



2009 - 2010 Rockwood Swim Club Advertising Campaign

The RSCA advertising campaign has benefited the Rockwood Swim Club and local merchants for many years. An advertisement placed in the offered publications will reach any one of several audiences who may be looking for businesses to provide goods and services in the area. At each RSCA hosted meet, a Meet Program is generated listing all entered swimmers' names and times. An ad placed in a program typically reaches 400-500 swimmers and their families on a meet weekend. New this year will be the opportunity to place an ad in the annual Rockwood Swim Club membership directory (Buzz Book). The Buzz Book is distributed to approximately 300 Rockwood Swim Club member families for their reference throughout the current season. Perhaps you own a business and would like to place an ad, or you could contact one of your favorite local "haunts" (i.e. restaurant, florist, jeweler, etc.) to see if they are interested.

The best part about this campaign is you help our team financially and meet your family's fundraising obligation as well. Every dollar you bring in for advertising will be directly credited to your fundraising obligation! Think about it...with a little hustle and persistence, you could meet your family's fundraising obligation through this unique and simple advertising campaign.

ROCKWOOD SWIM CLUB ADVERTISING COSTS AND DISCOUNTS

	1 Meet	2 Meets <i>(incl. 10% discount)*</i>	3 Meets <i>(incl. 15% discount)*</i>	4 Meets <i>(incl. 20% discount)*</i>	Buzz Book
Cover**					\$200**
Full Page	\$100	\$180	\$255	\$320	150/(120)***
1/2 Page	60	108	153	192	85/ (68)***
1/4 Page	35	63	89	112	50/ (40)***
1/8 Page	20	36	51	64	30/ (24)***

**Please note the above costs are ALREADY DISCOUNTED as indicated.*

***The inside front cover and inside/outside back cover is first-come/first-serve. No discount is offered on covers.*

****First price is Buzz Book ONLY ad. Parenthesis is discounted Buzz Book ad price when added to 4 Meets package.*

MEET PROGRAM ADVERTISING PROCEDURES

1. Turn in all advertisements by the deadline listed on the form for that meet with:
 - A check payable to the Rockwood Swim Club Parent's Association
 - A copy-ready advertisement
 - The ad form so proper credit can be given to your fundraising account. Please make sure the advertiser fills in their information.
2. Remember:
 - Advertisers can advertise in the Buzz Book and/or any number or all of the meets for the maximum discount.
 - If an advertiser needs a receipt, please give them an ad form marking it paid in full.
 - Take plenty of forms. Additional copies are available at the Swim Club office.
3. Mail or drop off all advertising forms to:

Rockwood Swim Club
c/o Crestview Middle School
16025 Clayton Road
Ellisville, MO 63011
4. Advertising deadlines are as follows:

<u>Meet Date</u>	<u>RSCA Publication Name</u>	<u>Deadline</u>
N/A	2009-10 BUZZ BOOK	October 1, 2009
October 23-25, 2009	Halloween Howl Meet Program	October 5, 2009
January 9-10, 2010	Arctic Blast/IMX Meet Program	December 21, 2009
February 13 -14, 2010	Ozark Qualifier Meet Program	January 25, 2010
April 16-18, 2010	Spring Fling Meet Program	March 29, 2010

If you should have any questions regarding this program, please do not hesitate to contact Sue Ninneman at (636)861-1373 or Beth Paskoff at (636)230-3636 during Swim Club office hours. Thanks!