



GIFT COPY • \$4 VALUE

2020

southern wakes united

THE OFFICIAL MAGAZINE OF THE SOUTHERN WAKES UNITED WATER SKI SHOW TEAM



2020

show schedule

2019

portfolio

#WEAREONE #SOUTHERNWAKESUNITED

2021

ADVERTISING INFORMATION

MAKE A DIFFERENCE

The Southern Wakes United Water Ski Show Team is planning a very exciting show season, and we would like you to join our team. This is your opportunity to advertise with the only water ski show team in Walworth County!

#WE ARE ONE

OVER 100 YEARS IN THE MAKING

In 2018 the Minneiska Water Ski Show Team and the Lauderdale Aqua Skiers (LAS) Water Ski Show Team merged, forming what is now the only water ski show team in Walworth County!

Between the two teams, we have over 100 years experience. Formed in the 1950s, the Lauderdale Aqua Skiers have been performing for over 60 years. In 1973 the Whitewater Lake Sports Club was formed and included sailing, canoeing and skiing. The skiing portion continued full strength and was named the Minneiska Water Ski Team in 1974.

CONVENIENTLY LOCATED

The Southern Wakes United Water Ski Show Team regularly performs on Whitewater Lake, Lauderdale Lakes and Elkhorn Lake in Babe Mann Park, and new this year, the team will be performing two shows on Delavan Lake! For show information, please visit our website: www.southernwakesunited.com. We attract large audiences from many local communities including Elkhorn, Lake Geneva, Delavan, Williams Bay, Fontana, Whitewater and East Troy, as well as from Milwaukee, Chicago and beyond. The Show Team presents a unique Water Ski Thrill Show each week.

PROFESSIONAL QUALITY ENTERTAINMENT

Although amateur, the Southern Wakes United Water Ski Show Team members are serious competitors and performers, striving to provide professional, quality entertainment. We annually compete in several tournaments, including the Wisconsin State Water Ski Show Championship and the National Show Ski Association Tournament. Spectators can always count on a great ski show.

SUPPORT YOUTH EDUCATION

Dedicated to promoting water safety education and sportsmanship while providing a valuable learning experience for the young and young at heart of our lakes area, the Southern Wakes United Water Ski Show Team is a non-profit (501c3) charitable organization. We are financially supported by magazine advertising sales, donations, team fundraisers and private performances. All monies are invested back into equipment, safety, education, fuel, costumes and show-related expenses. Applause and appreciation is the only compensation our members ever receive.



A WIDE-REACHING ADVERTISING MEDIUM

Please review the following SWU Magazine information. We're sure you'll want to participate in this extremely effective and wide-reaching advertising medium. The SWU magazine will be distributed to our advertisers. We also circulate them FREE throughout the Southern Lakes Area, and of course, at every exciting performance of the Southern Wakes United Water Ski Show Team.

2021 ADVERTISING OPTIONS

FULL PAGE

Bleed Ad
8.5" x 11" plus
.125" bleed all
sides

Non-Bleed Ad
7.5" x 10"

1/4 PAGE
3.625" x
4.875"

1/2 PAGE
HORIZONTAL
7.5" x 4.875"

1/2 PAGE
VERTICAL
7.5" x 10"

1/8 PAGE
3.625" x
2.3"

1/4 PAGE
HORIZONTAL
7.5" x 2.3"

2021 ADVERTISING RATES		
1/8 page ad	\$50	3.625" wide x 2.3" tall
1/4 page ad	\$90	3.625" wide x 4.875" tall or 7.5" wide x 2.3" tall
1/2 page ad	\$175	3.625" wide x 10" tall or 7.5" wide x 4.875" tall
Full page ad, ROP	\$250	8.5" wide x 11" tall, plus .125" bleed all sides
Full page ad, Inside Covers	\$400	8.5" wide x 11" tall, plus .125" bleed all sides

Advertising and sponsorships can be purchased online through our store at www.southernwakesunited.com or by filling out the form on the back of this piece.

Ads must be purchased by EOD April 1, 2021.

ORDER FORM

By signing below, the advertiser agrees to the payment terms. Make checks payable to Southern Wakes United and mail to the address below or give to your SWU representative.

Advertiser/Company Name

Contact Name & Title

Phone #

Email Address

Ad size

- ☐ I'd like to rerun my ad from last year.
- ☐ I'd like to rerun my ad from last year with changes.
- ☐ I'd like to upgrade my ad to the following size.
 - ☐ 1/4 page ☐ 1/2 page ☐ Full page

Ad design

- ☐ I will send in a new ad.
- ☐ I have marked my changes on the attached copy, or
 - ☐ I will email changes to you.

Ad Proof

- ☐ Please send me a proof
- ☐ I do not require a proof

To reserve your spot in the SWU Magazine, mail your payment along with your completed order form to the PO Box shown below. Email your press-ready ad or your ad copy and artwork to advertising@southernwakesunited.com no later than April 30, 2021. To allow for distribution of our magazine prior to the Memorial Day holiday and in respect to our committed sponsors, this is a firm deadline. Thank you in advance for your continued support.



PO Box 434 • Whitewater, WI 53190
www.SouthernWakesUnited.com • advertising@southernwakesunited.com