

October 5, 2009

## **HELLO SENIOR PARENTS!**

As promised last week, yearbook is beginning to move fast now. **It's time to start thinking seriously about dedication ads!**

**The only thing *new* in this email is the early-bird deadline, *December 3.***

### **WHAT'S A DEDICATION AD?**

One of the many exciting parts of the graduation process is the opportunity to create a **DEDICATION AD** in the yearbook to honor your son or daughter.

Parent Dedication Ads typically include photo(s) and message(s), and can be serious, funny or both.

Most Webb dedication ads have been a full page in black and white.

Half and quarter pages are also available, and since many parents asked about color last year, we are offering **COLOR** dedication ads this year for the first time.

### **HOW DO WE CREATE OUR DEDICATION?**

Keep reading! We have so many options for creating dedication ads that I want to answer two other important questions first.

### **WHEN'S THE DEADLINE?**

***This is new information. Early-bird deadline: Thursday, December 3.*** That is, you can think about this from now until Thanksgiving weekend, if you'd like, and then take an extra day or two if necessary and still get your materials to us by December 3.

*Earlier is better, but December 3 is fine.*

**Regular (more expensive) deadline: mid-January.** I'm still negotiating the exact date with our publisher.

**Reservations:** it makes our lives easier if you reserve your space well before December 3. Among other things, it means I can coach you through your ad-building adventure, if you'd like.

**WHAT DOES IT COST?** *This information matches what we announced at the beginning of the year.*

**Early-bird rate** (*before or on December 3*):

Full page: \$250

Half page: \$150

Quarter page: \$100

If you'd like to submit materials and have us design your page completely, early-bird rates are \$300, \$185, and \$125.

**Regular rate** (late January; we'll know precise deadline soon):

Full page: \$300

Half page: \$200

Quarter page: \$150

If you'd like to submit materials and have us design your page completely, regular rates are \$350, \$235, and \$175.

**Color** rate (only available at Early-bird deadline, up to December 3): \$500 if you create the page, \$550 if we design it for you.

**If you'd like a color page, it's best to let me know soon.** We buy color from the publisher in multiples of eight. We've sold three color dedication pages so far. If you're one of the next five— and I'm guessing we'll sell at least five more— you get a color page. If you're the ninth one, then you have to hope we sell another seven color pages so we can include yours.

## **SO HOW DO WE CREATE OUR AD?**

### **FIVE WAYS TO CREATE YOUR AD, YOUR CHOICE.**

**(1) Create your page as an image with at least 300 dpi resolution.** Save it to a CD and mail us the CD, or e-mail the image to me (ngilbert@webb.org) as a jpg.

Nina Gilbert  
1175 W. Baseline Rd.  
Claremont, CA 91711

**(2) Send us photos, text, and a sketch of your page.** Digital photos should be at least 300 dpi resolution (if it's close, let us know and we may be able to adjust). You can send us print photos to scan, too. Please include a self-addressed stamped envelope for any materials you would like returned.

**(3) We can teach you our web-based yearbook software,** and you can upload photos and text and create your page directly. It's pretty simple, I promise, and it's fun! *We tested this last year, and families had a great time with it.* **Note to parents who have already requested software access:** I'm setting that up over October break, and expect to get instructions and passwords to you before October 15.

**(4) We can send you a page-size mounting board** to assemble a collage/montage physically—you return that to us with photos and text attached, and we scan it and return your originals.

**(5) If the above four methods look alarming and intimidating,** I can talk you through the whole thing by phone or in person. I've spent many jolly afternoons with individual parents designing their dedication ads.

### **BONUS NOTES AND REMINDERS:**

- I will assume your ad is a secret from your child unless you tell me otherwise.
- You can see last year's dedication ads on pages 249-323 in the yearbook. Email me if you need instructions to access our Virtual Yearbook online.
- If you're visiting Webb for your daughter's Chapel Talk, I'll introduce myself discreetly. I'm usually at the piano playing hymns (girls' Chapel only).
- You have my email address, and my home phone is 909-482-0417.
- You'll hear from me again soon about senior portrait proofs.

- We're still accepting baby pictures (optional, and it's your child's responsibility, though it's fun to help)
- This and all my other yearbook-parent messages can be found online at [ninagilbert.googlepages.com/yearbook](http://ninagilbert.googlepages.com/yearbook)

Yours,

Nina

P.S. If you're visiting for Parents Day, let me know if you'd like to meet.