



## Reach Key Decision Makers in the U.S. and Canada with a Strategic Advertising Partnership with Aquatic Leader Magazine™

### AQUATIC LEADER | ADVERTISING PARTNERSHIP

Clients value American Pool's expertise and experience and often look to our company for top industry knowledge. As an advertising partner, you will target commercial and residential customers who are searching for top service providers and suppliers.



#### PRINT EDITION

Our print edition is distributed directly to boards, property managers, company presidents, residential pool owners and other key decision makers in the swimming pool industry. Our goal is to create a publication that takes a contemporary, customer-centric approach to content and design. We provide timely and informative articles on the topics that matter most to our readers.

#### SPRING 2016: *THE GUARD ISSUE*

**5,000 +** additional magazines will be printed and distributed to lifeguards ages 16 - 24 and their families.

**31,736** American Pool lifeguards will view this online.



#### DIGITAL EDITION

In addition to our print publication, we also produce a digital magazine for our vast online readership. Our digital edition adds a great value that does not expire. Regular communications regarding the publication will be conveyed to current and non-current customers and each issue will be permanently archived on our websites.

Clients value American Pool's expertise and experience and often look to our company for top industry knowledge. As an advertising partner, you will target commercial and residential customers who are searching for top service providers and suppliers.

## AQUATIC LEADER | MAGAZINE REACH

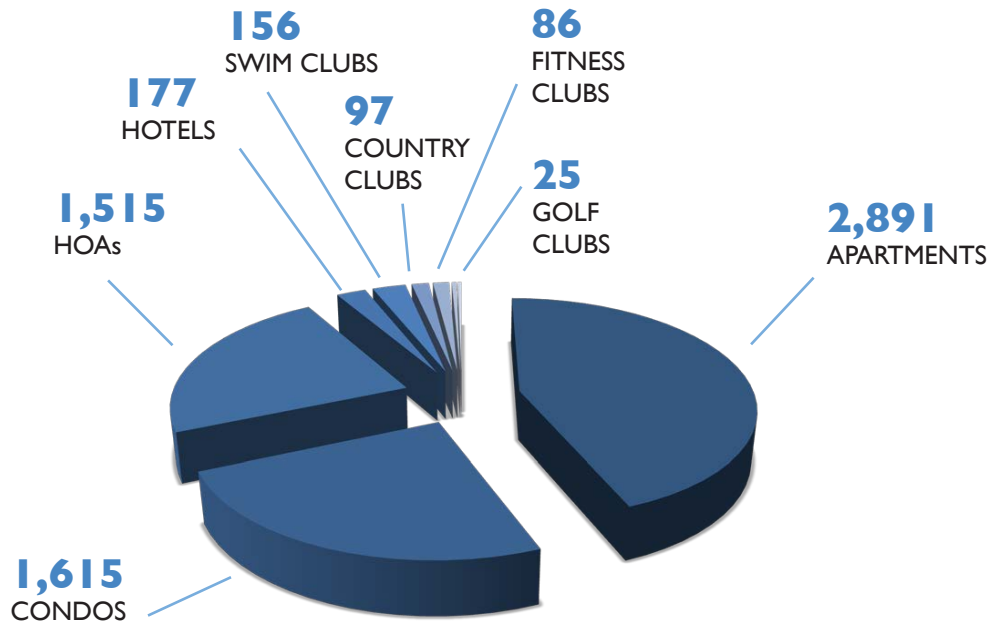
Clients value American Pool’s expertise and experience and often look to our company for top industry knowledge. As an advertising partner, you will target commercial and residential customers who are searching for top service providers and suppliers.

### PROPERTIES



COMMERCIAL REACH:  
**6,577**

RESIDENTIAL REACH:  
**7,000**



### CLIENTS



**10,788**  
PROPERTY  
MANAGERS

**4,707**  
BOARD  
MEMBERS

**271**  
PROPERTY  
OWNERS

**669**  
OTHER  
DECISION-MAKERS

TOTAL CUSTOMER REACH: **16,435** | TOTAL SALES REACH: **40,000+**

### LIFEGUARDS

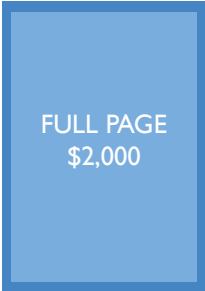
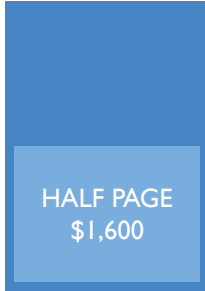


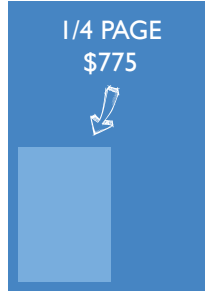


**5,000+**

In addition to commercial and residential customers, this special edition of Aquatic Leader will include 5,000 additional magazines mailed to potential lifeguards ages 16 - 24 and their families.

**31,736** American Pool lifeguards will receive a digital copy of *The Guard Issue* online.

TOTAL LIFEGUARD REACH: **36,736+**

 <p>FULL PAGE \$2,000</p>	 <p>HALF PAGE \$1,600</p>	 <p>2/3 PAGE \$1,350</p>	 <p>1/3 PAGE \$900</p>	 <p>1/4 PAGE \$775</p>
<p>Full page w/bleed 8.125" x 10.75"</p> <p>Full page no bleed 7" x 9.34"</p>	<p>Half page w/bleed 8.125" x 5.319"</p> <p>Half page no bleed 7" x 4.444"</p>	<p>2/3 Page w/bleed 5.209" x 10.75"</p>	<p>1/3 Page w/bleed 2.82" x 10.75"</p>	<p>1/4 page no bleed 3.417" x 4.444"</p>

Take advantage of the special offers below and increase your impact with Aquatic Leader Magazine™.

### PREMIUM PLACEMENT

Inside cover and back cover, please add 15%. Reservation is on a first come, first served basis and must be a full page advertisement.

### MULTI-ISSUE DISCOUNT

Make a commitment to Aquatic Leader Magazine™ and receive a discount on your advertisements. Ad size must remain the same, but artwork may change.

Full Year	2 Issues	Lock-in at current price
2 Years	4 Issues	Get 5% off ad price
3 Years	6 Issues	Get 10% off ad price

### INTERACTIVITY

If you are including any interactive elements into your ad for our electronic publication, please provide the links with your ad submission along with instructions.

Interactive elements may include:

Link to website, link to a video or link to a photo gallery.

All interactive elements must be accessible by a unique URL. For example, we will not accept video files, but we will accept a link to a video that has been uploaded to your website or 3rd party video viewing program.

### PAYMENT

All advertisers will provide invoice address and contact person. Please make checks payable to American Pool Financial and mail to:

American Pool Enterprises, Inc.  
11515 Cronridge Dr., Suite Q  
Owings Mills, MD 21117

All cancellations must be received in writing. A charge of \$30 will be incurred for returned checks.

### ARTWORK REQUIREMENTS

Make a commitment to Aquatic Leader Magazine™ and receive a discount on your advertisements. Ad size must remain the same, but artwork may change.

- All full-color artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi.
- Submit a high-resolution PDF, EPS, TIFF or JPG files.
- All color artwork must be in CMYK mode. If artwork is provided in RGB mode, it will be converted to CMYK mode, which will result in a color shift.
- All fonts, as well as linked images, must be supplied if not embedded.

### ARTWORK SUBMISSION

Final artwork must be submitted via email to [marketing@americanpool.com](mailto:marketing@americanpool.com). If the file is too large for email distribution, please contact us for further instructions on submission.

### DESIGN RESOURCES

If you need an advertisement created, we offer design services starting at \$375. First come, first served. This design fee includes:

- Layout design
- Placement of provided logo, content and copy
- Brand preservation
- Purchase of stock photography (all photography or graphics purchased will be billed to advertiser)

Thank you for your interest in becoming a strategic partner with Aquatic Leader Magazine™.