

MASON HIGH SCHOOL

1001 S. Barnes St., Mason, MI 48854



“To Inspire, To Empower, To Succeed”

September 17, 2018

Dear Parent(s):

How well can you keep a secret? The yearbook staff is offering you a chance to secretly put an ad in this year's *Anchora*, Mason High School's annual yearbook publication. This is an excellent way to celebrate and acknowledge your child's accomplishments.

It is easy to create a Senior Salute. Start by deciding whether you would like to create the ad yourself or if you would prefer the yearbook staff to take the task off your hands. Then, fill out the enclosed order form and return it, along with your payment, to school either via postal mail or during conferences. Fall Conferences will be held **Tuesday, October 2 and Thursday, October 4, 2018**. When you submit your order form, please also send in your photos and personalized message. This is a fun, creative way to capture a moment in time and surprise your son or daughter when he or she opens the yearbook in May.

We will offer two sizes: a business card size (1/8 page) ad for \$30 and a standard quarter (1/4) page ad for \$50. **Ads are sold on a first come, first served basis.** The order will not be considered reserved until we receive ½ of the ad total as a deposit (\$15 or \$25). The 1/8 page ad will support 1 photo and a message of approximately 25-50 words. The quarter page size will support 3 pictures and a message of approximately 50-75 words. These ads will be customized to your specifications and will be presented in full color.

Your order will be kept confidential to make this surprise even more special. Reserve your ad space before time runs out! **Please be advised that in order to remain within our budgeting constraints and properly plan our page deadlines, ALL orders MUST be received by Friday, November 2.** We appreciate your respect of this deadline.

Please also remember that **senior pictures are due Friday, November 2** as well. They must be submitted digitally through email bulldogsseniorepictures@gmail.com, or on a cd/flash drive. If you choose to submit on a cd/flash drive, please be sure to label the media with the student's full first and last name. If you choose to use the Lifetouch ID picture taken at school, please contact the adviser through email bulldogsseniorepictures@gmail.com.

Senior picture requirements can be viewed online: www.mhsnews.com/yearbook.

On a final note, our YEARBOOK SALES SPECIAL is in full effect. Now through September 28, you may reserve your copy of the yearbook for ONLY \$65 by visiting www.jostensyearbooks.com.

Thank you for your support of Mason High School's Student Publications.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kristin Higgins'.

Kristin Higgins
Anchora Yearbook Staff Adviser
Mason High School

YEARBOOK AD

JOSTENS ECOMMERCE AD ORDER FORM

Please place your senior salute order no later than November 2. Orders are accepted on a first come, first served basis. Fill out the form below and return to the high school either at conferences on October 2 & 4 from 4:30 - 7 or to the office, Attention: Yearbook Staff. Checks made payable to Mason High School Yearbook
 Prices 1/8 - \$30 1/4 - \$50

Parent Name: _____
 Student Name: _____
 Address 1: _____
 Address 2: _____
 City, State, Zip: _____
 Phone: _____
 E-mail: _____



Ad Size	Ad Color	Price	Quantity	Total
1/4 Page	Color	\$50.00		
1/8 Page	Color	\$30.00		

Ad Copy

Signature: _____

Date: _____

For Staff Use Only			
Ad Sold By:	Date:	Receipt #:	
Photo & Text Received Date:	# of Photos Received:		
Ad Assigned To:	Page #:		
Notes:			