

August 2024

Dear Thunderbird Parent or Guardian:

Believe it or not your son or daughter is a SENIOR in high school! We would like to use this opportunity to let you know about two important deadlines regarding the MHS 2025 Thunderbird Yearbook. (For all other deadlines - yearbook poses, toddler photos, superlatives, etc. - seniors will be notified directly via school email throughout the year.)

First, starting now yearbooks can be purchased online for \$90 at [www.yearbookordercenter.com](http://www.yearbookordercenter.com) and type in the job number **#26305**. You can purchase many exciting packages and add-ons on this website as well. This link can also be found on the MHS home page under Headlines and Features. This is an early purchase discount available only until Friday, October 31, 2024. After that date yearbooks will cost the standard price of \$100, **so buy a yearbook today!**

Second, we are providing you with an opportunity to congratulate your son or daughter through the purchase of an advertisement in the 2025 Thunderbird Yearbook. Purchasing an ad allows you to create a personal memory that will last a lifetime and helps raise the necessary money to cover the substantial cost of creating the yearbook. Each page of the yearbook is divided, and advertisements are purchased accordingly. Parents may write sentimental messages, show baby and current pictures, or just wish their son or daughter good luck.

We offer an excellent program where you can use the Online Ad Creator, which allows parents to use templates to create personal ads. This makes producing a beautiful ad as convenient as possible. Starting now ad space is available for purchase online at [www.yearbookordercenter.com](http://www.yearbookordercenter.com).

Advertisement purchases and designs are due no later than **Friday, January 24, 2025**. Due to publishing deadlines, ads cannot be accepted after this date. Please see the attached information sheets for important information on creating your ad and for pricing. We hope that you will join us in creating a lasting memory for your child through purchasing an ad and a yearbook for him or her! If you need any further information, please send me an email at [jcharles@mahwah.k12.nj.us](mailto:jcharles@mahwah.k12.nj.us).

Thank you in advance for your support.

Sincerely,  
Joseph Charles  
Mahwah High School Yearbook  
Business Advisor  
[jcharles@mahwah.k12.nj.us](mailto:jcharles@mahwah.k12.nj.us)

# Mahwah High School 2025 Yearbook Ad Information

Mr. Joseph Charles  
Yearbook Business Advisor  
jcharles@mahwah.k12.nj.us

The yearbook staff at Mahwah High School is pleased to offer you the chance to create a special memory for your son or daughter in the 2025 Thunderbird Yearbook. If you have any questions or concerns, please contact Mr. Charles at the email above or call the Varsity Yearbook order center at 866-287-3096.

Please follow the below step-by-step guide on how to purchase and create your ad online.  
IT'S EASY TO PURCHASE & CREATE YOUR AD ONLINE:

1. Visit [www.yearbookordercenter.com](http://www.yearbookordercenter.com), and search for job number **26305** or type in **Mahwah High School** and select "Start Your Ad" from your school's store.
2. Click Start Yearbook Ad.
3. Select one of the options for purchase.
4. Follow the prompts to design your senior message, add it to your cart, and purchase it. ***Your design is not complete until you add it to your cart and complete the checkout process!*** To make the creation process easier, click the Watch Video or Online Ad Creation Guide links. For Tech Support while using the Online Ad Creator, contact Herff Jones Technical Support at **877.362.7750**.

**The deadline for purchasing and designing advertising is Friday, January 24, 2025.** It is the responsibility of the advertiser to provide the artwork before the final deadline. Ads typically cannot be accepted after the deadline due to publishing requirements. However, if we have ad space available, ads will be accepted on a first come, first serve basis and will be charged a \$25 late fee.

## **Important details:**

- Please proof your ad thoroughly.
- Include your child's first and last name in the ad itself.
- All digital images should be at least 300 dpi (High Resolution).
- All images and wording must be appropriate for school publication.
- Ads must be proportional to the dimensions given or it will not fit properly, and we will have to adjust it accordingly. This may require us to leave blank space on portions of the ad and/or to enlarge or reduce photos to fit the ad size purchased.