



# VERONA HIGH SCHOOL

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Joshua Cogdill  
Principal

Thomas Lancaster  
Assistant Principal

Robert Merkler  
Director of Athletics

Kimberly Ferlauto  
Director of Guidance

October, 2017

Attention parent or guardian of a VHS senior:

Production of our 2018 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!

If you prefer not to design online, you have two options: You can send materials (pictures, text, etc.) to the school to the attention of Mrs. Allison Quick, with rough instructions for how you want the ad to look, and the yearbook staff can design it for you. Or, if you are tech savvy, you can design the ad yourself and give us the final version in a digital file with the following specs: tiff, jpeg, or png file, at 300 ppi, and at actual size (full, half, or quarter of a 9x12 yearbook page). **Microsoft Word files cannot be accepted.** Ads that come directly to the school **must be accompanied by payment** in the form of a check payable to Verona High School (amounts below).

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](mailto: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! The website to design the ad will shut down at the end of February.

Ad Rates are:

- \$99 for a quarter page
- \$190 for a half page
- \$250 for a full page

Also, please be aware that **Shadows 2018**, is available for **pre-order**. To buy your book by credit card, please visit [balfour.com](http://balfour.com). If you prefer to pay by cash or check, have your son or daughter bring the payment 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. Pricing is tiered **to encourage pre ordering**. Checks should be made payable to Verona High School. Cost is **\$115** until November 30th. After pre-order period ends, the price will rise to **\$125**. The final tier of pricing begins on February 1st, and the book price will rise to **\$130**. The ability to order online ends on April 30th or earlier if we sell out. Pre order to guarantee a yearbook and save!

Thanks for supporting our efforts!

The 2018 Shadows Yearbook Staff