Dear Parent/Student:

Yearbook recognition ads are a great way for parents, families, and friends to commemorate student achievements and important milestones. This is a strong St. Mary’s tradition and most graduating seniors have a spot in the Yearbook.

Jostens will manage our ad sales, so to purchase your ad, follow the instructions below. **Space is limited,** so please place all orders online by **12/15/20.** If you have any questions, please contact the yearbook advisor, Holly Taylor, at htaylor@smhscs.org.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$155</td>
</tr>
<tr>
<td>½ Page</td>
<td>$105</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$55</td>
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</tbody>
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It’s easy! Create your ad online:

[www.jostensadservice.com](http://www.jostensadservice.com)

1. Choose your ad size and layout.
2. Enter your text.
3. Upload your photos.

**Important information about your yearbook ads:**

- St. Mary’s reserves the right to edit ads per our guidelines.
- We retain the right to remove any explicit text, graphic photos, or copyright-protected imagery or photos.

*Jostens will make every effort to use your layout and text. A proof will not be provided and no changes can be made after purchase.*

**Frequently Asked Questions**

How are the ad prices determined and what is the money used for:

Ad prices are determined by our school. The revenue helps support our yearbook and keep it affordable for everyone.

**What should I say in my ad?**

The most effective ads reflect a balance between words and pictures. Ad text can consist of personal messages, inspiring quotations and/or passages from poetry. [Samples can viewed at:](http://www.jostensadservice.com)

**Can I send my materials to the school?**

No, please do not send your materials to the school. Please call Jostens customer service (800) 358-0800 if you need any assistance with creating your ad.