

Lakeview High School

Spectus Yearbook

21100 E. Eleven Mile Road

St. Clair Shores, MI 48081

2011-2012

Dear Business Owner:

Lakeview High School's *Spectus* Yearbook, which has been published yearly since 1948, is read by over 900 students, twice as many parents, and potentially thousands of other individuals. Every year, the yearbook staff at Lakeview High School must sell ads to businesses in and around the community to help pay for the expenses that go into making the yearbook. Without the revenue from these sales, the yearbook would be impossible to produce, so we depend on and greatly appreciate businesses that consider purchasing ads.

If you choose to place an ad with our yearbook, rest assured that you would have an immediate audience of potential customers. Considering that large audience, an ad certainly is a great form of advertisement for your company. In addition, you would be providing a much needed community service.

Your ad payment supplements the cost of each student's yearbook, making it affordable for all students.

Following are the costs of yearbook ads:

SIZE	<u>Black and White</u>	<u>Color</u>
Husky Ad (includes business name, contact information)	-----	\$50.00
1/8 page (includes personalized artwork)	-----	\$75.00
1/4 page (includes personalized artwork)	\$100.00	\$120.00
1/2 page (includes personalized artwork)	\$150.00	\$195.00
Full page (includes personalized artwork)	\$250.00	\$315.00

*****NEW THIS YEAR*****

PATRON-If you would like to sponsor the yearbook, but not submit a personalized ad, one of the options below may be more suitable for your business. Sponsoring the yearbook will include recognition in the yearbook and a 12 X 18 poster to display in your business as a thank you for supporting the Lakeview High School Yearbook.

Bronze Patron	\$75.00
Silver Patron	\$150.00
Gold Patron	\$250.00

We hope you consider placing an ad with us. It is a win-win situation! Checks should be made payable to Lakeview High School- Yearbook.

Please email cyurenka@scslakeview-k12.com or call 586-445-4045 extension 2743 if you have any questions.

Sincerely,

Carrie Yurenka, Yearbook Adviser
and the *Spectus* Yearbook Staff

ORDER FORM ON BACK

