

# 2022 SWIM CAMP MARKETING PROGRAM

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



**BOLLES SWIM CAMPS**  
EXPERIENCE THE EXCELLENCE | JOIN THE TRADITION | LIVE THE PASSION

**Elite Camp I** June 6-13  

- For experienced competitive swimmers
- Camp sessions will focus on elite training in a team environment that includes technical teaching
- Dryland sessions focus on swimming specific strength and conditioning

**Elite Camp II** June 13-23  

- Coaches and athletes will focus on the training, teaching and competitive aspects that raise up competing at the Olympic level with viewing and updates from the US Olympic Trials as they happen.
- Dryland sessions will focus on swimming specific strength and conditioning
- Campers will compete at the Bolles Classic Swim Meet (entry Fees/USA Swimming Registration included)

**Olympic Camp** June 23-July 3  

- Coaches and athletes will focus on the training, teaching and competitive aspects that raise up competing at the Olympic level with viewing and updates from the US Olympic Trials as they happen.
- Dryland sessions will focus on swimming specific strength and conditioning
- Campers will compete at the Bolles Classic Swim Meet (entry Fees/USA Swimming Registration included)

**Speed Camp** July 5-11  

- Swimmers will explore the technical and physiological aspects of swimming faster
- Individual technical instruction and video sessions will be included for each camper and practices will feature measurable and specific sets to focus on speeds for events ranging from 50 to 800 meters
- Dryland sessions will focus on plyometric and power movements

Be assured COVID-19 procedures are in place to mitigate risks and keep campers as safe and healthy as possible.

Combination options are available for all camps listed. Camps listed are overnight camps. Camps are for athletes 13 years and older. Must be 13 on or before final day of camp.

**BOLLES SHARKS SWIM CAMP ADVANTAGE**

- Learn from Bolles coaches with Olympic swimming and coaching experience.
- Live, eat, train and learn on the beautiful Bolles riverfront campus with swimmers from around the world.
- Classroom sessions, Dryland training and FUN Camp activities/outings are all included.
- Transportation shuttles to/from the Jacksonville International airport are included on check-in and check-out days.

Due to COVID-19 there is a limited number of dorm rooms available. If you and/or your family are interested in staying in a nearby hotel, we can direct you to one offering a discounted price.

Registrations will open online in December.  
 For information contact:  
 Jeff Pishko, Senior Assistant Coach  
 (904) 256-5215 | PishkoJ@Bolles.org

www.BollesSwimming.org

**TYR** **Bolles Sharks**



**2021 SPIRE ACADEMY SWIM CAMPS**  
ALL SESSIONS: AGES 12 & UP

**STROKE CAMP**  
JUNE 6-10, 13-17, 20-24 | AUGUST 8-12

**START & TURN CAMP**  
MAY 28-30 | JUNE 11-13, 18-20 | AUGUST 13-15

**DAY CAMP: \$595**  
**BOARDING: \$795**

**DAY CAMP: \$345**  
**BOARDING: \$595**



Swimming World Presents  
**2021**

by LAUREN SEROWIK  
02 April 2021, 04:00am

The latest issue of *Swimming World Magazine* is now available for download in the [Swimming World Vault](#)  
 Non-Subscribers Can Download This Issue Here

The 2021 Swim Camp Directory

By Swimming World

In case you haven't noticed, this school year is flying by! Now is the time for swimmers to start setting summer goals and to sign up for a summer swim camp to help make them a reality!

Check out *Swimming World's 2021 Swim Camp Directory* to find the perfect camp for your athlete.



**SUMMER SWIM CAMP OF THE WEEK**

FEATURING **M** **MERCERSBURG ACADEMY**

by BRANDI WEST  
21 April 2021, 12:22pm

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 aquatics 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 swimming experience.

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 ▶ ▶ ▶ ▶ ▶ ▶

<b>ULTIMATE PACKAGE B</b> <b>4 MONTHS</b> You Choose 4 Months <input type="checkbox"/> \$6,000 1/2 page <input type="checkbox"/> \$8,000 full page	<b>DIGITAL &amp; PRINT AD</b> <b>PER MONTH</b> <input type="checkbox"/> \$1,800 1/2 page <input type="checkbox"/> \$2,200 full page	<b>BASIC LISTING ONLY</b>  <b>\$500</b> Per Month
----------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------

	<b>Circle Four Months Below:</b> December January February March April	<b>Circle Month(s) Below:</b> December January February March April	<b>Circle Month(s) Below:</b> February March
<b>DAILY</b> Digital Banner Ad on SwimmingWorld.com (Monthly)			
<b>MONTHLY</b> Swimming World Magazine Print and Digital Version Ad  <b>TWICE A MONTH</b> Swimming World Biweekly Magazine Digital Ad  <span style="background-color: yellow;">Note: Change Your Ads Every Month</span>	<b>Circle Four Months Below:</b> December January February March April	X    X	
Featured Camp Article on Swimmingworld.com and Instagram	X	X	
Camp Listing in the Directory (February and March)	X	X	X
Help Wanted Ads (February and March)	X		
Holiday Gift Promotion (December Only)	X		
Email Campaigns (Monthly)			
Social Media Post (On Request)			

# SWIM CAMP PROGRAM SIGN UP FORM

---

Date \_\_\_\_\_

Name of Camp \_\_\_\_\_  
As you want it to appear in print and in the Swim Camp Directory

College/University Camp     Independent Camp

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**  
 **MasterCard**     **VISA**     **Discover**     **American Express**

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

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

## Mechanical Requirements For Ads

Ad Display Size	Width	Height	Trim Size	Live Area
1/2 page (horizontal)	7"	4-3/4"	8" x 10-3/4"	7" x 9-11/16"
1 page	7"	9-11/16"	8" x 10-3/4"	7" x 9-11/16"

We support all files including .ai, .jpg, .pdf, .psd, .eps, .Tiff, Tiff, etc. Please make sure all Illustrator files are saved as .eps files; All Freehand files must be exported as .eps files.

**Camp Listings:** Print listings should be no more than 150 words. Online listings can be unlimited and include photos.

## Electronic Specifications for Website Advertising

All internet banners are rotating unless confirmed otherwise.

**Home Page Jumbo Banner Dimensions:** 2600 pixels wide by 360 pixels high

**File Format:**    GIF (.gif), JPG (.jpg)

All Internet graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

**Hyperlink:**    Please indicate the designated URL

**Artwork:**    All artwork can be emailed to: Ashleigh@swimmingworld.com

## Print Ad and Camp Listing Due Dates:

## Digital Banner Ad Due Dates:

Banner ads for online are due 2 weeks before the banner is set to run

January:    Digital Ads Accepted  
February:    January 8  
March:    February 5  
April:    March 5

Please return form to: Ashleigh@swimmingworld.com

908-902-4977 / Fax: 954-525-4031

