



# BISHOP CHATARD HIGH SCHOOL

January 20, 2012

Dear Senior Parents,

We invite you to take part in one of our most popular traditions—placing an advertisement to honor your senior in the school yearbook, *The Citadel*. It offers you the opportunity to leave lasting well wishes to your graduate and the Class of 2012. The money you pay continues to support the school and helps to defray the cost of the yearbook.

To place an ad, determine the size you would like. Please note: on page 2, the actual ad measurements are stated. A yearbook page is 9 inches by 12 inches, so the ad itself is bigger than would fit on an 8 inch by 11½ inch paper. Send in a personal message along with a picture of your senior student. A check, made payable to Bishop Chatard High School, along with this completed page, must be sent in with the picture and message. Please write as neatly as possible or attach a typed message so there are no errors. Feel free to submit electronically your photos and messages, but a check must be sent in to finalize your space in the yearbook. Ads will be accepted on a first-come, first-served basis, as space is limited. So, get your ad request in as soon as possible to reserve your space in *The Citadel*.

Any photos sent in will be returned to you as soon as possible. We scan the photos and return them to you; they are not sent to the yearbook plant. Larger photos can be sized to fit in the ad you purchase. Due to size constraints, only one photo can be used in the 1/8 page advertisements. We especially love funny, entertaining, baby photos. We respectfully ask that no nude photos be submitted, no matter how young the child. **The deadline for this offer is February 20, 2012.** Due to our yearbook deadline, **NO ADS WILL BE ACCEPTED AFTER THIS DATE.** We may, however, have to reject ads if the allotted pages are full before this date.

Thank you for your participation and support!

Mrs. Tracy Luke, publications adviser, and *The Citadel* '12 staff  
(Please write neatly.)

Senior Student's Name \_\_\_\_\_ Your name \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

Size of Ad (See page 2 for sizes and prices) \_\_\_\_\_

Message \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send the completed page, your photo and message and check (payable to BCHS) marked attention: *Citadel yearbook*, Bishop Chatard HS, 5885 Crittenden Ave. Indianapolis, IN 46220. Electronic ads can be sent to [tluke@BishopChatard.org](mailto:tluke@BishopChatard.org) (photos can be .jpg, .jpeg or .tiff images) Any questions, please contact Mrs. Tracy Luke at 251-1451 ext 2254 or [tluke@BishopChatard.org](mailto:tluke@BishopChatard.org).

**Full page ad - \$200** Vertical Rectangle  
(9 inches x 12 inches)

**1/8 page ad**  
**\$55**  
Horizontal Rectangle  
(4 1/2 inches x 3 inches)

**1/4 page ad**  
**\$90**  
Vertical Rectangle  
(4 1/2 inches x 6 inches)

\*\*\*Note: Examples of various ads and sizes can be found on pages 224-250 of the 2011 "That's Just How We Are" Citadel year-book.

**1/2 page ad**  
**\$150**  
Horizontal Rectangle  
(9 inches x 6 inches)