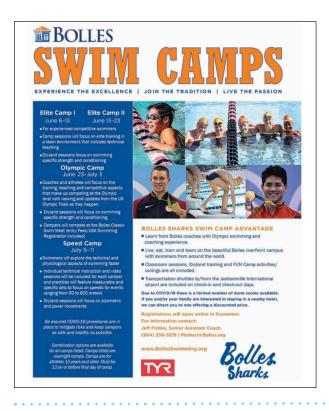
2022 SWIM CAMP MARKETING PROGRAM

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







Mercersburg Swim Clinics are dedicated to improving your technique and helping you develop as a swimmer both inside and outside of the pool.

Mercersburg Academy's storied annuatics program has produced over 30 Olympians and brings a tradition of excellence to their summer program.

The primary aim of Mercersburg Swim Clinics is to provide an experience that teaches swimmers the most innovative techniques while having fun. The philosophy is simple; swimmers do not just compile distance, but also work on improvements in starting, turning, and stroke techniques.

Mercersburg Swim Clinics participants stay in Mercersburg Academy's state of the art residence halls that are recently renovated, air-conditioned with carpeted hallways, and have bathrooms on every hall with individual shower stalls.

The swimmer to staff ratio is around 5 to 1. Mercersburg Academy's elite coaching staff and other successful coaches from colleges and club teams will instruct swimmers throughout the week. Counselors are generally current, and former college swimmers or Mercersburg Academy graduates with extension specified and successful academy graduates with extension specified and successful academy graduates with extension specified and specified academy graduates with extension specified academy graduates and provide academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates are provided as a specified academy graduates and provided academy graduates and provided academy graduates are provided academy graduates and provided academy graduates are provided academy graduates and provided academy graduates are provided academy graduates and graduates are provided acad

Swimmers will train in the state-of-the-art Lloyd Aquatic Center, which includes an Olympic-size, 50-meter, 10-lane pool







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
- Ashleigh@swimmingworld.com

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.

UPGRADE ▶ ▶ ▶ ▶ ▶	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)	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	Circle Four Months Below: December January February March April	x x	
Featured Camp Article on Swimmingworld.com and Instagram	х	Х	
Camp Listing in the Directory (February and March)	х	Х	х
Help Wanted Ads (February and March)	х		
Holiday Gift Promotion (December Only)	х		
Email Campaigns (Monthly)			
Social Media Post (On Request)			



SWIM CAMP PROGRAM SIGN UP FORM

		r in print and in the	Swim Camp Directory	
versity Camp	Independent Camp			
		State	Zip	
		Fax		
		Website		
ESS (IF DIFFERENT	ROM CAMP ADDRE	ESS)		
		State	Zip	
		Fax		
-		☐ American Ex	press	
			Exp. Date	
		Zip Code Bill is Sent to		
width ontal) 7" 7" les including .ai, .jpg, .ps must be exported as	Height 4-3/4" 9-11/16" df, .psd, .eps, .Tiff, Tiff, eps files.	8" x 10-3/4" 8" x 10-3/4" , etc. Please make su	7" x 9-11/16" 7" x 9-11/16" ure all Illustrator files are saved as .eps files;	
ifications for Websit ers are rotating unless abo Banner Dimension GIF (.gif), JPG (.jpg) hics need to be 72dpi for an 12 seconds. We do not Please indicate the All artwork can be amp Listing Due Dat	e Advertising confirmed otherwise. ons: 2600 pixels wid or maximum efficiency at accept Flash animate designated URL emailed to: Ashleigh	e by 360 pixels hi y and quality on the ion. @swimmingworld Digital Banner <i>F</i>	gh website. Animated .gif files must complete their l.com	
	equirements For Act Width ontal) 7" 7" les including .ai, .jpg, .ps must be exported as . Print listings should iffications for Websiters are rotating unless abo Banner Dimension GIF (.gif), JPG (.jpg) hics need to be 72dpi for 12 seconds. We do not Please indicate the All artwork can be camp Listing Due Date Digital Ads Accepted January 8	As you want it to appear versity Camp	As you want it to appear in print and in the eversity Camp	

Please return form to: Ashleigh@swimmingworld.com 908-902-4977 / Fax: 954-525-4031

