



2020 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, a congratulatory Ad to a Swim With Mike recipient, or a tribute Ad celebrating the 40th anniversary year. [Swim With Mike](#) thanks you for your continued support!

| <i>Size</i> | <i>Ad Dimensions</i> | <i>Rate</i> |
|-----------------------------------|----------------------|-------------|
| Back Cover page (full bleed) | 8.75" x 11.25" | Sold |
| Inside Cover pages (full bleed) | 8.75" x 11.25" | \$10,000 |
| Back Inside Cover (full bleed) | 8.75" x 11.25" | \$5,000 |
| 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 |

THE DEADLINE FOR ALL ADVERTISING AND ARTWORK IS MARCH 1, 2020.

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. 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 4th, 2020

2020 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

Back Inside Cover*
\$5,000

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 American Express

Card Number _____ Expiration _____

Three-digit Security Code _____ Signature _____

To send your 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?
Please call Loretta Joseph, Director of Swim With Mike
Archives and Yearbook at (818) 419-7181
or E-mail questions to Loretta Joseph at duckooh@aol.com

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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!