

NEW PRAIRIE HIGH SCHOOL YEARBOOK

Chrystal Wilkeson, Adviser

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5333 N. Cougar Rd.

New Carlisle, IN 46552

(574) 654-0466 (Direct Line)

(219) 778-2215 (574) 654-7271

Ext. 70466

FAX (574) 654-3390

August, 2012

Dear Business Owner:

Make a difference in the lives of students and families in our school—support the New Prairie High School yearbook!

For the past 40 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 New Prairie High School 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 574-654-0466 today to talk about the advertising options available. Our rate sheet appears on the reverse of this letter. We are certain you will find the perfect way to advertise your business while helping support your student's yearbook.

Sincerely,

Chrystal Wilkeson

New Prairie High School

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As another school year is set into motion, it is time to piece together the timeless events for memories that will last for years! The New Prairie yearbook staff would like to invite you to support our school and organization.

All ads are full color. You may submit logos, business cards or pre-designed ads for your business to us via U.S. Mail or e-mail. If you prefer, we can design an ad for you from your sketch! You may also submit your ad to us online at www.yearbookforever.com by entering "New Prairie High School" and clicking "Buy Business Ad". Please respond with the following deadlines in mind to secure your ad in the 2011 *Prairie Life* yearbook.

The 2013 *Prairie Life* ad sales and payment deadline for first quarter is October 12, 2012.

The 2013 *Prairie Life* ad sales and payment deadline for third quarter is March 8, 2012.

Size	Cost
1 full page (8.5x11)	\$250
1/2 page	\$175
1/4 page	\$100
1/8 page	\$50

We appreciate referrals! If you know of anyone who owns a business who would be interested in supporting us and would benefit from running an ad in our yearbook, please make a referral. The more ads we sell, the more affordable our yearbook remains for everyone.

Thank you for your support of *Prairie Life* and New Prairie High School.

Sincerely,

New Prairie High School *Prairie Life* Staff