



## Swim Camp Advertising Opportunities



**Be a part of the longest running and most comprehensive swim camp guide available.**

The annual **Swim Camp Directory** is published within the **February** and **March** issues of *Swimming World Magazine* is also available as a PDF download on [SwimmingWorldMagazine.com](http://SwimmingWorldMagazine.com)

Exposure on [SwimmingWorldMagazine.com](http://SwimmingWorldMagazine.com) provides over 291,000 visitor sessions per week throughout the year with seasonal peaks of more than **900,000 per week**.

### Camp Advertising Options

#### **START** in *Swimming World Magazine*

\$2,460 Start-up (Includes ½ page Ad and an Everywhere Listing)  
Continue additional months for only \$1550 per issue

Due to NCAA Regulations all NCAA advertisements must be full color ½ page

#### Take your **TURN** on the Web

Heavily discounted rates, contact us for details.

#### **FINISH** hiring Coaches and Counselors

Classified Ad appears on the web and in *Swimming World Magazine* for 3 months only \$225

### Want to just list your Camp?

**Sign up for our everywhere listing for \$910**

*February and March* – Your listing will appear in *Swimming World Magazine*

*April* – Your listing will appear in our print *Aquatic Directory*

*April – January* – Your listing will appear in the Online Version of our *Aquatic Directory*

*February – January* – Your listing will appear in our *Online Camp Directory*

All Camp listing are limited to **150 words**

### SAMPLE LISTING

#### NAVY SWIMMING CAMPS

Session I - June 10 – 14

Session II - June 15 – 19

Bill Roberts, Director

566 Brownson Rd.

Lejeune Hall 4A

Annapolis, MD 21402

410-293-8834 / 410-293-3012

Fax: 410-293-3811

[robertsw@usna.edu](mailto:robertsw@usna.edu)

[www.navyswimmingcamp.com](http://www.navyswimmingcamp.com)

[www.navysports.com](http://www.navysports.com)

Expect huge results by being part of the 2008 Navy Swimming Camp this summer! Our most important goal is to provide you the very best in individual instruction, evaluation, camper experience, and safety/supervision. The purpose of our camp is to provide you with a unique and awesome environment to learn and develop your competitive strokes including all related starts, turns and finishes. Navy Swimming Camp is a stroke-

## Camp Advertising Deadlines

	Space	Art
December '09	First Friday of October	Second Friday of October
January	First Friday of November	Second Friday of November
February	First Friday of December	Second Friday of December
March	First Friday of January	Second Friday of January
April	First Friday of February	Second Friday of February

## Mechanical Requirements

Trim Size 8" x 10-3/4"  
Live Area 7" x 9-11/16

	Width	Depth
1/2 page (horizontal)	7"	4-3/4"

### 3 Ways to Send Us Art:

1. FTP it To Your Folder On Our Site:  
Host Name 65.110.72.225  
User ID: advertising  
PW: swimming
2. E-mail It To: [Advertising@SwimmingWorldMagazine.com](mailto:Advertising@SwimmingWorldMagazine.com)
3. Mail It To: Sports Publications International  
Attn: Camp Directory  
90 Bell Rock Plaza, Suite 200 Sedona, AZ  
86351  
Phone: 982-284-4005 Fax: 928-284-2477

## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to upload files to our FTP Server.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### Computer Disk Specifications for Submission of Art Work

Provided Media Formatted For Macintosh Computers: Floppy Disk, ZIP Disk, JAZ Disk, or CD

### Pre-Requisite Checklist for Submission

- All Support Files included (eps, TIFF, etc.) (Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)
- FONTS – Please send both Screen and Printer Fonts!
- Trapping – Please check that all overlapping colors have traps built in. (Please check Quark files – especially type with drop shadows)
- Please include Laser Proofs with EVERY job and Fax Black and White copy to 602-522-0744.

### Specifications:

- Black/White
- Process Colors – Colors used: Cyan Magenta Yellow Black
- Spot Colors – Please specify

*Please double check each job to make sure colors specified are colors used.*

### Computer Application Program(s) Used on This Submission:

Quark Xpress (Most Preferred) Aldus Freehand Adobe Illustrator



# Swim Camp Advertising Agreement

## Swimming World Magazine and SwimmingWorldMagazine.com

2744 East Glenrosa Avenue, Phoenix, AZ 85016  
602-522-0778 • Fax: 602-522-0744 • E-mail: DentonT@SwimmingWorld.com

### AD PLACEMENT INFORMATION

**Display Ad** Size: \_\_\_\_\_  4C  BW Charge \$ \_\_\_\_\_

December '09  January  February  March  April  Other:

**Size** **4-Color**  
1/2 Page \$1,550

**Everywhere Listing** \$ 910 Charge \$ \_\_\_\_\_

Includes February and March Swimming World Magazine, SwimmingWorldMagazine.com  
Camp Directory, and Aquatic Directory and Online Aquatic Directory

**Internet Banner Ad** Location \_\_\_\_\_ Charge: \$ \_\_\_\_\_

January  February  March  April  Other:

**Help Wanted Classified Ad in** \$ 225 Charge \$ \_\_\_\_\_

Price includes on issue in the magazine and indefinite online until position is filled

Select your One month for Ad in Print Magazine; \$50 for additional month

January  February  March  April  Other:

**TOTAL CHARGES \$ \_\_\_\_\_**

Date \_\_\_\_\_ Purchase Order # \_\_\_\_\_

Acct. # \_\_\_\_\_  College/University Camp  Independent Camp

*Office Use Only*

NAME OF CAMP \_\_\_\_\_

AS YOU WANT IT TO APPEAR IN PRINT AND IN THE AQUATIC DIRECTORY

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  USE CREDIT CARD

MasterCard  VISA  Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Zip Code Bill is Sent to \_\_\_\_\_

**Please Sign and Return this agreement to Denton Taylor at (fax) 602-522-0744**