



2017 Yearbook Advertising Rates and Information

The [Swim With Mike](#) Yearbook is a full color publication that has become the major source of information and public relations about the [Swim With Mike](#) organization throughout the year.

This Yearbook is distributed to all of our guests, participants and donors on the day of the event. It is also given out at all [Swim With Mike satellite](#) events held around the country as well as included in the press kits reaching an audience of over 5,000 people. The Yearbook is mailed to all those who donate \$1,000 or more to the event. All proceeds from Yearbook ad sales benefit the Physically Challenged Athletes Scholarship Fund.

You can purchase an Ad for your business, an Ad recognizing a participant or a congratulatory Ad to a Swim With Mike recipient. [Swim With Mike](#) is offering, to anyone who purchases a full or half page ad, recognition on our [Swim With Mike](#) website at www.swimwithmike.org. When someone clicks on your business logo it will take them to your business website.*

* Please include your high-quality logo and the URL that you would like us to link to.

<i>Size</i>	<i>Ad Dimensions</i>	<i>Rate</i>
Back Cover page (full bleed)	8.75" x 11.25"	\$10,000
Inside Cover pages (full bleed)	8.75" x 11.25"	\$10,000
Full Page (no bleed)	7.5" x 9.5"	\$1,500
1/2 Page (no bleed)	7.5" x 4.5"	\$800
1/4 Page/Business Card (no bleed)	3.5" x 4.5"	\$500

DEADLINE FOR ADVERTISING ARTWORK IS MARCH 1, 2017.

Email all advertising materials to: Loretta Joseph at duckooh@aol.com

Artwork Requirements

Digital format only. Ads must be press-quality or saved at PDFx-1a preset and 100% of ad size.

Full Bleed ads require 1/8th" bleed. Trim size 8.5" x 11". Keep text and critical graphics inside 8" x 10.5".

Accepted File formats are: PDF (best option), TIFF or JPEG. Color mode must be CMYK.

For files using rich black please use: 60C, 40M, 40Y, 100K.

All images must be at least 300 DPI at full size or vector graphics.

Save TIFF files without LZW compression.

Not responsible for text sharpness if you supply a TIFF or JPEG, or any file containing rasterized text.

Full bleed ads are not available.

GIF, Index or Microsoft Office files are not acceptable.

For technical questions: Please contact Loretta Joseph at duckooh@aol.com

Please see other side

Swim With Mike - Saturday April 8th, 2017

2017 Yearbook Advertising Reservation Form

Name _____

Company Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Email _____

Please check your desired ad size:

Inside Cover* \$10,000 Back Cover* \$10,000 Full Page* \$1,500 Half Page* \$800 Quarter Page \$500

* Don't forget to include your high-quality logo and the URL that you would like us to link to!

Send your check made payable to Swim With Mike
Or charge to credit card:

Card Type Visa Discover Mastercard

Card Number _____ Expiration _____

Three-digit Security Code _____ Signature _____

To send order form

E-mail: You may fill out form electronically and E-mail to:
swimwithmike@gmail.com or Loretta Joseph at duckooh@aol.com

Fax: (818) 990-5524

U.S. Mail:
Swim with Mike
University of Southern California
Heritage Hall MC 0602
Los Angeles, CA 90089-0602

Questions? call Loretta Joseph, Director of Swim With Mike Archives and Yearbook at (818) 784-1558
or E-mail questions to Loretta Joseph at duckooh@aol.com

Mission Statement

To provide financial resources for advanced education that pave the way for physically challenged athletes to overcome their tragedies and realize their full potential.

Swim With Mike thanks you for your continued support!