



Meet Program Advertising Rates

Our advertising package provides an ad for your **business** or **swimmer** in the Meet Programs for team-hosted competitive swim meets held at the SPY Swimming & Aquatics center at the community center in Severna Park. In the 2008-2009 competitive season, SPY host 2 dual meets and Winterfest, the premier YMCA invitational meet on the East Coast:

- Oct. 18, 2008 Howard County YMCA Dual Meet
- Jan 24, 2009 Towson YMCA Dual Meet
- January 10-11, 2009 Winterfest Invitational Meet

Each dual meet brings an average of 150 participants and hundreds spectators, Winterfest typically brings more than 1200 swimmers and thousands of spectators.

Each participating swim family typically purchases a Meet Program. The Program provides information pertaining to the events each swimmer will be participating in, and the order of those events. As such, advertisers, sponsors and supporters have a captive demographic. Given that the dual meet swimmers are from the area, the participant families have ample time and opportunity to patronize area businesses to shop, dine and sleep.

3-Ad Package (a Meet Program Ad for all meets):

- 3 full page ads \$300
- 3 inside back covers \$400
- 3 outside back covers \$400
- 3 half page ads \$150
- 3 quarter page ads \$100
- 3 business card ads \$50

2-Ad Package (a Meet Program Ad for 2 of 2 dual meets):

- 2 full page ads \$180
- 2 inside back covers \$250
- 2 outside back covers \$250
- 2 half page ads \$100
- 2 quarter page ads \$70
- 2 business card ads \$35

Single Ad Rates (a Meet Program Ad for 1 dual meet):

- 1 full page ad \$100
- 1 inside back cover \$150
- 1 outside back cover \$150
- 1 half page ad \$60
- 1 quarter page ad \$40
- 1 business card ad \$20

Single Ad Rates (Winterfest Only):

- 1 full page ad \$180
- 1 inside back cover \$250
- 1 outside back cover \$250
- 1 half page ad \$100
- 1 quarter page ad \$75
- 1 business card ad \$25

Terms and Conditions:

Advertisements must be received no later than one (1) weeks prior to each dual meet and two (2) weeks prior to Winterfest. Artwork must be provided by the advertiser/sponsor and be camera ready or in electronic .pdf format. Artwork may be mailed to the team's post office box ATTN: Steve Golden and emailed to steve@spyswimming.org. Advertising placement may be requested, including the purchase of the back cover, and will be determined by the order in which advertisements are received and at the discretion of the Sponsorship Chairperson.

Meet Program Ad Form



Date: _____

ADVERTISER INFORMATION:

Company Name: _____

Address: _____

Phone Number: _____

Email Address: _____

AD INFORMATION:

Circle the meets of choice for the advertisement:

- Oct. 18, 2008 Howard County YMCA Dual Meet
- Jan. 24, 2009 Towson YMCA Dual Meet
- January 10-11, 2009 Winterfest Invitational Meet

Copy Attached? Yes / No (Copy should also be emailed to steve@spyswimming.org)

Special Instructions: _____

PAYMENT INFORMATION:

Payment Enclosed: \$ _____

Charge Payment to: Visa/MasterCard

Credit Card Number: _____ Exp. Date: _____

Cardholder Signature: _____ Date: _____