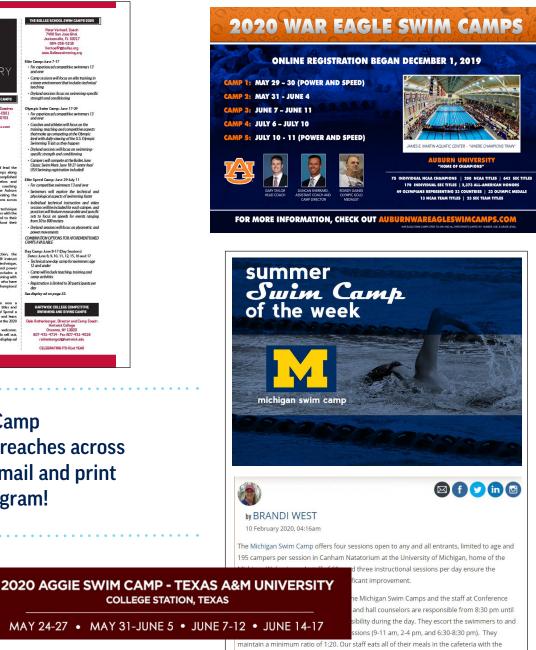
2022 SWIM CAMP MARKETING PROGRAM

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



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



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 HDfilmed and receive a written stroke analysis. An optional custom video and/or Kistler start-andturn 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 Wolverinel



Contact: Ashleigh Shay **Q** 908-902-4977

AshleighS@swimmingworld.com

WIMMING SWIMMING

SWIM CAMP MARKETING PROGRAM - ULTIMATE



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			
UPGRADE > > > > > >	ULTIMATE PACKAGE A 5 MONTHS December - April \$6,500 1/2 page \$9,000 full page	ULTIMATE PACKAGE B 4 MONTHS You Choose 4 Months \$6,000 1/2 page \$8,000 full page	DIGITAL & PRINT AD PER MONTH \$1,800 1/2 page \$2,200 full page	BASIC LISTING ONLY \$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
MONTHLY Swimming World Magazine Print and Digital Version Ad TWICE A MONTH 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	х	Х	х	
Camp Listing in the Directory (February and March)	Х	х	Х	х
Help Wanted Ads (February and March)	х	Х		
Holiday Gift Promotion (December Only)	Х	х		
Email Campaigns (Monthly)	Х			
Social Media Post (On Request)	Х			



SWIM CAMP PROGRAM SIGN UP FORM

Date						
Name of Cam	р					
		As yo	u want it to appea	r in print and in the Swim Ca	amp Directory	
College/U	niversity	Camp 🗌 In	dependent Camp			
Camp Directo	r					
Address						
City				State	Z	ip
Phone				Fax		
Email				Website		
BILLING ADD	RESS (IF	DIFFERENT FRO	OM CAMP ADDRE	ESS)		
Address						
				State	Z	ip
Phone				Fax		
PAYMENT OP		BILL ME	Discover	American Express		
Credit Card #					Exp. Date	
Signature			_ Zip Code Bill is S	ent to		
Mechanical I	Requirer	nents For Ads				
Ad Display Siz	ze	Width		Trim Size	Live Area	
	zontal)		4-3/4"	8" x 10-3/4"		
1 page		7"		8" x 10-3/4"	7" x 9-11/16"	
All Freehand fil	les must b	e exported as .eps	files.	, etc. Please make sure all II) words. Online listings ca		-
Electronic Spo All internet bar Home Page Ju File Format: All Internet gra	ecificatio nners are i imbo Ban GIF (. aphics nee in 12 seco Pleas	ns for Website A rotating unless con iner Dimensions: gif), JPG (.jpg) d to be 72dpi for r	dvertising nfirmed otherwise. 2600 pixels wid naximum efficiency ccept Flash animat signated URL	e by 360 pixels high y and quality on the website	e. Animated .gif files	
Print Ad Due	Dates:		Digital Banner	Ad Due Dates:	Camp Lis	ting Due Dates:
December: November 12 Banner ads for			February			
January: December 4 2 weeks before the banner			e the banner is set to run	March:	January 28	
February:	Janua	-				
March:	Febru					
April:	March	15				
Please return f	orm to:	AshleighS@)swimmingworld.co	om 🔇 908-902-4977	7 / Fax: 954-525-40	31

