

## 2018 Yearbook Advertising Rates and Information

Deadline for Advertising Artwork: March 1, 2018

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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](http://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.

SIZE	AD DIMENSIONS	RATE
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

### 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.

Email all advertising materials and technical questions to: Loretta Joseph at [duckooh@aol.com](mailto:duckooh@aol.com)



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## 2018 Yearbook Advertising Reservation form

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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 you may fill out the form electronically and email to:  
info@swimwithmike.org 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 email 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!**