

December 9, 2010

Dear Jessup Elementary Family,

How can you make a difference in the lives of students and families in our school—support the Jessup Elementary School yearbook!

For the past several years, our school has produced a yearbook to preserve school memories for students and their families. The yearbook is a strong tradition in our school and we strive to deliver the best possible yearbook for our students every year. To help us create a high-quality yearbook at a price that all families can afford, we count on the support of local businesses through advertising.

Are you a local business owner or do you know a local business owner who would benefit from a yearbook ad? We would appreciate your support!

Advertising in the Jessup Elementary yearbook provides an excellent opportunity for you to get the word out about your business. The most important reason to advertise in the yearbook is to send a strong message to other area families that you support our school. Additional benefits include:

- **Increased exposure**—Students and their families look over their yearbooks repeatedly over the years, so your ad will be seen time and time again!
- **Targeted audience**—Advertising in the yearbook is targeted directly to young people and their families.
- **Value**—The yearbook ad is a great value. Price information for various sizes and types of yearbook ads is enclosed. Compare these to a one-week ad in the newspaper or a radio spot. What a bargain!

Please call 443-791-7077 today to talk about the advertising options available. We are certain you will find the perfect way to advertise your business while helping support your student's yearbook.

Sincerely,

Ruth Lurz
Yearbook Committee Chairperson

Jessup Elementary School Yearbook (2010-2011)



Business AD Order Form

Making a difference in the lives of the students and families of Jessup Elementary School!

Deadline: 2/1/2011

PLEASE RETURN YOUR CAMERA READY AD, ALONG WITH A CHECK OR MONEY ORDER, PAYABLE TO **LIFETOUCH**, IN AN ENVELOPE MARKED "YEARBOOK AD".

AD SIZE (<i>check one</i>)	DISCOUNT PRICE Due Before 2/1/2011	STANDARD PRICE After 2/1/2011
<input type="checkbox"/> Business Card (1/8 page)	\$22.50	\$ 25.00
<input type="checkbox"/> 1/4 page ad	\$58.50	\$ 65.00
<input type="checkbox"/> 1/2 page ad	\$112.50	\$125.00
<input type="checkbox"/> Full page ad	\$225.00	\$250.00

Check Number: _____

Check Amount: \$ _____

Date: _____

Contact Person: _____

Contact Number: _____

Contact Email: _____

Questions? Contact: Ruth Lurz
LurzGirl@verizon.net
443-791-7077

Please send this order form, along with your ad and payment, to the following address:

Yearbook AD Committee
Attn: Ruth Lurz
2900 Elementary School Lane
Jessup, MD 20794