



VERONA HIGH SCHOOL

151 FAIRVIEW AVENUE
VERONA, NEW JERSEY 07044
973-571-6750
973-571-6765 FAX

Glenn J. Cesa
Principal

Gary Farishian
Director of Athletics

David Galbierczyk
Assistant Principal

Kimberly Ferlauto
Director of Guidance

October 25, 2014

Attention parent or guardian of a VHS senior:

Production of our 2015 yearbook is well underway. One of the most popular traditions in the book is parents buying space in the book to leave their own personal message to their son or daughter.

You can design the message yourself at <http://www.balfour.com>. To find our page, follow the prompts to our school and then click on "Yearbooks." You will see various selections for ad sizes. Choose one and begin your ad. Create, finalize, and pay for your ad online! Enclosed, to give you some ideas, are some reprints of how some of the ads published last year turned out.

If you don't feel "tech-savvy" and prefer not to design online, you can send materials (pictures, text, etc.) to the school and drop them in the office to the attention of Mrs. Allison Quick, and the yearbook staff can design the page for you.

Any specific questions about how to do the layout, either online or on paper, should be directed to Mr. Tom White at twhite@veronaschools.org.

Please be aware that although we generally sell the ad space through February, the space will eventually sell out, so don't wait until the last minute and risk getting shut out!

Ad Rates are:

- \$85 for a quarter page
- \$165 for a half page
- \$235 for a full page

Also, please be aware that **Shadows 2015**, is already available for pre-order. To buy your book by credit card, please visit the website referenced above. If you prefer to pay by cash or check, have your son or daughter bring the money to Mrs. Allison Quick, and be sure to get a receipt. You can also mail a check to Mrs. Quick's attention at the school address above. Checks should be made payable to Verona High School. As an incentive to buy early, the book is \$100 until November 30, \$110 after.

Thanks for supporting our efforts!

The 2015 Shadows Yearbook Staff