



Dear Potential Advertiser,

The yearbook staff at Marshall High School is accepting advertisements for the *Columbian* yearbook. In addition to supporting Marshall's **nationally-awarded** publication, **advertising in our yearbook will benefit you.**

Our yearbook program is nationally recognized as **among the best in the nation**, garnering prestigious Crown awards from the Columbia Scholastic Press Association, first-place standing from the National Scholastic Press Association, and trophy-class recognition from the Virginia High School League. We are confident that this year's book will be just as fabulous and successful. These recognitions allow our book to be viewed nationwide which, in turn, gives your business national recognition as well.

Advertising in this award-winning book is an effective way to promote your business. Marshall is home to more than **1,600 students** looking for cars, restaurants, hangouts, and other means to meet their myriad needs. Advertisements in our book are also seen by students' parents and other relatives – people looking for gifts for their young family members. The yearbook is distributed well in advance of graduation, affording students' families time to see your ad and consider using their money at your business during the profitable graduation gift-buying season. Additionally, the school's own faculty and staff, individuals with their own means and interests, also see the book.

Advertising in a high school yearbook may be **tax-deductible** (check with your accountant). Documentation of your contribution is available upon request.

Marshall's yearbook was the first **all-color** yearbook in Fairfax County – still a rarity in this area. The benefit to you is that your ad can be in vibrant colors for no extra charge.

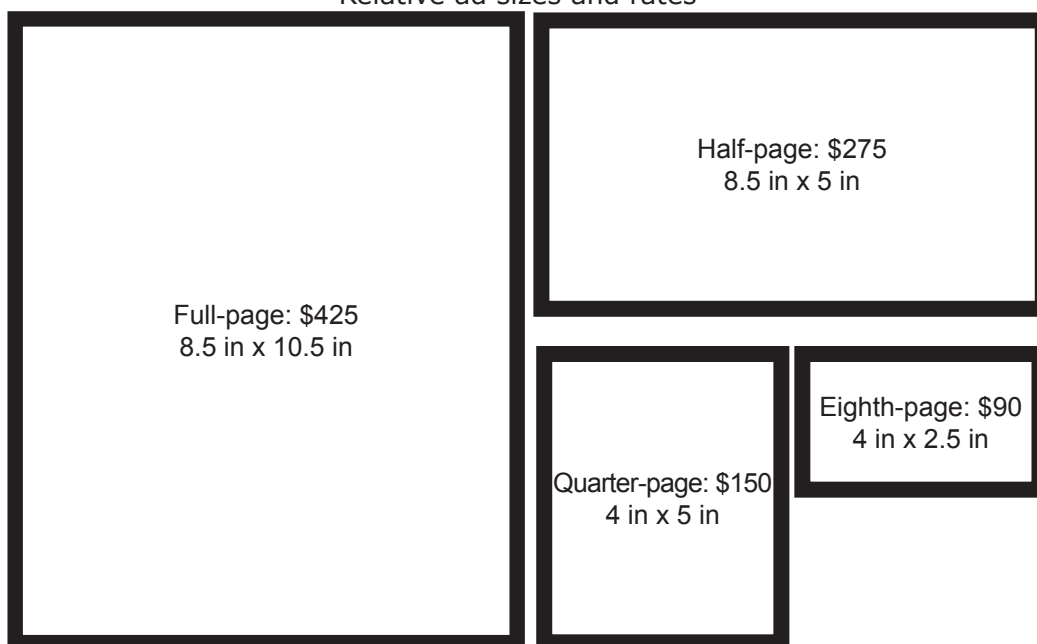
Information about ad sizes and submission is printed below and on the reverse side. Please submit all advertising material to us no later than **October 14, 2011.**

If you have any questions or concerns please call the publications program at (703) 714-5550 x5511 or e-mail the yearbook adviser, Daniel Reinish, at daniel.reinish@fcps.edu.

Sincerely,

The *Columbian* Staff

Relative ad sizes and rates



BUSINESS ADVERTISEMENT AGREEMENT

This agreement authorizes the *Columbian* yearbook to print your advertisement in the yearbook. You can mail your material to *Columbian* / 7731 Leesburg Pike / Falls Church, VA 22043, or you can request that we send you information on digital submission. See reverse side for additional details.

ALL ADVERTISING MATERIAL MUST BE RECEIVED NO LATER THAN OCTOBER 14, 2011

SIZE

- Full-Page (\$425)
- Half-Page (\$275)
- Quarter-Page (\$150)
- Eighth-Page (\$90)

PAYMENT

I have enclosed

- Full payment in cash
 - Full payment as a check payable to "*Columbian* yearbook"
 - Nothing; please send an invoice
- Sorry, but we cannot accept credit card payments.

CONTACT INFORMATION

Business Name _____

Business Representative's Name and Position _____

Address _____ City _____ State _____ Zip _____

Telephone Number _____ Fax Number _____

E-mail Address (required if you want to receive a draft of the ad) _____

Signature _____

MATERIAL

- I have enclosed camera-ready advertising material.
- Please e-mail me information about electronically submitting advertising material.
- Please design an advertisement that meets the following specifications:

FINAL CHECKLIST

- I have enclosed either camera-ready material or a detailed description of my advertisement.
- I have provided an e-mail address for you to e-mail information about electronically submitting my advertisement.
- I have enclosed payment for the ad.
- I would prefer to be invoiced for my advertisement, and agree to remit payment within 30 days of receiving the invoice.
- Please e-mail me a proof (i.e. draft) of this ad.
- I would like information on advertising in the school's nationally-ranked student newspaper and literary magazine.
- A yearbook staff member assisted me with this ad. That staff member's name is _____.

Office Use Only	Received: _____ Page: _____
	Customer proofed: N/A; Y: Date: _____
	Invoiced: N/A; Y: Date: _____
	Payment received on _____