

Calvert High Yearbook

2017-2018

Dear Parents/Guardians of 2018 Seniors,

The Calvert High yearbook department enjoyed a successful 2016-2017 school year with its yearbook, The Patapeake. It is only with the support of parents and the community that this is possible. **Our heartfelt thanks are extended to those who have provided patronage in the past!**

The students are eager to begin preparations for the 2017-2018 school year to improve our publication even more. Please consider purchasing an ad to pay tribute to your child's accomplishments through The Patapeake.

Our staff will design your ad, or you may submit rough draft of how you want your tribute to your son or daughter to look. Please talk with our staff regarding any special or specific presentations. Ad materials may be submitted in hard copies or email. Please do not submit ads in power point format. We are unable to use these. If you draft the Ad please make sure it's in portrait NOT landscape. Please submit all pictures and text individually as multi text collages do not reproduce well. Any pictures included should be saved as jpg and all hard copies will be returned by request. ***Please do not cut or crop photos that you send in for our use. We can arrange the photos to your specifications, but if they are cut in advance of scanning they do not scan well.*** Please remember that too many pictures or text can result in a cluttered page. Simplicity is the key to an eye-appealing ad.

The yearbook staff is also offering Friend Ads for your seniors. This opportunity gives your child and their best friends a chance to share a full page ad together. They will only be offered in one size at the cost of \$200.

Prices and sizes are on the reverse side of this letter. If you have any questions, or would like to see a copy of this year's publication or purchase an ad, please contact Mrs. Andreasen at Calvert High (443) 550-8880 or andreasenj@calvertnet.k12.md.us. In order to view your ad or to verify that the ad is what you specified you must provide an email address. If you do not, please call and schedule an appointment. ***Ad requests are due by November 27th.***

We thank you in advance for your support of our school!

Sincerely,
The Patapeake Staff

Ad Prices

Place a circle or highlight the offer desired:

Page Size	Price	Max. Photos	Max. Words
1/8	\$30	2	30
1/4	\$50	5	50
1/2	\$100	8	60
3/4	\$150	12	80
1	\$200	18	100

- o Make checks out to Calvert High School
- o All pictures and papers submitted must be labeled with the student's name
- o Yearbook staff will design the ad unless specific instructions are included
- o The purchase of a full page ad will entitle you to a half price yearbook
- o **Is this a surprise? (please circle) YES NO**
- o Submissions and payment should be mailed to:

Calvert High Yearbook

520 Fox Run Blvd

Prince Frederick, MD 20678

Or

To: Mrs. Andreasen, room 335

andreasenj@calvertnet.k12.md.us

Student: _____

Contact person: _____

Phone #: _____

Address: _____

Email Address: _____