

# the tower || 2010

loyola marymount university

address **one lmu drive ms 8470 | daum hall 213 | los angeles, ca 90045**  
tel **310.338.5145** | fax **310.338.7887** | email **towerseniorads@gmail.com**

September 2009

Dear LMU Parent,

Next spring your son or daughter is scheduled to graduate! You can show them how proud you are of their accomplishments by placing a Senior Tribute Ad in the 2010 Tower Yearbook. Whether you **embarrass** them with baby pictures, **showcase** their talents or write them a **special** message, their **Senior Tribute** will be a lasting reminder of their years in college, their **achievements** and your **pride**.

Please take a moment to review our advertising rates and deadlines. If you would like to purchase a **Senior Tribute**, return the completed contract on the back of this page along with the material you would like featured on your ad. You can also e-mail us a self-designed ad or the photos for your ad to **towerseniorads@gmail.com** (call or e-mail us to find out the specifications for electronic submission). In addition, please include your credit card information or check (payable to Tower Yearbook) to the following address:

**Tower Yearbook**  
**Attn: Student Business Manager**  
**One LMU Drive, MS 8470**  
**Daum Hall 213**  
**Los Angeles, CA 90045**

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## 2010 YEARBOOK ADVERTISEMENT RATES

SIZE	PRICE
Full Page Ad	\$385
Half Page Ad	\$195
Quarter Page Ad	\$100

POSTMARKED DEADLINE: **Friday, October 9, 2009**

LATE SUBMISSION DEADLINE (INCLUDE \$45 LATE FEE): **Friday, October 23, 2009**

*Submissions postmarked after Friday, October 23, 2009 will not be accepted.*

# the tower || 2010 YEARBOOK ADVERTISEMENT CONTRACT

(This contract is available to download and print at [tower.lmu.edu](http://tower.lmu.edu) under "Forms & Applications")

## STEP 1: Ad Sizes/Pricing (Note: \$45 late fee assessed after Oct. 9, 2009)

**Full Page** (\$385)       **Half Page** (\$195)       **Quarter Page** (\$100)  
[8 1/2 x 11 inches]      [8 1/2 x 5 1/2 inches]      [4 1/4 x 5 1/2 inches]

## STEP 2: Ad Design

### Option A

Attach a self-designed ad for us to scan

### Option B

Enclose photos and text for us to design

Special instructions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## STEP 3: Ad Content (skip if you chose Option in STEP 2)

# of photos submitted

**MAXIMUM:** Quarter Page - 2 photos; Half Page - 4 photos; Full Page - 6 photos

*We reserve the right to select photos if the maximum for an ad size are exceeded.*

Text will be printed exactly as it appears below (please print legibly below or attach text as a separate sheet or e-mail to [towerseniorads@gmail.com](mailto:towerseniorads@gmail.com)):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## STEP 4: Information and Waiver

Student's Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Address \_\_\_\_\_

E-mail \_\_\_\_\_

I understand that The Tower is not responsible for loss of or damage to any original photographs submitted for advertisement in the 2010 edition of The Tower. I also grant permission for any photos that I submit to be used in conjunction with my advertisement. I understand that all text will be printed exactly as it appears on this contract. By signing below, I represent that I am authorized to publish the submitted photographs and have obtained all necessary consents of those pictured, including that of the copyright holder.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## STEP 5: Payment Type

Check

Credit Card      Card Type: \_\_\_\_\_ Name On Card: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Postmarked Deadline: **Friday, October 9, 2009**

Late Submission Postmarked Deadline (include \$45 late fee): **Friday, October 23, 2009**

*Submissions postmarked after Friday, October 23, 2009, will not be accepted.*

QUESTIONS? **310.338.5145** or [towerseniorads@gmail.com](mailto:towerseniorads@gmail.com)