special \$11,100
1/2 Page Ads
Regular \$10,810 - COVID Special \$9,500

Full Page Ads
Regular \$11,110 - COVID Special \$9,900
1/2 Page Ads
Regular \$9,160 - COVID Special \$8,000

DAILY Digital Banner Ad on SwimmingWorld.com (Monthly)	All Five Months Included December - April	Circle Four Months Below: December January February March April
MONTHLY Swimming World Magazine Print and Digital Version Ad - 1/2 page ad TWICE A MONTH Swimming World Biweekly Magazine Digital Ad - 1/2 page ad Note: Change Your Ads Every Month	Circle Page Size: Full Page or 1/2 Page All Five Months Included December - April	Circle Page Size: Full Page or 1/2 Page Circle Three Months Below: December January February March April
Featured Camp Article on Swimmingworld.com and Instagram	X	X
Camp Listing in the Directory (February and March)	X	X
Help Wanted Ads (February and March)	X	X
Holiday Gift Promotion (December Only)	X	X
Email Campaigns (Monthly)	X	
Social Media Post (On Request)	X	X

SWIM CAMP PROGRAM SIGN UP FORM

Date _____

Name of Camp _____
As you want it to appear in print and in the Swim Camp Directory

☐ College/University Camp ☐ Non-NCAA

Camp Director _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

BILLING ADDRESS (IF DIFFERENT FROM CAMP ADDRESS)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

PAYMENT OPTIONS: ☐ BILL ME
☐ MasterCard ☐ VISA ☐ Discover ☐ American Express

Credit Card # _____ Exp. Date _____

Signature _____ Zip Code Bill is Sent to _____

Mechanical Requirements For Ads

Ad Display Size	Width	Height	Trim Size	Live Area
1/2 page (horizontal)	7"	4-3/4"	8" x 10-3/4"	7" x 9-11/16"
1 page	7"	9-11/16"	8" x 10-3/4"	7" x 9-11/16"

We support all files including .ai, .jpg, .pdf, .psd, .eps, .Tiff, Tiff, etc. Please make sure all Illustrator files are saved as .eps files; All Freehand files must be exported as .eps files.

Camp Listings: Print listings should be no more than 150 words. Online listings can be unlimited and include photos.

Electronic Specifications for Website Advertising

All internet banners are rotating unless confirmed otherwise.

Home Page Jumbo Banner Dimensions: 2600 pixels wide by 360 pixels high

File Format: GIF (.gif), JPG (.jpg)

All Internet graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

Hyperlink: Please indicate the designated URL

Artwork: All artwork can be emailed to  Meg@swimmingworld.com

Print Ad Due Dates:

December: November 6
January: December 4
February: January 8
March: February 5
April: March 5

Digital Banner Ad Due Dates:

Banner ads for online are due
2 weeks before the banner is set to run

Camp Listing Due Dates:

February: December 28
March: January 28

Please return form to: Meg Keller-Marvin  meg@swimmingworld.com  570-594-4367 / Fax: 954-525-4031