

LETTER TO SENIOR PARENTS



Dear Senior Parent

The **BOOK NAME** yearbook staff is making preparations for the **YEAR** yearbook. If you would like to purchase a senior ad for your son or daughter, you can do so now. This is a chance to congratulate your senior on the occasion of his or her graduation.

If you are not familiar with this tradition of showcasing your student's life, you need only look as far as any **BOOK NAME** yearbook. If you do not have a copy of the **BOOK NAME** available, you can view one in the front office of **SCHOOL NAME** or in the school library on campus.

If you are interested in purchasing space in the **YEARBOOK NAME** yearbook, please complete the enclosed contract and return it to me or to **ADVISER NAME** at **SCHOOL NAME** by **MONTH, DAY, YEAR**. Payment, pictures and message for all ads are due by **MONTH, DAY, YEAR**.

Since the staff cannot guarantee the return of any pictures, it is recommended you get professional photographic copies made of the originals. Color copies from a copy center are not usually of high enough quality and will not reproduce well.

If you have any questions, please feel free to contact me at: _____ . My e-mail address is: _____ or you can contact **ADVISER'S NAME** at school at **PHONE NUMBER** or by e-mail at **E-MAIL ADDRESS**.

Ad sizes and prices for the **YEARBOOK NAME** are as follows:

Advertising Prices

Full page color	\$550
1/2 (4/9) page color	\$200
Full-page black and white	\$450
3/4 (6/9) page black and white	\$300
1/2 (4/9) page black and white	\$200
1/3 (3/9) page black and white	\$150
1/4 (2/9) page black and white	\$100
1/9 page black and white	\$ 50
Patron one line	\$ 10
Patron two lines	\$ 20
Patron three lines	\$ 30
Patron four lines	\$ 40
Business card	\$ 25

Sincerely

