

February 22, 2021

Dear Pennington Parent(s):

The yearbook staff at The Pennington School has been working diligently on the 2020–21 edition of the *Penseman*, which is distributed to Upper School students, faculty, and staff in June. Over the years, many parents have taken the opportunity to buy advertisements in the yearbook, either for their business, to honor their Pennington son or daughter, or to honor the graduating class. The proceeds from these ads help us cover the portion of production costs not covered by the School's subsidy.

You may choose to buy an advertisement in sizes of one-fourth, one-half, or one full page. You may also opt to have a single-line entry of your name appear on the patron page. An advertising contract is enclosed, giving further important information and specifying the range of prices and payment method. **Please enclose a copy for advertisement when you return the contract.** We can also design an ad for you from text and/or photos you provide. Art and photographs (black-and-white or full color) will be reproduced on our pages; but ***please be aware that pictures on a PowerPoint will not work.*** Microsoft Word will work, but it's best to create the ad as a Word Publishing Layout, not as a blank document. You may also submit a printed ad (black-and-white or full color) that is camera-ready. If submitting a camera-ready ad, please proofread carefully, avoid clips and staples, and do not fold! All digital files must be JPG, PNG, TIFF, or PDF file format, and at a high resolution (240–300 ppi).

We will be grateful if you would take the time to look over the contract, and we hope you decide to help us. Your contract must be returned as soon as possible, but no later than **April 1. Please submit ads to pensemanads@pennington.org. If your copy is not received by that time, it will NOT be included due to production deadlines.** If you have questions, you may email Mr. Ross at pensemanads@pennington.org.

Sincerely,

Senior Editors, 2021 *Penseman*
Mark Ross, *Penseman* Advisor
Stacey Inzer, *Penseman* Advisor
Eli Durmer, *Penseman* Advisor