

WHO CAN BUY?

Parents, grandparents or groups of friends.

WHO CAN WE BUY FOR?

While these make great gifts for graduates of the class of 2013, ads can be bought for any student enrolled at FHN.

WHAT ARE THE SIZES AND PRICING?

COLOR

- Full page - \$360
- 2/3 page \$250
- 1/3 page \$140
- 2/9 page \$95
- 1/9 page \$60
- Special Note \$25

HOW WILL THE AD BE DESIGNED?

Trained Excalibur staff members will design your ad with the materials you submit or you can send a sketch of what you envision and they will design the ad based off of it.

MAILING ADDRESS:

Aaron Manfull
Francis Howell North
2549 Hackmann Rd.
St. Charles, MO 63303

PHONE:

636-851-5107

ADVISER

Aaron Manfull
SUBMISSION

DEADLINE

Nov. 2, 2012

Parents, grandparents, friends, family able to purchase recognition ads for students

Dear Parent/ Legal Guardian,

As a parent or legal guardian, it's a rare opportunity that you can express to your child the extent of your love, pride and joy. And you might as well forget any public displays of affection. Well, we at the Excalibur, FHN's High School's yearbook, are here to offer you your chance to speak up and recognize your child. We have no doubt that this time you will be heard.

Whether your son or daughter is a senior, an achiever, or just a great kid, a recognition ad is a wonderful way to say, "I love you and I'm proud of you." This year the Excalibur will be offering you the opportunity to recognize your own student -- a freshman, sophomore, junior or senior -- in the yearbook through our Student Recognition Ads.

We are here to offer you the opportunity to purchase a Recognition Ad in the 2012-13 yearbook as part of your child's yearbook, a Recognition Ad will stand as a testament of your support for years to come. In the past we have had numerous Recognition Ads with each one carrying its own unique style ranging from a baby photo or senior portrait to a congratulatory note or letter of encouragement of things to come. For the most part, once you purchase the space you are free to do with it what you wish. Since space is limited though, and we do ask that you follow a few guidelines:

1. Please do not run more than 2 photos if you purchase an 1/9 page and for all other sizes we recommend running no more than four photos. Full page ads can have more than four. Just remember, the more photos you have the smaller the pictures will be.
2. Try to keep letters as brief as possible. Generally speaking, 5-100 words is acceptable depending on the size of ad you purchase.
3. We ask that you not submit any photos that could be interpreted as obscene or any naked baby photos. We reserve the right to refuse any ad we deem unacceptable.
4. **All photos must accompany ad forms. We will be unable to hold space without all photos included.**



Our printing company sets deadlines for us to ensure that our book comes out on time. We, in turn, need to establish some deadlines for Recognition Ads to stay on schedule. Therefore, **SPACE FOR RECOGNITION ADS WILL BE CUT OFF AFTER FRIDAY, NOV. 2, 2012.** We have limited space, so we encourage you to fill out the form and return it quickly. We realize that some decisions can't be made overnight though. We are giving you more than three months to make your decision, but we highly suggest you reserve your space soon. We will accept ads up through Nov. 2, but I cannot stress enough that room for the ads will be capped on Nov. 2.

If you noticed, these letters have been addressed to you, the legal guardian or parent of a senior at FHN. They were addressed as such to provide a system for you to secretly submit ads as a surprise to your son/daughter. We aren't going to tell you that you can't tell them you are placing an ad, but by keeping it a secret it will give students an extra something to look forward to when the books are distributed in the Fall. Students on the Excalibur staff will not share the contents of the ads outside of the classroom and all attempts will be made to make sure that you are happy with your ad. With that, we realize that many of you will be sending photos that you wish to appear in the ad. We understand that many of these photos may not have negatives or other copies. Therefore, we will make sure to give you anything you send us special attention and care. Submitted photos will be kept in a safe and secure place. We also will make every effort to get the photos back to you as soon as the books come out in the Fall. **When submitting photos, please write your name and address on the back and include a stamped, self-addressed envelope so we may return the picture(s) to you next fall.**

Please take a few minutes to gather your thoughts and a favorite photo or two and mail them to us at the address listed at the top of the page. Please submit all copy, photos, and payment at the same time. Make checks payable to Francis Howell North and please use the enclosed order sheet. Don't wait long to reserve your space in the 2012-13 yearbook. Space is limited and you don't want to miss out on this final step of your child's high school career. Sizes and prices are listed to the side. If you have any questions about this letter or the procedure please contact the Excalibur adviser, Mr. Manfull, at the high school weekdays between 7 a.m. and 2:30 p.m. or you can email him at aaron.manfull@fhdschools.org

Thank you for your time, we look forward to hearing from you.

Deadline
is
November 2, 2012

Francis Howell North High School Yearbook SENIORS

2549 Hackmann Rd. ♦ St. Charles, MO 63303 ♦ 636-851-5107

FHN Student Recognition Ad Order Form

- 1) CHOOSE THE TYPE OF AD YOU WANT.
- 2) ANSWER THE FOLLOWING QUESTIONS FOR US:

Parent/Guardian Name:

Address: _____

City: _____

State: _____ Zip: _____

Phone: Home (____) _____

Work (____) _____

email address: _____

STUDENT'S NAME:

STUDENT'S GRADE LEVEL:

MESSAGE: Please include your message on a separate sheet of paper. Include the student's name, if you wish it to be part of the actual message in the ad.

PHOTOS: Photos must be included with the order. They cannot arrive after the Nov. 2 deadline.

ALL ADS ARE FULL COLOR!

The 1/9 page ad, which is approximately the size of a business card, has enough room for one picture and a message. In the 2/9 page ad, you may use one or two photographs and a message. In the 1/3 page ad you may have up to four photographs and the full page could have up to 10-12 photos. Remember, the more photos you want in the smaller they will be.

Please check the box of the size you would like:

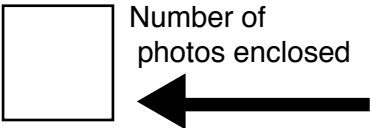
- Full Page (10.8x8 in) - \$360
- 2/3 Page (7.1x8 in) - \$250
- 1/3 Page (3.5x8 in) - \$140
- 2/9 Page (3.5x5.3 in) - \$95
- 1/9 Page (3.5x2.6 in) - \$60

NEED IDEAS?
See last year's yearbook for ideas or call 851-5107.

MIXING PHOTOS?
Feel free to include black and white photos in your color ad if you wish. Both types of photos can be reproduced without a problem.

LOST/DAMAGED PHOTOS?
While every effort is made to ensure photos are protected, on rare occurrences accidents happen. Please don't send photos you would hate to be without. We will do everything we can to safely return what you send us.

PAYMENT?
Ads need to be paid for at time of placement. Please do not send cash through the mail. We do accept checks. Please make checks payable to FHN Yearbook.



3) SEND IT TO US
Attach photos (do not staple), payments, and this complete order form (with return stamped envelope) and mail to:

Aaron Manfull
FHN High School
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