



# NATIONAL SHORT COURSE CHAMPIONSHIPS HAWAII 2002

## May 14-17

University of Hawaii, Duke Kahanamoku Aquatic Complex,  
Honolulu, Hawaii

***Don't miss this opportunity to advertise  
in the official meet program***

### Who

Masters swimmers are those 19 years of age and older who participate in the sport of swimming. There are over 40,000 registered masters swimmers in the United States and nearly twice as many registered around the world. Each year United States Masters Swimming, Inc. supports a national championship event which attracts on average 1,800 swimmers from around the world. May 2002 marks the first time for this prestigious event to be held outside of the continental United States. Our local organization, Hawaii Masters Swimming Association are the proud hosts of this event.

### Why

Advertising in our program will provide your business the opportunity to reach a market whose economic impact on our state will generate approximately \$1.5 million in a 10 day period. Studies have shown masters swimmers per capita income tends to be higher than the overall U.S. population. The average participants age is between 40-50. On the mainland the average daily spending by masters swimmers is \$125/person/day at this event. We are anticipating the average stay in Hawaii will be 10 days with the majority visiting one or more of the outer islands.

SIZES	Business card	3 1/2"w x 2"h	\$ 50
	1/4 page	3 1/2"w x 4 7/8"h	\$120
	1/2 page	7 1/2"w x 4 7/8"h	\$210
	Full page	7 1/2"w x 10"h	\$360
	Inside covers		\$600
	Outside back cover		\$700

- Reservation deadline is March 25th
- All ad materials for layout are due by April 1st
- Camera ready ads due by April 15th

Digital ads preferred, (zip, CD, floppy disk) Mac formatted: Quark, Photoshop tiff, Illustrator eps) Black and white velox accepted. This program will be printed in black & white, halftones accepted but not recommended.

For more information contact Helen at 808-877-2020, [asap@maui.net](mailto:asap@maui.net)  
or Janet at 808-573-8656, [jrenner@maui.net](mailto:jrenner@maui.net)



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## ADVERTISER'S INFORMATION

\_\_\_\_\_  
Name of Advertiser

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

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Zip

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Phone

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email

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website

Contact name: \_\_\_\_\_

Size of ad ordered: \_\_\_\_\_ Cost: \_\_\_\_\_ (all ads to be prepaid)

Digital camera ready artwork attached.  CD  Zip  Other \_\_\_\_\_

(Please make sure your name and phone number in on your artwork - half-tones at 300 dpi)

If you want us to build ad, please be as specific as possible and include any preferred layout direction on back of this form.

Information needed to be included in ad:

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Attach photos, logos or any artwork desired.

Fax or email proofs to: \_\_\_\_\_ Attention: \_\_\_\_\_

Fax number

Need help? Call Helen at 808-877-2020