

MAHWAH HIGH SCHOOL YEARBOOK

50 Ridge Road
Mahwah, NJ 07430-3400

Main Office: 201-762-2300
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www.mahwah.k12.nj.us

August 8, 2022

Dear Parent or Guardian:

Believe it or not, your child is a SENIOR in high school! We want to use this opportunity to inform you about two important MHS 2023 Thunderbird Yearbook deadlines. (For all other deadlines - yearbook poses, toddler photos, superlatives, etc. - seniors will be notified directly via school email throughout the year.)

First, starting September 1st, yearbooks can be purchased online for \$90 at www.balfour.com (or a direct link at www.balfour.com/new-jersey/mahwah/mahwah-high-school). You can buy 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 14, 2022**. After that date, yearbooks cost the standard price of **\$100**, so buy a yearbook today!

Second, we are providing you with an opportunity to congratulate your child by purchasing an advertisement in the 2023 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 wish them good luck.

We offer an excellent program called Ad Builder, which allows parents to use templates to create personal ads. This makes producing a beautiful ad as convenient as possible. Starting September 1st, ad space will also be available for purchase online at www.balfour.com. Advertisements purchases are due no later than November 21, 2022 with advertisement designs due no later than November 30, 2022. 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 pricing.

We hope that you will join us in creating a lasting memory for your child through purchasing an ad and a yearbook for them! If you need further information, please email me 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](mailto:jcharles@mahwah.k12.nj.us)

Mahwah High School 2023 Yearbook Ad Information

Mr. 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 child in the 2023 Thunderbird Yearbook. If you have any questions or concerns, please contact Mr. Charles at the email above.

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://tinyurl.com/mhsyearbooksads> for more assistance.

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

1. Visit Balfour.com, and search for Mahwah High School (or use www.balfour.com/student-info?smi=46564)
 2. Shop Yearbook Products and purchase the ad size you want
 3. Create an account on Balfour.com
 4. Look for an email within one business day confirming your **Ad Workspace** is available
 5. Log into your Balfour.com account and look under **My Orders** to design your ad
 6. When you're ready, choose **Submit Your Ad** to send it to the yearbook staff
 7. Have Questions? Call Balfour at 1-800-944-5930
2. The deadline for purchasing advertising is **November 21, 2022**. **The deadline for submission of completed ad is November 30, 2022**. 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** as we cannot modify these files.
 - Create your ad in color and include your child's first and last name in the ad itself. (If you are consciously choosing black and white instead, please email me.)
 - 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.
 - By submitting an ad, you are recognizing that the Thunderbird Yearbook is a student-produced publication and that the quality is subject to the work of the staff members.
 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" x 5.3"

\$200

**Option 3:
Quarter Page Ad**

3.9" x 5.3"

\$150

**Option 4:
Eighth Page Ad**

3.9" x 2.6" (Business Card Size)

\$100

**Option 1:
Full Page Ad**

8" X 10.8"

\$300