



December, 2017

Dear parents of the Senior Class of 2018,

We invite you to take part in one of our most popular traditions—placing a senior ad in *The Citadel* yearbook. It offers you the opportunity to leave lasting well wishes to your graduate and the Class of 2018. The money you pay continues to support the school and helps to defray the cost of the yearbook.

This year, we are partnering with our yearbook publisher, Walsworth Publishing Company, to facilitate the Senior Congratulations ads. You will have three options: 1) school designs the ad (which allows you to drop off photos at the school); 2) upload your own designed ad; 3) design your ad with the help of Walsworth walking you through the process.

Please use this link: <https://yearbookforever.com/#school/1643/2018> to place your ad. *NOTE: This link will ONLY work on a desktop or laptop computer. DON'T USE A MOBILE DEVICE, such as a phone or iPad to place your order. The software does not perform well on these devices.* This link takes you to the Bishop Chatard High School Yearbook Ads page for Walsworth Publishing. There will be just one place that allows you to purchase a “Baby Ad.” Every student receives a yearbook, so no need to purchase a yearbook. Please follow through the steps it walks you through.

Even if you are dropping off the message, photo and payment, please use this link. It allows us to keep track of every senior and whether or not an advertisement (and which size and type) has been purchased.

Payment at the website is via a credit card or PayPal. Photos can be uploaded, messages added and payment made for your ad online. Alternately, during checkout, you can indicate that you are mailing in payment, photos or messages.

Please note - you will not have the space for the advertisement until an ad is paid for. Ads will be accepted on a first-come, first-served basis, as space is limited. So, get your ad request in as soon as possible to reserve your space in *The Citadel*.

Please have your photos, message and payment ready when you log onto the site. Ads must be completed, paid for and submitted at one time. There is no way to save an incomplete ad.

Any physical photos sent in will be returned to you as soon as possible. We scan the photos and return them to you; they are not sent to the yearbook plant. Larger photos can be sized to fit in the ad you purchase. We especially love funny, entertaining baby photos. We respectfully ask that no nude photos be submitted, regardless of age. **The deadline for this offer is February 23, 2018.** Due to our yearbook deadline, **NO ADS CAN BE ACCEPTED AFTER THIS DATE.** We may, however, have to reject ads if the allotted space is full before this date. Please feel free to contact me at the information below with any questions.

Mrs. Tracy Luke, publications adviser, and *The Citadel* '18 staff

If you are submitting an advertisement in person or mail, please submit as follows:

your photo(s), message and check (payable to BCHS - memo line - yearbook ad) marked attention: *Citadel yearbook/Tracy Luke*
Bishop Chatard High School, 5885 Crittenden Ave. Indianapolis, IN 46220.

Any questions, please contact Mrs. Tracy Luke, publications adviser, at 251-1451 ext. 2254 or tluke@BishopChatard.org.

Shapes, Sizes & Costs

Full page/vertical rectangle:

9 inches x 12 inches

\$225

Half page/horizontal rectangle:

9 inches x 6 inches

\$175

Quarter page/vertical rectangle:

4 1/2 inches x 6 inches

\$100

Eighth page/horizontal rectangle

4 1/2 inches x 3 inches

\$65

Note: examples of various ads and sizes can be found on pages 219 - 247 of your student's 2017 "The Space Between" Citadel yearbook.