

November 2024

Dear Senior Parent,

Over the years, senior parents have developed a tradition of supporting certain activities important to their graduating daughters at Assumption. One of these is helping to underwrite the cost of printing the yearbook by purchasing "Senior Tributes" that contain a congratulatory message and favorite photos of your graduate. "Senior Tributes" can be a great way to document and celebrate your daughter's time as an Assumption Rocket.

It may surprise you to discover that the price of the yearbook only covers about 50 cents for every dollar of actual publishing costs. The remainder is subsidized by the local business community in the form of advertising and also by parents of seniors who wish to send a special message to their daughters through a "Senior Tribute."

You may include any message you want, from a short "Congrats!" to a special quote to a brief paragraph that details your hopes for your daughter's future. Print or type the message you want to include. **Please consider the size of your ad when writing your message.** If one line should be a larger type than the rest, or in all capital letters, please indicate that in the message you submit with the photos. Your ad, like the rest of the book, will be printed in full color.

Once we have your pictures and messages, the ad will be designed by a member of the yearbook staff. These ads will match the overall design and theme of the book. When you see the ads laid out next to each other in a uniform way, I think you will be very pleased with the way your ad looks. Please keep in mind we are a student-produced book, and the staff is still learning and not professional designers.

Please note the following considerations before sending your images:

- Any professional photography, including your daughter's senior pictures, is copyrighted material that we do not have the right to republish without written consent from the photographer.
 - If you have photographs from a studio or a professional photographer (Signature, Lifetouch, etc.), you must obtain written consent to use these pictures in your ad. To protect the school from any copyright infringement, the yearbook staff will not publish any professional photography without the owner's written consent.
 - If you took your senior pictures with Michelle Haas Hutchins, she has provided a print release for all purchased images. There is no need to contact her for a print release.
- Submit your message and digital images to melissa.fette@ahsrockets.org with the subject line "[Student Name] Senior Tribute Materials." Please do not mail hard copies of original images. If you would like to use an older image, I suggest taking a picture straight on of the picture and emailing it.
- Without going into detail about what would constitute as "inappropriate content," please note that the yearbook staff will not print anything that we find objectionable, either legally or morally. If you have a question about whether any pictures or messages are acceptable, feel free to ask me.

We hope you will seriously consider placing a "Senior Tribute" piece honoring your graduating daughter in our yearbook. It will be a permanent reminder to her of your support for her during this time and will be an important keepsake for the rest of her life. It is only through the support of parents like you that we are able to continue the tradition that has become the Assumption *Rosecast*. **The deadline for the return of contracts for "Senior Tributes" is November 26.**

Special Note: Any contracts submitted after the deadline will still be admitted into the yearbook but there will be a late fee of \$10 for contracts submitted between November 27-December 31 and \$20 for contracts submitted from January 1-March 27, 2025. Ads cannot be admitted into the yearbook after spring break due to production constraints.

Size and Pricing Options*

* Orientation of ad to be determined by staff based on ad materials submitted and allowance of space

Size	Rough dimensions in inches (width x height)	Suggested Image Quantity	Price
1/4 page	3.5 x 4.5	1-2	\$110
1/3 page	7.5 x 3	1-3	\$160
1/2 page	7.5 x 4.5	1-4	\$185
2/3 page	7.5 x 6	1-6	\$235
Full page	7.5 x 9.5	1-8	\$260

The following page contains a contract to secure your tribute in the 2025 *Rosecast*. The tribute sizes allow for combinations of pictures and text.

If you would like to purchase a "Senior Tribute" at this time, please fill out the following contract and return it via email or to the front office by November 26, 2024. Please also include any digital artwork or photos in this email.

Please mail payment in the form of a check made out to Assumption High School. You will receive an email as confirmation from our business manager that we have received everything we need for the tribute.

**Rosecast Business Manager
C/O Melissa Fette
2170 Tyler Lane
Louisville, KY 40205**

The *Rosecast* staff fully appreciates your support for our publication! Please feel free to contact me at melissa.fette@ahsrockets.org if you have further questions.

Sincerely,

Melissa Fette

Yearbook Advisor
Assumption High School

The Rosecast
Assumption High School Yearbook
2170 Tyler Lane
Louisville, KY 40205
Phone: 502.458.9551
Email: Melissa.fette@ahsrockets.org
Adviser: Melissa Fette

2025 Rosecast Senior Tribute Ad Agreement

Complete and return with payment to Assumption High School by **November 26, 2024**.

Email your digital photos, message, and instructions to melissa.fette@ahsrockets.org by **December 16, 2024**.

Senior Name: _____

(please print name EXACTLY as you wish it to appear on the ad)

Individual Purchasing Ad: _____

Phone Number: _____ Email: _____

_____ **I would like to purchase a 1/4-page ad.** I have included \$110, any necessary photo releases, and this form. My message and 1-2 pictures will be emailed to melissa.fette@ahsrockets.org.

_____ **I would like to purchase a 1/3-page ad.** I have included \$160, any necessary photo releases, and this form. My message and 1-3 pictures will be emailed to melissa.fette@ahsrockets.org.

_____ **I would like to purchase a 1/2-page ad.** I have included \$185, any necessary photo releases, and this form. My message and 1-4 pictures will be emailed to melissa.fette@ahsrockets.org.

_____ **I would like to purchase a 2/3-page ad.** I have included \$235, any necessary photo releases, and this form. My message and 1-6 pictures will be emailed to melissa.fette@ahsrockets.org.

_____ **I would like to purchase a full-page ad.** I have included \$260, any necessary photo releases, and this form. My message and 1-8 pictures will be emailed to melissa.fette@ahsrockets.org.

I understand that due to strict publication deadlines I will not receive a proof of the tribute before it is sent for publication.

I certify that I am the owner of all the images I have included or have included written consent by the photographer for any professional pictures to be included.

Purchaser's Signature: _____ **Date:** _____

To submit payment by check, please make the check payable to "Assumption High School" with "Senior Tribute for [Student Name]" in the memo and mail to:

Rosecast Business Manager
C/O Melissa Fette
2170 Tyler Lane
Louisville, KY 40205

For Rosecast Use Only: Date Submitted: _____	Payment: _____
Ad Materials In: _____	Page Number: _____