

Dear Parents:

The 2021 edition of the WHS yearbook, *The Whitehall*, will continue the tradition of publishing baby pictures of graduating seniors. This popular feature allows a parent to submit a color photograph of his/her child as a baby **and** a brief personal message for inclusion in the “Baby Picture” section of the yearbook. The picture can be any size; however, the personal statement **cannot** exceed **125 characters**.

In an attempt to increase the number of baby picture submissions, the yearbook staff is excited to announce that we have **reduced** the fee to have the baby photograph and words published by \$5., from \$40. to **\$35.**

In addition to submitting a “Baby Picture,” the yearbook staff is offering parents the opportunity to purchase additional space in the yearbook for additional photographs and words dedicated to your son(s) and/or daughter(s). These “Senior Advertisements or Senior Ads” will be located in the “Seniors” section of the yearbook. In an attempt to increase the number of “Senior Ads,” the yearbook staff also is excited to announce that we have **reduced** the fees for the “Half Page” and “Quarter Page” sizes. The new, discounted rates are as follows:

<b>Full Page</b>	<b>\$200.</b>
<b>Half Page</b>	<b>\$100.</b>
<b>Quarter Page</b>	<b>\$50.</b>

Parents can submit more than one picture and additional words of congratulation with the senior ad. In efforts to streamline the process of ads, the yearbook staff will be utilizing AdBuilder. AdBuilder is a service provided by our yearbook company, Balfour. It will allow you to create and pay for your own ad for the yearbook. Attached with this letter is a flyer that contains the steps on how to use adBuilder.

We ask for your prompt attention to these offers because the “Baby Picture” section is included as part of our first deadline. **The photograph(s), statement(s), and money must arrive no later than Friday, December 4<sup>th</sup>.**

If you have any questions regarding senior baby pictures or senior advertisements, please contact Mrs. Derlunas at [derlunasl@whitehallcoplay.org](mailto:derlunasl@whitehallcoplay.org). We thank you for your cooperation and prompt response.

Sincerely,  
The Yearbook Staff