

Dear Prospective Advertiser:

We are writing to offer you the opportunity to market your business to more than 16,000 Montgomery County residents by supporting the 2010 season of the Montgomery County Swim League (MCSL). MCSL is a non-profit organization of almost 90 swim teams at public and community pools across the county. More than 9,000 children ages 4 to 18 and their families participate in this community based swim league that has brought summer fun and exercise to Montgomery County kids for over 50 years. By supporting our 2010 season, you will reach thousands of county residents while simultaneously supporting this valuable volunteer program.

MCSL offers four levels of support:

### **1. MCSL Booster – Business Card Sized Handbook Advertiser**

The MCSL handbook contains everything families need to know about MCSL – league rules, records, meet schedules, directory and contact information, previous year's results, and other reference material. The handbook is distributed to families, coaches, officials, and pool representatives. Many families save their handbooks from year to year to have a record of their children's divisional and invitational swim results. Copies of past handbooks are available for viewing in the MCSL archives at the Montgomery County Historical Society.

As an MCSL Booster, you may place a business card size ad on an interior page of our handbook. This is the most basic level of support available to businesses, teams, or individuals. Get the name of your business out to all of our MCSL families, show your support for your team, or recognize your graduating seniors in our handbook. The rate for a business card sized ad is \$125.

### **2. Bronze Sponsor – Handbook Advertiser and Presenter**

As a Bronze Sponsor, you may place a half page or full page ad on an interior page of our handbook. In addition to helping your business reach thousands of county residents, your ad will help MCSL defray handbook publication costs. Rates for available handbook advertisements are as follows:

	<u>Rate</u>
Interior Full Page Ad	\$300
Interior Half Page Ad	\$200

The published handbook will be distributed to our membership at our monthly MCSL meeting on May 13<sup>th</sup>. As a Bronze Sponsor, you will receive two complementary copies of the handbook.

In addition to the handbook ad, Bronze Sponsors also have the opportunity to set up a display table and give a brief presentation (approximately two minutes) to our membership at one of our meetings on February 11<sup>th</sup>, March 11<sup>th</sup>, April 8<sup>th</sup>, May 13<sup>th</sup> or June 10<sup>th</sup>. The meetings start at 8pm and are held at the Montgomery County Executive Office Building cafeteria at 101 Monroe Street in Rockville. Your presentation must be scheduled in advance, so if you would like to take advantage of this opportunity, please indicate your preference on the enclosed advertiser form so we can put you on the agenda.

### **3. Silver Sponsor – Web Site Advertiser**

As a Silver Sponsor you receive all of the benefits of Bronze Sponsorship, including an interior full-page handbook ad, plus a second opportunity to market your business and support MCSL as a MCSL.org web sponsor. With this

option you may place a website banner ad (116 pixels high by 606 pixels wide) and a link to your business web site on the MCSL.org web site. Your banner ad will appear on the MCSL.org home page. *In addition, starting this year Silver Sponsorship has been enhanced to display your banner ad on several other frequently visited pages on the MCSL site.* Silver Sponsorship also entitles you to a graphic (up to 550 pixels high by 750 pixels wide) and a link to your business web site from our advertisers' page. Banner ads are presented one at a time in a random order on the various MCSL.org web pages, while the graphics on the advertisers' page are permanently displayed throughout the advertising year. The rate for Silver Sponsorship, including the full-page handbook ad, banner ad, and advertisers' page graphic and link is \$500.

#### **4. Gold Sponsor – Invitational Meet Advertiser**

As a Gold Sponsor you receive all of the benefits of Silver Sponsorship (interior full-page handbook ad, website banner ad, and advertisers' page graphic and link) plus you can advertise your business at our league-wide invitational meets: the Coaches Invitational Long Course (July 13<sup>th</sup>), All-Star Relays (July 31<sup>st</sup>) and Individual All-Stars (August 1<sup>st</sup>). These meets feature the very best swimmers in the area, joined by their families, friends and teammates. As a Gold Sponsor, you may place a ¼ page ad in each meet program, display your banner, have your business acknowledged by our meet announcer, and distribute brochures or sell wares at the meets. The rate for Gold Sponsorship is \$600.

Please note that whatever option you choose, all of us at MCSL greatly appreciate your support of our program. We hope to hear from you soon.

Sincerely,

Scott Witkin  
Advertising Chair  
301-260-0368  
[ads@mcsl.org](mailto:ads@mcsl.org)

## MCSL Advertising Guidelines

Please complete the enclosed advertiser form completely, including all contact information so that we may contact you in the event that we have questions regarding your ad. While we make every effort to best present the images and graphics in your ad, we make no guarantees as to how closely we can match your ideal.

In order to meet our printing deadlines, your approved electronic (preferred) or camera-ready advertising copy and payment must be received **no later than March 15, 2010**. Payment may be made by check (payable to **MCSL**) and sent to:

Scott Witkin  
18709 Olney Mill Road  
Olney, MD 20832

Electronic submissions of artwork and the advertiser form information may be sent to [ads@mcsl.org](mailto:ads@mcsl.org). Camera-ready artwork may be sent with your check to the above address. **When submitting your ad copy electronically, please mail a printed copy along with your payment and advertiser form.** This way we can verify that your ad appears correctly. We do not usually provide page proofs, but if requested we can email a .pdf file to you if your information is received by March 1, 2010.

### Print Ad Sizes

Business Card Sized Ad: 2" H by 3 ½" W  
Half Page Handbook Ad: 3 ½" H by 3 ½" W  
Full Page Handbook Ad: 7 ½" H by 3 ½" W  
Invitational Meet Program Ad: 5 ¼" H by 4" W

### Web Ad Sizes

Banner Ad: 116 pixels high by 606 pixels wide  
Advertisers' Page Graphic: Up to 550 pixels high by 750 pixels wide

### **Print Ad Design Considerations**

- Please design your ad considering the ad size. An oblong image for a half page ad or a square image for a full page ad may cause us to distort the image or size the image smaller than the allotted space.
- All ads appear in black and white with grayscale rendering of photographs and images. If photographs or colored artwork are submitted, they may lose resolution and detail when converted to black and white. Also note that fine line art does not always scale well.
- We use STOCK fonts. Should your image require unusual fonts, please send a copy of the font file with your image – this is especially important for Word files. Otherwise we will use a scanned image, or an approximation of the font from our supply.
- We can scan images, pictures and business cards if needed. But understand that color originals do not always produce good black and white printable images.
- If you advertised with us in 2009, please indicate if you would like us to use your copy from last year.

### **Print Ad Submissions**

Ads may be submitted either in electronic (preferred) or camera-ready hard copy format. Electronic submissions may be in the following formats:

PDF file (.pdf) (preferred)	Pagemaker file (.pmd)
TIFF file (.tif) (preferred)	Bitmap file (.bmp)
JPEG file (.jpg)	Word file (.doc or .rtf)
ESP file (.esp)	Corel file (.cmd)
Graphics Interchange File (.gif)	Microsoft Publisher files (.pub) though we have experienced formatting issues with this file type

## 2010 MCSL Advertiser Form

**Business Name:** \_\_\_\_\_

**Business Description:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

### MCSL Booster

Business Card Sized Handbook Ad \$125 \$ \_\_\_\_\_

### Bronze Sponsor

Interior Half Page Handbook Ad \$200 \$ \_\_\_\_\_

Interior Full Page Handbook Ad \$300 \$ \_\_\_\_\_

### Silver Sponsor

Banner Ad and Advertisers' Page Graphic and Link (Includes Interior Full Page Handbook Ad) \$500 \$ \_\_\_\_\_

### Gold Sponsor

Meet Advertiser (Includes Interior Full Page Handbook Ad, Banner Ad and Advertisers' Page Graphic and Link) \$600 \$ \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

\_\_\_\_\_ I've enclosed my check (made payable to **MCSL**) and my camera-ready artwork.

\_\_\_\_\_ I've enclosed my check (made payable to **MCSL**) and a printed copy of my artwork. I am sending the electronic artwork file via email to [ads@mcsl.org](mailto:ads@mcsl.org).

\_\_\_\_\_ I've enclosed my check (made payable to **MCSL**). Please use the same artwork we submitted last year.

As a Gold, Silver or Bronze Sponsor, I wish to present at the following MCSL membership meeting (please circle):

February 11<sup>th</sup>      March 11<sup>th</sup>      April 8<sup>th</sup>      May 13<sup>th</sup>      June 10<sup>th</sup>      No Presentation

**All payment and artwork must be received by March 15, 2010. Please mail this form, payment and artwork to:**

Scott Witkin  
18709 Olney Mill Road  
Olney, MD 20832

Questions? Please feel free to contact:

Scott Witkin  
Advertising Chair  
301-260-0368  
[ads@mcsl.org](mailto:ads@mcsl.org)