



43rd Annual Event — Saturday, April 6 2024
2024 Yearbook Advertising Rates and Information

The Swim with Mike Yearbook is a full-color publication and the preeminent news source for the Swim with Mike Foundation. It contains information about current Swim with Mike Foundation scholarship recipients, alumni recipient spotlights, events, and public relations outreach, and is distributed on an annual basis.

Distribution: The Yearbook is distributed to all participants, spectators, and donors on the day of the event. It is also given out at all of the Swim with Mike events, reaching a nationwide audience. All proceeds from the Yearbook ad sales benefit the Swim with Mike Foundation Physically Challenged Athletes Scholarship Fund.

Advertisement types: You may advertise your business, recognize a participant, congratulate a scholarship recipient, or honor a close family member or friend for a milestone in celebration of the 43rd Annual event!

Size	Ad Dimensions	Rate
Back Cover Page	8.75" x 11.25"	Sold
Front Inside Cover	8.75" x 11.25"	Sold
Back Inside Cover	8.75" x 11.25"	\$5,000
Full Page	7.5" x 9.5"	\$1,500
Half Page	7.5" x 4.5"	\$800
Quarter Page	3.5" x 4.5"	\$500

Artwork Requirements

- Digital format only. Ads must be press-quality or saved at PDFx-1a preset and 100% ad size.
- Full Bleed ads require 1/8" bleed. Trim size 8.5" x 11"
- 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.
- If you supply a TIFF or JPEG, or any file containing rasterized text, we are not responsible for text resolution.
- GIG, Index, or Microsoft Office files are not acceptable.
- For technical questions, please contact Cindy Somer. info@swimwithmike.org

THE DEADLINE FOR ALL ADVERTISING AND ARTWORK IS MARCH 15TH, 2024.

Please email all advertising to: info@swimwithmike.org



2024 Yearbook Advertising Reservation Form

Submittal Deadline to Swim with Mike — March 15th, 2024

NAME _____
COMPANY NAME _____
STREET ADDRESS _____
CITY/STATE/ZIP _____
PHONE _____ EMAIL _____

Please check your desired ad size:

- | | |
|--|--|
| <input type="checkbox"/> Back Inside Cover
\$5,000 | <input type="checkbox"/> Full Page
\$1,500 |
| <input type="checkbox"/> Half Page
\$800 | <input type="checkbox"/> Quarter
\$500 |

Email your completed form, images, and text to info@swimwithmike.org

Include in your email the high-quality logo and URL that you would like us to link to.

To purchase, please click the **DONATE** button on our website. Designate your donation to
Physically Challenged Athletes Scholarship Fund.

<https://www.swimwithmike.org>

Checks may be also mailed to:

Swim with Mike Foundation

P. O. Box 51000

Pasadena, Ca 91115

Please specify in the memo line of the check that your donation is for Yearbook 2024.