

**June 2010**

**Mt. Blue High School  
Yearbook Department  
129 Seamon Rd.  
Farmington ME 04938**

**Dear Business Owner:**

**Thank you for taking time to read this letter and consider putting an ad in the 2011 Timaron, the Mt. Blue High School Yearbook. The information included with this letter gives you our ad sizes and prices. It might seem as though our ads are a bit pricey at \$190 for a full page, but the average price in Maine for a full page ad is over \$300. Please read on to see what you are supporting when you purchase an ad.**

- **Yearbooks are the one high school publication that is kept for a lifetime. Do you still have yours?**
- **Our yearbook is not only sold to students but to several businesses in the community and as far away as Augusta have it in their waiting rooms.**
- **Our book is produced by the yearbook class at the high school. These students learn desk top publishing, photography, layout, and record keeping.**
- **Each year the books costs \$27,000 to publish. In addition, we have to pay for cameras, computers, printers, printer ink, CD's, software, hardware, and mailing. If students were to pay the entire cost for the book, it would be about \$75. Our price is well below that so that our students can afford a book.**

**Once again, thank you for your time and please consider supporting this important part of the high school experience.**

**Sincerely,**

**Therese M. Hersey  
Yearbook advisor**

*All ads are due by December 1<sup>st</sup> (or the school day closest to that date).*

# Ad Contract

## For the Mt. Blue High School Yearbook

Please send check, ad, and copy to:  
Mt. Blue High School  
129 Seamon Rd.  
Farmington ME 04938  
Ext. 4759 FAX 778-3564

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Business Name	Contact Person
Address	Phone Number
Town	State Zip Code Fax number

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### Type of Ad

(ads are in the vertical position)

#### Check one please

1/8 (\$70) 3"x2" \_\_\_\_\_

1/4 (\$90) 3"x4 1/4" \_\_\_\_\_

1/2 (\$120) 5 3/4 x 4 3/8" \_\_\_\_\_

Full Page (\$190) 5 3/4 x 8 1/2" \_\_\_\_\_

### Payment Method

Cash \_\_\_\_\_

Check \_\_\_\_\_

Send Bill \_\_\_\_\_

Please attach any artwork you wish to include in your ad to this with a paper clip...do NOT staple!

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Staff representative signature

Customer signature

Date

**Our book is published by Jostens Publishing Company.**

For yearbook staff use:

Person logging in this ad \_\_\_\_\_

Date \_\_\_\_\_

Revised March 27, 2009

