



# OLATHE NORTH HIGH SCHOOL

600 E. Prairie St.  
Olathe, KS 66061  
913-780-7140

Dear Parent or Guardian of Olathe North Seniors:

As part of the Olathe North Yearbook Staff's desire to commemorate the 2019 graduating class and continue a tradition of celebrating Seniors, we are offering you an opportunity to purchase a Senior ad for your student. Senior ads will be featured in the 2018-2019 Cornerstone Yearbook and are a wonderful way for you to send a congratulatory message to your graduating son or daughter that will last for many years to come. We hope the Senior ads section will become a favorite in the yearbook as students discover a message personalized just for them.

Senior ads consist of photographs, a personal note to the Senior, and unique design created by our staff with care. Possible picture choices may include a baby photograph, a senior portrait, pictures from a vacation or special memory, a photo with a close friend or family member, or picture of your son or daughter involved in a favorite activity (skiing, acting, mountain climbing, singing, etc.). Please select the photos that you think will best reflect the individuality of your Senior!

Parents are encouraged to include a heartfelt message to their graduating son or daughter, but it is also appropriate to include a meaningful quote, a stanza of poetry, a Bible verse, or simply words of congratulations and encouragement. A typical quarter-page ad should have a word limit between 40-60 words. (Adjust the word limit up or down for a larger or smaller ad.) The student's first name(s) will be part of the ad design and the student's full name will appear in small print at the bottom of the ad. These do not count toward the word limit.

A great deal of time will be put into making these senior ads look professional (see ad on the next page from a similar yearbook as an example). This example may give you a suggestion as to what you would like to include in your ad. I do hope that you will take this opportunity to leave a personal mark on the 2019 Cornerstone Yearbook.

Enclosed with this letter you will find a sample Senior ad, advertisement prices and sizes, and an order form. The deadline for ad submission is **Friday, December 7, 2018**, and all ad materials (order form, payment, message, and photos) must be submitted by that date. *Please note that we are offering discounted prices if ordered on or before Friday, November 2, 2018.* If you have any questions, feel free to email me at any time, [rcaveon@olatheschools.org](mailto:rcaveon@olatheschools.org). Thank you for helping to make the yearbook special, not only for your son or daughter, but also for the whole student body.

Sincerely,

Robert Cave | [rcaveon@olatheschools.org](mailto:rcaveon@olatheschools.org)  
Olathe North Cornerstone Adviser | Olathe North High School

# ADDITIONAL INFORMATION

## EXAMPLE 1/4-PAGE AD:

Ad appears smaller than actual printed 1/4-page ad due to larger printing pages in yearbooks.



Congratulations Claire! We are so proud of you for working so hard to accomplish your goals. We are so excited to watch and encourage you on the next phase of your journey. Great things are ahead of you. All our love, Mom and Dad





## SUBMISSION INSTRUCTIONS:

- Photographs are preferred as a digital file, but hard copies printed directly from Shutterfly, Walgreens, etc. are acceptable too. Please do not include xeroxed copies.
- Color or black & white photos may be used.
- We do NOT accept cutouts, pictures cut into shapes, or collages.
- We recommend that you label your pictures in order of importance, with the number 1 being the most important.
- When submitting order and/photos by email:
  - Include your student's name AND the phrase "senior ad" in the subject line. Example: "John Smith - SENIOR AD"
  - Include all information requested on the order form below, your senior ad message, AND digital image files (.jpg files preferred) to **ONSeniorAds2019@gmail.com**.
- When submitting order and/or photos by mail:
  - Mail order form from below, senior ad message, and hard copies of photos to:  
OLATHE NORTH YEARBOOK C/O OLATHE NORTH HS  
600 E. PRAIRIE ST., OLATHE, KS 66061
  - If you are wanting photos to be returned, please include a self-addressed and stamped envelope and make sure all prints are labeled with your student's name.
  - Please note photos may be returned as late as May, and only then if so requested. It is most convenient to send copies or digital files of photographs via email.
- In order to meet the pricing deadline for your ad, ALL ad elements (this form, payment, pictures, and your message) MUST be submitted and received by deadline date.
- Once ALL ad components have been received, you will receive a confirmation email from the yearbook staff. Until that time, your ad will be considered incomplete.
- Senior ads and yearbooks are sold separately. This form does NOT secure a yearbook for your student, just a senior ad in the yearbook.

# ORDER FORM

Purchaser Name: \_\_\_\_\_

Purchaser Cell #: \_\_\_\_\_ Purchaser Email: \_\_\_\_\_

Student Name: \_\_\_\_\_

Name to appear in ad (if different than above): \_\_\_\_\_

Ad size purchasing (circle one):      1/8 PAGE      1/4 PAGE      HALF PAGE      FULL PAGE

AD SIZE	MAX. PICTURES ALLOWED	EARLY-BIRD PRICING (ON OR BEFORE NOV. 2)	STANDARD PRICING (OCT. 19- DEC. 07)
1/8 PAGE	1	\$85	\$100
1/4 PAGE	2	\$130	\$150
HALF PAGE	4	\$180	\$200
FULL PAGE	8	\$275	\$300

Form of payment (circle one):      CASH      CHECK

IF PAYING BY CHECK:  
Please make all checks payable to: Olathe North Yearbook AND include your student's name and student ID number in the memo portion of your check.

IMPORTANT NOTES:  
The Cornerstone Yearbook staff reserves the right to refuse a picture or message/part of message that is inappropriate or unusable for any reason. The Cornerstone staff shall have no liability for printing errors or content errors in the advertisement, which includes no refunds. Once this form and payment have been received, you will receive a confirmation to the email listed on this form. If you have questions or concerns, please contact us at:  
[ONSeniorAds2019@gmail.com](mailto:ONSeniorAds2019@gmail.com)