Dear Upper School Parents,

Greetings from the exciting world of the Westtown Yearbook, *Amicus*. The 2015 Yearbook is shaping up to be a stellar publication, and there a few changes this year that I would like to share with you.

1. All yearbook purchases will be done online at [www.Jostens.com](http://www.Jostens.com). At the top of the page where it says "get started now," enter *Westtown, West Chester, PA* and you will see our school come up. Click on *Westtown*, then on *2015 yearbook*. The book is currently $65. That will go up to $75 on December 1, and $85 on January 15, so the sooner you buy the more you save.

2. Every student who wants a yearbook must order a book. All seniors must order a book and will have their book personalized for free.

3. A professional photographer has taken all of the underclassmen yearbook photos. You will receive information from the photographer giving you the opportunity to buy these photos if you are interested. If you are not interested, then there is no cost to you and the picture will still appear in the yearbook.

4. All parent ads will be created by Jostens. There is no charge to you for this service. Parent ad space, called Yearbook Recognition Ads, is purchased online at [www.Jostens.com](http://www.Jostens.com). “Yearbook recognition ad“ is the last option in the product menu once you have selected Westtown School. The deadline for purchasing ads is November 30th.

*Scroll down* for ordering and parent ad information.

Thank you so much for your support. Feel free to contact me with any questions.

Jennifer Gilbert-Jenkins, *Amicus* Advisor  
Westtown School  
975 Westtown Road  
West Chester, PA 19382  
(610) 399-7705 (Voicemail)  
jennifer.gilbertjenkins@westtown.edu
Our school makes it easy for families and friends to create meaningful, memorable yearbook ads. You can create and purchase your ad online.

Important information about yearbook Recognition Ads

• Our school reserves the right to edit ads per our guidelines.

• We retain the right to remove any explicit text, graphic photos or copyright-protected imagery or photos.

• For the ad to appear in the yearbook, your ad must be purchased by the order deadline.

• Color photographs uploaded for black-and-white ads will appear in black and white.

• We will make every effort to use your layout and text as indicated. A proof will not be provided and no changes can be made after purchase.

Order online 24/7 at JostensAdService.com
1. Choose your ad size and layout.
2. Enter your text.
3. Upload or mail your photos.

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Ad Pricing:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$400.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$250.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

Frequently asked questions

Can I create my ad online even if some of the photos I want to use are paper photos instead of digital?
Yes, you can create your ad online and submit the digital photos through the website, then mail the paper photos to the address indicated on the attached order form and shown on the website. Mailed photos should be no larger than 8x10 and cannot be submitted on CD or other storage media.

Should I send in original photographs?
We will make every effort to return all photos sent in; however, we don’t recommend sending your only copy of a priceless family photo.

How are the ad prices determined and what is the money used for?
Ad prices are determined by our school. The revenue from Recognition Ads helps us support our yearbook and keep it affordable for everyone.

How is the ad deadline determined?
The ad deadline is set by our school based on the production schedule for the yearbook.

What should I say in my ad?
The most effective ads reflect a balance between words and pictures. Ad text can consist of personal messages, inspiring quotations, and/or passages from poetry. If you would like to see samples of the messages used in other ads, visit our website JostensAdService.com.

Can I send my materials to the school?
No, please do not send your materials to our school. Our school has selected Jostens to assist with our ad program. Please send all materials to the address indicated on the order form and call our customer service number (800-358-0800) if you have questions or need assistance in creating your ad.

Your school has issued the following guidelines surrounding recognition ad content:

Our school reserves the right to edit ads per our guidelines. Please make sure all submitted materials are appropriate for school publication.