

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

# 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"



GARY BRILES  
HEAD COACH



DUNCAN DRESSIBUS  
ASSISTANT COACH AND  
CAMP DIRECTOR



KENNY GRAVES  
OLYMPIC GOLD  
MEDALIST

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**75 INDIVIDUAL NCAA CHAMPIONS | 200 NCAA TITLES | 642 SEC TITLES**

**170 INDIVIDUAL SEC TITLES | 2,373 ALL-AMERICAN HONORS**



**49 OLYMPIANS REPRESENTING 23 COUNTRIES | 32 OLYMPIC MEDALS**

**13 NCAA TEAM TITLES | 23 SEC TEAM TITLES**

**FOR MORE INFORMATION, CHECK OUT [AUBURNWAREAGLESWIMCAMPS.COM](http://AUBURNWAREAGLESWIMCAMPS.COM)**

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

**Swimming World's Camp  
Marketing Program reaches across  
web, social media, email and print  
to promote your program!**


**Reserve your space now!**  
Contact: Ashleigh Shay  
 908-902-4977  
 AshleighS@swimmingworld.com



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 Michigan Wolverines. The camp provides 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. The staff ensure the safety and responsibility during the day. They escort the swimmers to and from the 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!

# SWIM CAMP MARKETING PROGRAM - ULTIMATE

SWIM  
CAMP  
GUARANTEE

Reach swimmers and parents!

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

- 681k 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.

	BEST OFFER			
	ULTIMATE PACKAGE A 5 MONTHS December - April	ULTIMATE PACKAGE B 4 MONTHS You Choose 4 Months	DIGITAL & PRINT AD PER MONTH	BASIC LISTING ONLY
UPGRADE ▶ ▶ ▶ ▶ ▶ ▶	<input type="checkbox"/> \$6,500 1/2 page <input type="checkbox"/> \$9,000 full page	<input type="checkbox"/> \$6,000 1/2 page <input type="checkbox"/> \$8,000 full page	<input type="checkbox"/> \$1,800 1/2 page <input type="checkbox"/> \$2,200 full page	\$500 Per Month

DAILY Digital Banner Ad on SwimmingWorld.com (Monthly)	All Five Months Included	Circle Four Months Below: December January February March April	Circle Month(s) Below: December January February March April	Circle Month(s) Below: February March
<b>MONTHLY</b> Swimming World Magazine Print and Digital Version Ad  <b>TWICE A MONTH</b> Swimming World Biweekly Magazine Digital Ad  Note: Change Your Ads Every Month	All Five Months Included	Circle Four Months Below: December January February March April	X   X	
Featured Camp Article on Swimmingworld.com and Instagram	X	X	X	
Camp Listing in the Directory (February and March)	X	X	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			

# 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 ☐ Independent Camp

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  AshleighS@swimmingworld.com

## Print Ad Due Dates:

December: November 12  
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:  AshleighS@swimmingworld.com  908-902-4977 / Fax: 954-525-4031