

September 6, 2009

Dear Parents of Webb Seniors!

HELLO from *EL ESPEJO* (“the mirror”), the Webb Schools’ yearbook! This is an easy-to-read version of the email I sent on September 6.

CONGRATULATIONS as you approach the final months of your child’s high school education. Nothing urgent in this message, I promise – just friendly alerts about yearbook.

This is a long email.

*It covers several items. **It doesn’t require any action.***

I promise to remind you with smaller emails as specific deadlines approach.

WHAT’S IN THIS MESSAGE?

1. My contact information
2. Senior portraits
3. Parent/family dedication ads
4. Where you found this message online
5. How to see last year’s yearbook online

1. MY CONTACT INFORMATION: I’m Nina Gilbert, yearbook advisor. I don’t want to type my email here, because this page is online, but you can figure it out from this description: like most other Webb emails, it’s **my first initial, last name**, the “**at**” sign, followed by **webb dot org**. My home phone is 909-482-0417. If all this yearbook information is making you nervous and you just want to call and hear my calming voice, you’re welcome to call and say hello!

2. SENIOR PORTRAITS: Your child will be signing up for a senior portrait appointment later this month. There’s no charge for the appointment, or for the image that goes in the yearbook. We’ll send you information about how to order print portrait packages in time for holiday gifts (and in plenty of time for graduation announcements.)

We are thrilled with our new portrait photographer, Julie Weaver.

You can see Julie’s work at www.julieweaverphotography.com. Julie specializes in portraits on location—instead of a backdrop, she’ll work in several outdoor places on campus, so your beautiful child will have a beautiful photograph in a beautiful environment.

Notes about senior portraits:

Appointments will be September 19-20 and 26-27, with a backup afternoon during the week. *Your child knows this already. We'll make sure your child gets an appointment. No action required from you!*

Boys: coat and tie or collared shirt recommended; clean shaven; hair clean and neat.

Girls: simple/plain blouse or sweater recommended; long sleeves photograph best; minimal jewelry; natural-looking makeup.

3. PARENT/FAMILY DEDICATION ADS:

One of the many exciting parts of the senior year is the opportunity to create a **DEDICATION PAGE** in the yearbook to honor your son or daughter. Parent Dedication Pages typically include photo(s) and message(s), and can be serious, funny or both. *You'll hear about these again soon, but I wanted to get information to you now too.*

Here's what's involved in a dedication ad:

(a) DEADLINES: I'm still working out deadlines with our publisher, so I'll put approximate deadlines here. I should know actual deadlines in the next few weeks, and I'll email you again.

EARLY-BIRD DISCOUNT DEADLINE WILL BE EARLY JANUARY. *We'd love to know earlier about your plans.*

REGULAR FULL-PRICE DEADLINE (limited availability) **WILL BE LATE JANUARY.**

(b) CONTENT: 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.*

(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 and you want a dedication ad, 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.

(c) COST:

Early-bird rate (*early January; we'll know precise deadline soon*):

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.

(d) ADDITIONAL NOTES:

•**SIZE:** Yearbook pages are 8.5 by 11 inches, with printable area of 8 by 10.33 inches. Why that size: it's 48 by 62 picas, where a pica is 1/6 of an inch. If you send us something larger, we can reduce it.

•**SPACE IS LIMITED.** I think we have enough yearbook pages available for every parent who wants an ad, but it's worth reserving early if you want to be sure.

•**GROUPS of parents are welcome to get together and share an ad.**

Ads are not limited to parents! YOU'RE WELCOME TO FORWARD THIS MESSAGE TO GRANDPARENTS, OTHER RELATIVES, AND FRIENDS.

We're happy to work with you to develop your ad.

• **COLOR:** Webb yearbook ads, and most of the yearbook, have always been black and white. **WE'RE GOING TO TRY AN EXPERIMENT THIS YEAR, OFFERING COLOR ADS TO PARENTS.** *It's complicated and expensive, but it can be done!*

How complicated:

- *We buy color from the publisher in multiples of eight pages.* That is, if you want a color page, we'll need to have seven other color pages in the parent ad section of the book. If you're interested, we can help connect parents in groups of eight.
- *Another complication:* color is only available at the early-bird deadline, early January.

How expensive: *double the price for the page, but not for design.* That is, \$500 for a color ad page, \$550 if you'd like us to design it for you. (Why: we have to pay the publisher for color, but we don't have to work harder to design it!)

We hope you will consider reserving a page to honor your graduating senior! Please let me know if you have any questions.

4. WHERE TO FIND THIS DOCUMENT:

<http://ninagilbert.googlepages.com/yearbook>

It's worth bookmarking that page, because any messages I send you will be archived there.

5. WOULD YOU LIKE TO SEE LAST YEAR'S YEARBOOK ONLINE?

Email me for instructions to access the "virtual yearbook."

I look forward to getting to know you over the yearbook!

Yours,



Nina Gilbert