

Saint Timothy Middle School
225 King Philip Drive
West Hartford, Connecticut 06117
(860) 236-0614

October 27, 2011

Dear Parents:

Here is your chance to reserve space in the yearbook to tell your student, "I love you and I am proud of you". Place a "Tiger Hug" ad in the 2011 -2012 *Tiger Eye* yearbook!

It's easy to create a Tiger Hug recognition ad for your son or daughter. Just send in a favorite photo of your child (black-and-white or color), compose your message, and choose your ad size. We are happy to announce that the advertising rates:

\$30.00 for a 1/8-page advertisement (1 photo limit)
\$50.00 for a 1/4-page advertisement (1 photo limit)
\$80.00 for a 1/2-page advertisement (2 photo limit)
\$130.00 for a full-page advertisement (4 photo limit)

If you prefer, you may add your name, family name, or grandparent's name to our list of patron supporters. Take a look at the examples attached to this letter for ad sizes and Tiger Hug message ideas for your graduate. We also welcome commercial advertisements to help support the yearbook and congratulate the class of 2011.

The deadline for all Tiger Hug advertisements is **Friday, November 18, 2011**. Please complete the ad contract on the reverse side of this letter and submit it with your photo and text. Ad pages are limited and must be accompanied by a signed contract. Please follow these guidelines when submitting ad information:

1. **Print clearly** – only legible information will be used.
2. **Carefully select** the text to be printed in the ad. Please refer to the attached sample pages for appropriate text length.
3. **Limit** the number of photos per ad. Please refer to the sample pages.
4. **Label all photos** with the student's name on the back. Please do not send an irreplaceable photo.
5. Leave photos **uncut** at their original size. Photos will be cropped (after they are scanned) to include just the child, unless noted. All photos will be returned.
6. **No discs please!** Ad layout will be done using the yearbook program, and clip-art added where space allows at the discretion of the yearbook staff.

Reserve a space for your Tiger Hug ad today. Like the yearbook, your message will be a permanent memory for your child. We appreciate your support!

Sincerely,
The 2011 Tiger Eye Staff