



Montgomery County Swim League

ads@mcsl.org

January 2020

Dear Prospective Advertiser:

I am writing to offer you the opportunity to market your business to Montgomery County residents by supporting the 2020 Montgomery County Swim League (MCSL) season. MCSL is a nonprofit organization of 88 swim teams at public and community pools across the county. More than 14,000 children ages 4 to 18 and their families and friends participate in this community-based swim league that has brought summer fun and exercise to Montgomery County kids for more than half a century. By supporting our upcoming season, you will reach thousands of county residents while simultaneously supporting this valuable volunteer program.

MCSL offers three levels of support:

1. 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. The MCSL handbook contains everything families need to know about MCSL – league rules, meet schedules, directory and contact information, and other reference material. The handbook is distributed to families, coaches, officials, and pool representatives. Copies of past handbooks are available for viewing in the MCSL archives at the Montgomery County Historical Society.

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:

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 14, 2020. As a MCSL 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 2020 Team Rep meetings on February 13, March 12, April 16, May 14 or June 11. The meetings start at 8:00 p.m., and are held at the Montgomery County Executive Office Building cafeteria at 101 Monroe Street in Rockville. Your presentation must be scheduled in advance and presentation slots fill quickly, so if you would like to take advantage of this opportunity, please indicate your preference on the enclosed advertiser form and return it promptly so we can put you on the agenda. Also, you can express your preference for a meeting presentation to me via email (ads@mcsl.org).

Lastly, Bronze sponsors may also take advantage of email advertising to our expansive membership base. The league will provide all sponsors a list of our membership base such that you may email advertise your products and services, should you desire.

2. Silver Sponsor – Handbook Advertiser and Presenter + Web Site Advertiser

As a Silver Sponsor you receive all of the benefits of Bronze Sponsorship, including an interior full-page handbook ad, attendance at a membership meeting, email advertising, 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 and on several other frequently visited pages on the MCSL site. In previous years, the MCSL site enjoyed over 200,000 unique visits in the months of June and July, generating nearly 2 million hits in these two months alone! Be sure your business takes advantage of this incredible visibility. 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 at the top of all MCSL.org web pages, and the graphics on the advertisers' page are permanently displayed throughout the advertising year.

The rate for Silver Sponsorship, including the full-page handbook ad, email advertising, banner ad, advertisers' page graphic and link is \$500.

3. Gold Sponsor – Handbook Advertiser and Presenter, Web Site Advertiser + Invitational Meet Advertiser

As a Gold Sponsor you receive all of the benefits of Silver Sponsorship (interior full-page handbook ad, attendance at a membership meeting, email advertising, website banner ad, and advertisers' page graphic and link), plus you can further advertise your business at our league-wide invitational meets: the Coaches Invitational Long Course (July 7), All-Star Relays (July 25) and Individual All-Stars (July 26). These meets feature the 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 company banner, have your business acknowledged by our meet announcer, and distribute brochures or sell merchandise 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. Please let me know if I can answer any of your questions. We hope to hear from you soon.

Sincerely,

Kristine Frohman
MCSL Advertising Chair
ads@mcsl.org

Rebecca Fayed
MCSL Advertising
ads@mcsl.org

MCSL Advertising Guidelines

Please complete the enclosed advertiser form, including all contact information, so that we may contact you in the event that we have questions regarding your ad and to mail you your handbook. 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 image.

In order to meet our printing deadlines, your approved electronic ad and payment must be received **no later than April 3, 2020**. *Returning sponsors may choose to use their previous year's artwork if desired.*

Payment may be made by check (payable to **MCSL**) and mailed to:

Kristine Frohman
 10 Seabrook Ct.
 Montgomery Village, MD 20886

Electronic submissions of artwork and the advertiser form information may be sent to ads@mcsl.org.

<u>Print Ad Sizes</u>		<u>Web Ad Sizes</u>	
Half Page Handbook Ad:	See specs below	Banner Ad:	116 pixels high by 606 pixels wide
Full Page Handbook Ad:	See specs below		
Black and white logo for footer in Invitational Meet Program (.bmp, .jpg, .jpeg, or .png):	Up to: 0.5" H by 2.0" W	Advertisers' Page Graphic:	Up to 550 pixels high by 750 pixels wide
Invitational Meet Program Ad:	5 ¼" H by 4" W		

Handbook Ad Specs:

Full-page ad dimensions should be 7.5 inches tall x 3.875 inches wide and at least 300 dots per inch (2250 tall x 1162 wide).

Half-page ad dimensions should be 3.75 inches tall x 3.875 inches wide and at least 300 dots per inch (1125 tall x 1162 wide).

The format for handbook ads should be PDF, TIF, or high quality JPG images.

The preferred specs for Web Ads should be TIP or JPG.

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 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 last year (or in a recent year), please indicate if you would like us to use your copy from that year.

Ad Submissions

Handbook ads should be submitted in electronic format — PDF format is highly preferred. TIF or high quality JPG images may also be used.

2020 MCSL Advertiser Form

Business Name: _____

Business Description: _____

Contact Name: _____

Phone #: _____ **E-Mail:** _____

Business Mailing Address (for handbook mailing):

1. Bronze Sponsor

Interior Half Page Handbook Ad	\$200	\$ _____
Interior Full Page Handbook Ad	\$300	\$ _____

2. Silver Sponsor

Website Banner Ad and Advertisers' Page Graphic and Link (Includes Interior Full Page Handbook Ad)	\$500	\$ _____
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3. Gold Sponsor

Meet Advertiser (Includes Interior Full Page Handbook Ad, Banner Ad and Advertisers' Page Graphic and Link and Invitational Meet Ad)	\$600	\$ _____
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Total Amount Due: \$ _____

_____ 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.

_____ I've enclosed my check (made payable to **MCSL**). Please use last year's artwork.

As a Gold, Silver or Bronze Sponsor, I wish to present at the following 2020 MCSL team rep meeting (please circle one as first choice and may indicate 2nd or 3rd choice):

February 13 March 12 April 16 May 14 June 11 No
Presentation

All payment and artwork must be received by April 3, 2020. Please mail this form, payment and artwork to: Kristine Frohman, 10 Seabrook Ct., Montgomery Village, MD 20886 • email artwork to ads@mcsl.org