

MAHWAH HIGH SCHOOL YEARBOOK

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www.mahwah.k12.nj.us

August 2023

Dear Parent or Guardian:

Believe it or not your son or daughter is a SENIOR in high school! We would like to use this opportunity to let you know about **two important deadlines** regarding the MHS 2024 Thunderbird Yearbook. (For all other deadlines - yearbook poses, toddler photos, superlatives, etc. - seniors will be notified directly via school email throughout the year.)

First, starting **now** yearbooks can be purchased online for \$90 at www.jostens.com (or a direct link at <https://jostensyearbooks.com/?REF=A05130700>). You can purchase many exciting packages and add-ons on this website as well. This link can also be found on the MHS home page under Headlines and Features. This is an **early purchase discount** available only until **October 31, 2023**. After that date yearbooks will cost the standard price of \$100, so buy a yearbook today!

Second, we are providing you with an opportunity to congratulate your son or daughter through the purchase of an advertisement in the 2024 Thunderbird Yearbook. Purchasing an ad allows you to create a personal memory that will last a lifetime and helps raise the necessary money to cover the substantial cost of creating the yearbook. Each page of the yearbook is divided, and advertisements are purchased accordingly. Parents may write sentimental messages, show baby and current pictures, or just wish their son or daughter good luck.

We offer an excellent program called Jostens Ads Builder, which allows parents to use templates to create personal ads. This makes producing a beautiful ad as convenient as possible. Starting **now** ad space is available for purchase online at www.jostens.com (or a direct link at <https://www.jostens.com/apps/jcom/router.mvc?affiliateId=1057109>). Advertisement purchases and designs are due no later than **January 26, 2024**. Due to publishing deadlines, ads cannot be accepted after this date. Please see the attached information sheets for important information on creating your ad and for pricing.

We hope that you will join us in creating a lasting memory for your child through purchasing an ad and a yearbook for him or her! If you need any further information, please send me an email at jcharles@mahwah.k12.nj.us.

Thank you in advance for your support.

Sincerely,

Joseph Charles

Mahwah High School Yearbook
Business Advisor
jcharles@mahwah.k12.nj.us

Mahwah High School 2024 Yearbook Ad Information

Mr. Joseph Charles–
Yearbook Business Advisor
jcharles@mahwah.k12.nj.us

The yearbook staff at Mahwah High School is pleased to offer you the chance to create a special memory for your son or daughter in the 2024 Thunderbird Yearbook. If you have any questions or concerns, please contact Mr. Charles at the email above or call Jostens at 800.358.0800.

1. Please follow the **below step-by-step guide** on how to purchase and create your ad online. Feel free to also watch the **informational video** linked here <https://youtu.be/kc0Mi4mC2dI> for more assistance.

IT'S EASY TO PURCHASE & CREATE YOUR AD ONLINE:

1. Visit www.jostens.com/yearbookads, and search for Mahwah High School and select “Yearbook Recognition Ads” from your school’s store (or use <https://www.jostens.com/apps/jcom/router.mvc?affiliateId=1057109>)
 2. You will be prompted to log in to your account or create a new one. From the login screen, you will be taken into the Jostens ad builder.
 3. First, enter your student’s name. Then select the size and layout for your ad.
 4. Select “Upload” from the images tab on the left side of the screen to browse photos from your device.
 5. Once your images are uploaded, you can drag and drop them into your layout.
 6. Add your heartfelt message where the layout designates it should be.
 7. When you’re ready, select “Preview & Buy” in the top right of the screen. Once you are certain your ad is perfect, select “Purchase Ad.”
 8. Have Questions? Call customer service at 800.358.0800
2. The deadline for purchasing and designing advertising is **January 26, 2024**. It is the responsibility of the advertiser to provide the artwork before the final deadline. Ads typically cannot be accepted after the deadline due to publishing requirements. However, if we have ad space available, ads will be accepted on a first come, first serve basis and will be charged a \$25 late fee.
 3. Important details:
 - Please **proof your ad thoroughly**.
 - Include your child’s first and last name in the ad itself.
 - All digital images should be at least 300 dpi (High Resolution).
 - All images and wording must be appropriate for school publication.
 - Ads must be proportional to the dimensions given or it will not fit properly, and we will have to adjust it accordingly. This may require us to leave blank space on portions of the ad and/or to enlarge or reduce photos to fit the ad size purchased.
 4. Ad Pricing – See Next Page for Sizing Information

Full Page	Half Page	Quarter Page	Eighth Page (Business Card Size)
\$300	\$200	\$150	\$100

**Option 2:
Half Page Ad**

8.5" x 5.6"

\$200

**Option 3:
Quarter Page Ad**

4.16" x 5.6"

\$150

**Option 4:
Eighth Page Ad**

4.16" x 2.7" (Business Card Size)

\$100

**Option 1:
Full Page Ad:**

8.5" x 11.33"

\$300