



INTERNATIONAL
SWIMMING
HALL OF FAME

SWIMMING
WORLD

2020 Swim Camps Are Around The Corner!



SWIMMING WORLD PRESENTS

2020 SWIM CAMP DIRECTORY

The listings on pages 40 and 42-43 are paid advertisements.

ALABAMA RISING TIDE SWIM CAMPS

The University of Alabama
Box 870307 Tuscaloosa, AL 35487
480-206-5983
maryjo@alabamawin.com
www.alabamawin.com

Your performance on race day will be determined by how effective you've been at helping your brain understand all facets of the performance. The strongest computer in the world is the human brain, and no different from the machine counterpart, it can be extremely ineffective if it's programmed incorrectly. Recognizing that you're essentially training the brain to manage your goals, then what you do in day-to-day training is critical to achieving those goals.

This camp is all about teaching young athletes how the brain does this, how it takes information on board and how to make sure that what you do correctly is imprinted in a way that helps you reproduce perfect skills without having to think about them. It will involve critical thinking and exploring new ways to achieve new skills. Learning how to swim and train this way is the future paradigm in swimming and is the future of all sport. See display ad on page 46.

May 27-June 1
June 3-June 8
June 10-June 15
June 17-June 22

THE ARETE SWIM CAMP & CLINICS

Coach Chuck Warner, Camp Director
1650 Delaware Rd.
Martinsville, NJ 08836
aretewin@gmail.com
www.aretewin.com

We are celebrating our 21st year of inspiration and intense instruction led by three-time USA National Team Coach Chuck Warner. For 17 consecutive years, ARETE has sold out most sessions and helped more than 4,000 swimmers. Our four core objectives are: Immediate Skill Improvement, Self-Esteem Development, Teamwork and "WOW Experiences."

Each swimmer is videoed in all four strokes underwater and has permanent access to their own recording. A coach analyzes each stroke with each swimmer, using our camp workbook that we provide. A key aspect of our camp is our "Inner Engineering Curriculum," and we have a coach-to-swimmer ratio of 1:9 or better.

Coach Chuck Warner's experience includes four-time Big East Conference Coach of the Year; author of *...And Then They Won Gold* and *Four Champions*; One Gold Medal; and former president of the American Swimming Coaches Association.

Clinic Fee: \$245 all four/\$70 per. Camp Fee: \$595-440 commuter/\$840-660 resident (early registration discounted). Ages: 7-18.

April 22, May 6, 13 & 20
Super-Strokes & Skills Clinics at Raritan Bay Y, Perth Amboy, NJ
June 24-28
Camp Dates at Fairleigh Dickinson University, Madison, NJ

ARMY WEST POINT SWIM CAMP

Priscilla Barletta, Assistant Swimming and Diving Coach/Camp Contact
845-636-5928
priscilla.barletta@usma.edu
www.ArmyWestPointSportsCamps.com

The Army Swim Camp at West Point is a one-of-a-kind experience for all swimmers between the ages of 9-18. Campers will learn the skills necessary to take their swimming to the next level—in and out of the pool.

Three daily swim sessions are focused on the most up-to-date technique instruction, teaching all four strokes, starts and turns. Our professional staff will also expose athletes to "hidden training," nutrition, goal setting, dryland training and much more.

This summer, we will host four camp sessions on the prestigious campus of the United States Military Academy.

Register now at
ArmyWestPointSportsCamps.com.

June 24-28 Technique Session 1
June 28-July 1 Training Session 1
July 8-12 Technique Session 2
July 12-15 Training Session 2

AUBURN SWIM CAMPS

Brett Hawks, Sergio Lopez Miro and Rowdy Gaines, Coaches
P.O. Box 351, Auburn, AL 36831-0351
334-721-7575 • Fax 334-944-0793
auncampdirector@gmail.com
www.AuburnSwimCamps.com

"HOME OF CHAMPIONS"

5-Day Auburn Swim Camps:

May 27-May 31 Session I

June 3-June 7 Session II

Brett Hawks and Sergio Lopez come together to lead the 2018 Auburn Swim Camps along with a staff of highly qualified, accomplished and enthusiastic coaches, counselors and collegiate swimmers. Brett Hawks' coaching staff will combine the best of the Auburn Camp tradition while incorporating the techniques used to create champions across the globe.

This overnight camp will feature technique instruction that will provide swimmers with the tools for success that can be applied to their training and development throughout their careers.

2-Day Auburn Swim Camps:

June 1 & June 2 Speed & Power Day Camp

With two full days of instruction, the Auburn Speed & Power Camp will instruct and demonstrate the proper sprint technique, stroke mechanics, speed training



BOLLES SHARKS SWIM CAMP ADVANTAGE

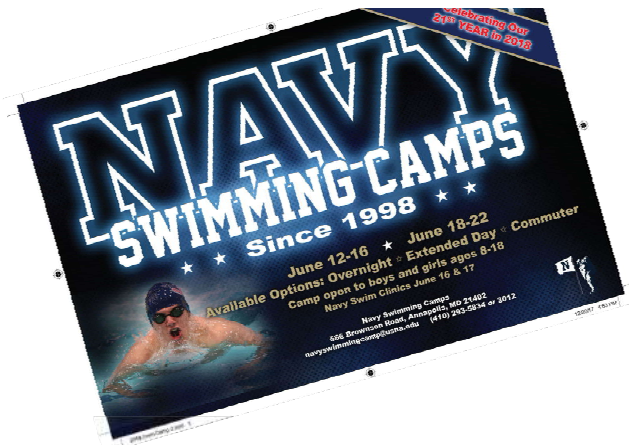
- Live, swim, and learn all on The Bolles School's beautiful waterfront campus.
- Train with the 2008, 2009, 2011, 2014 and 2015 Junior National Championship team.
- Learn from coaches with Olympic swimming and coaching experience.
- Find out for yourself why Bolles Sharks swimming is swimming excellence.
- Meet campers from every corner of the world.

For information contact:
Jim Bolleshead, Head Swim Coach
(904) 260-8230 | wbolles@bolles.org

www.bollesswimming.org



Bolles Sharks



Secure Your Camp Listings NOW: List your camp's information in Swimming World's annual camp directory

Reserve Your Space Now!

Brandi West—714-745-6120

Meg Keller-Marvin—570-594-4367

Email—Advertising@swimmingworld.com





RESERVE YOUR SPACE NOW!

Display ads are featured in the print and biweekly digital magazines—over 250,000 combined circulation per month—and includes a dedicated articles about your swim camp on SwimmingWorld.com

Swimming World's Best Advertising Packages Now Includes Ads in Swimming World Magazine and Swimming World Biweekly, plus a Feature Camp of the Week Article



- ☐ **3 MONTH 1/2 Page and Listing \$4,850** (Check ☐ Jan ☐ Feb or ☐ Mar)
3 x 1/2 page ads in Swimming World and 6 ads in Swimming World Biweekly
Monthly SW.com Banner Ad, Feature Camp Article, Camp Listing in Feb and March
and Help Wanted Ads. (\$2,000 Savings)
- ☐ **2 MONTH 1/2 Page and Listing \$3,800** (Check ☐ Jan ☐ Feb or ☐ Mar)
2 x 1/2 page ads in Swimming World and 4 in Swimming World Biweekly
Monthly SW.com Banner Ads, Feature Camp Article, Camp Listing in Feb and March,
and Help Wanted Ads. (\$550 Savings)
- ☐ **1 MONTH 1/2 Page and Listing \$2,250** (Check ☐ Jan ☐ Feb or ☐ Mar)
1 x 1/2 page ads in print and 2 in Swimming World Biweekly, Feature Camp Article,
and Camp Listing (\$300 Savings)
- ☐ **Homepage Banner and Listing \$1,500** per month. Choose Your Months Below
Includes Feature Camp Article: (Check ☐ Jan ☐ Feb ☐ Mar ☐ Apr)

Campaign Total: \$

Please return to Fax: 602-522-0744 or Email—Advertising@SwimmingWorld.com

Brandi West—714-745-6120

Meg Keller-Marvin—570-594-4367



Please complete and Return

Date _____

NAME OF CAMP _____

AS YOU WANT IT TO APPEAR IN PRINT AND IN THE DIRECTORY

☐ College/University Camp

☐ Independent Camp

CAMP DIRECTOR _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

BILLING ADDRESS (IF DIFFERENT FROM CAMP ADDRESS):

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

PAYMENT OPTIONS:

☐ BILL ME

☐ USE CREDIT CARD

☐ MasterCard

☐ VISA

☐ Discover

☐ American Express

Credit Card # _____ Exp. Date _____

Signature _____ Zip Code Bill is Sent to _____

Mechanical Requirements For Half Page Ads

Ad Display Size	Width	Depth	Trim Size	Live Area
1/2 page (horizontal)	7"	4-3/4"	8" x 10-3/4	7" x 9-11/16
1 page	7"	9-11/16"	8" x 10-3/4	7" x 9-11/16

We support all files including .ai, .jpg, .pdf, .psd, eps, .tif, Tiff, etc. Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)

Camp Listings: Print listings should be no more than 150 words. Online listings can be unlimited.

Electronic Specifications for Website Advertising

All internet banners are rotating unless confirmed otherwise.

Horizontal Home Page Banner Dimensions 900 pixels wide by 125 pixels high

File Format GIF (.gif), JPG (.jpg)

All Internet graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

Hyperlink Please indicate the designated URL

Artwork All artwork can be emailed to Meg@swimmingworld.com

Half Page artwork Due Dates:

Banner Due Dates:

Camp Listing Due Date:

January: Dec. 5

February: Jan. 3

March: Feb. 6, April: Mar. 6

Banner ads for online are due 2

Dec. 30

weeks before the banner is set to run

Please return to Fax: 602-522-0744 or Email—Advertising@SwimmingWorld.com

Brandi West—714-745-6120 or Meg Keller-Marvin—570-594-4367