



# MORE COVERAGE, MORE MONEY

## STUDENT GROUP AND FRIENDSHIP ADS

Growing in popularity in recent years, student group ads are a way to include more students in the yearbook. A group ad may be the only way the kindergartners who started together at Clive Elementary School will be in the book together or that the newspaper staff or Mrs. Nelson's fourth period AP Government class will get a full spread to remember their group's antics.

And it's a great solution for the band boosters when the parents wonder why there can't be more spreads of marching band competitions. They can have more pages. How many would they like to purchase? In some schools, it's only official school groups that are allowed to purchase space and in others schools, any group of friends can get together to buy a page or a spread.

The idea simply calls for various school activity groups to come up with a great ad for the yearbook. Each school will have several policy decisions to make:

- Is it only official school groups that are allowed to purchase space or can any group of friends get together to buy a page or a spread?
- Is there a size limit? Are you willing to sell a spread or is a full-page ad the largest you will sell? And, what's the smallest ad you'll sell a group?
- Is the cost structure different for these ads than for others? Remember that you need to collect enough money to pay for the page itself and that your goal with ads is actually to earn more than that. That said, some schools do sell group ads for less than they sell business ads.

In addition to contacting the adviser or president of all official school groups, it will be important to come up with a plan for letting other groups know that student group ads are an option. Some schools only allow official school groups to purchase space, while others open such sales up to AP classes, co-curricular groups (like the band or a publications class where involvement exceeds participation in the classroom to the point that the activity is sometimes considered a lifestyle or a major campus identifier) and more. You'll need to decide what's right for your school. Can all seniors from a feeder school buy an ad together? Do you want to encourage ads from church youth groups, scout troops and other community organizations? What about informal groups of friends? Will you accept ads from pairs or mobs of friends?

### TIP

**Student Ad Contest** — Create a contest to reward the student group that creates the best yearbook ad. It encourages more people to buy ads and promotes the yearbook sale at the same time! Display entries as they are submitted to encourage others to submit their own ad ideas. You might award the winners their ad in the yearbook, or provide them a discount.

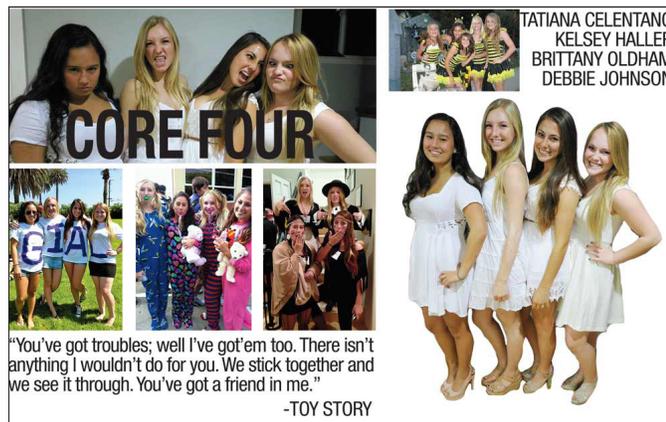
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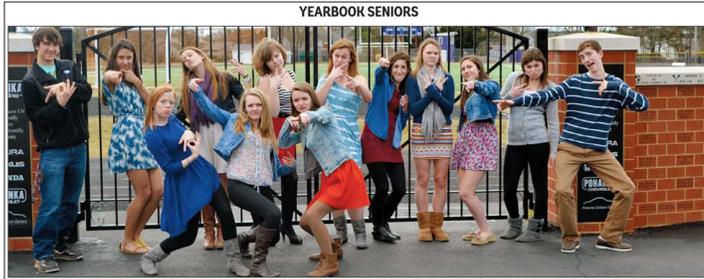


**PILOT, REDONDO UNION HS, REDONDO BEACH, CA**

The yearbook staff at Redondo Union HS has successfully sold ads to school groups and AP classes for several years. Desiring more coverage — and control over their content — various academic classes and student groups throughout the school purchase ads to supplement the staff’s coverage of them in the book. Often times, students pictured in the ad chip in money to cover the cost. Some come up with fun themes, and others break into small groups for photos.



**ODYSSEY, CHANTILLY HS, CHANTILLY, VA**



**YEARBOOK SENIORS**

**WORDS ALONE WON'T DO**  
(BUT IN SOME CASES THEY WILL.)

SPIRITED. FUN. INTELLIGENT. CREATIVE. PLAYFUL. ENERGETIC. DEDICATED. FOCUSED. YERDS.

CHRIS. SYDNEY. ALLY. DANIELLE. KATIE. ALEXA. NATALIE. KELLY. LEANDRA. JULIA. SOPHIE. ALISSA. PATRICK.

MKD WILL ALWAYS REMEMBER WITH LOVE THE FABULOUS 13!

**C. GLEASON, C. GONZALEZ, R. HARHAN, T. LESLIE, L. MCGEE, H. MERCHANT, D. PRATT, L. SNEDEKER, B. TETI & L. VICINSKI**

I hope you never look back but you never forget that we will always love you from the place you left.  
Best Friends Forever.  
Courtney, Christina, Rachel, Teresa, Lexi, Hayley, Dana, Lindsey, Becca, & Lauren

**MATTHEW ESHLEMAN, SAMANTHA LULL, EMMA RICHER & SEAN MCGORTY**

Dear Matt, Sammy, Emma, and Sean,  
Watching you grow up in the neighborhood as teammates, classmates and friends has been so much fun and the memories will be cherished forever! Remember, these friends from the Glen knew you when...!!!  
With love from your families

**TAYLOR ROLB & HAYLEY MERCHANT**

LAX Buds Forever!

**YOURS, MINE & OURS**

Leah Kacopanis and Todd Rogers reflect on the origin of their friendship

"When we first met, we couldn't stand each other. But we realized a truth. Our relationship is a part of the brother and sister but mixed in with being an older cousin. We looked at each other about this question though like when playing video games. We usually finish each other's sentences, and we have completed, get what the other was thinking. Leah Kacopanis

"I've been friends since a couple of weeks into kindergarten. It's kind of like a brother-sister relationship, but we don't hate each other. Our friendship is as natural as breathing. We've known each other our whole lives, so it feels weird if we don't see each other every day. We hang out, laugh at our home plans and bother when we play video games." Todd Rogers

**A.G., J.M., K.S., & A.O.**

To the party of Four,  
We will miss you all frequenting our front door, sharing your stories, and seeing your pretty smiles. But for each of you new adventures await, new memories are to be made and goals will be achieved. We want to send you off with lots of good wishes as you begin the journey that awaits you.  
Our best to each of you!  
Paula and Mark Searle

**PINNACLE, CARMEL HS, CARMEL, IN**

Tori, Laura, David, Connor, Max, Stefan, Riley, Joey, Nate, Mason & Steve

**GREYHOUNDS SOCCER SENIORS**  
Seniors come and welcome to the hounds! You're here!  
Congratulations Tori, Laura, David, Connor, Max, Stefan, Riley, Joey, Nathan, Mason & Steve.  
Wishing you success and happiness as you continue into the next chapter of life.  
Love, Your Proud Parents

**Pinnacle Seniors**

**STAY YERDY!**  
You'll always always have a special place in C145.  
Have fun, be safe, come visit and never forget how very special you are.

**CONGRATULATIONS TO EACH OF YOU!**  
Meredith Baranowski, Regan Brown, Amanda Camp, Cass Harrison, Morgan Stone, Angela Hock, Austin Joseph, Hayley Kim, Devin Kuch, Anna McWhorter, Amanda Mink, Emily Mink, Steve Neikens, Jill Nicks, Elizabeth Price, Mikela Sorens, Chera Sullivan, Madison Viering, Nate Walls, Chelsey Walters, Bridget White & Nancy Weiss

**Gabrielle Stephens**

Never do anything halfway  
I'm glad you got your chance to shine and be a part of the team leading the way.  
Honors: Caroline & Favian

**Senior Hounds Basketball**

Great times and great memories.  
May the team still give pride for each of you!  
Congratulations and best wishes!

**Amanda Farrer, Madison Viering & Amelia Nelson**

Through thick and thin, friends 'til the end.  
#pccgfriendship

