



Yearbook Advertising at Such a Great Price that You will want to participate in!

Welcome to *The Whaler*, the Ballenas Secondary School yearbook, now in its 43rd Edition.

This letter is to serve as an introduction to my staff and myself. My name is Ed Seidel (eseidel@sd69.bc.ca) and I am the teacher-advisor for the production of this year's yearbook. I have a dedicated staff of ten students from grades 8 to 12. This is a really important project for these students, as they gain valuable skills and learn so much. They are eager to produce a high quality product, one which they can be proud of and one which showcases the positive aspects of Ballenas Secondary School *and* is of value to the advertisers and the community as a whole. However, a high-end annual can be very expensive.

The majority of our costs are covered through sales and the additional revenue from advertising helps us to offset the costs to our students. If we are able to secure advertising from the business community, we believe this will be a win-win for everyone...providing a yearbook that everyone will value. **This year we have partnered with the Ballenas Music Program to help us sell our ads. This is used as a major fundraiser for the program to help cover their costs for their various music festivals.**

To that end, we would like to take this opportunity to invite you to advertise in this year's yearbook. Every little bit helps! By advertising in *The Whaler*, your company will have direct lifetime marketing to over 500 households in the Parksville/Qualicum/Nanaimo area. Not only will participating in this program directly benefit our school but your business as well. The list below indicates the price breakdown for the various ad sizes in our annual.

Business Card \$75 includes name on our social media accounts

¼ Page \$125 includes name on our social media accounts and business logo on our webpage

½ Page \$200 includes name and contact information on social media, business logo on our webpage

Full page \$300 includes all of the above PLUS business name on our sponsor posters around the school

If you would like to be a part of this advertising promotion in our yearbook, we would be very pleased to hear from you. **DEADLINE FOR AD COPY IS APRIL 1st, 2020, however if you are committing to advertising this year, we would appreciate it if you could arrange payment by March 2nd, 2020, just so that we can ensure the costs for the music program are covered.** If you have any questions, please feel free to call me or email me at the contact information below. If you would like to advertise in our book and have no questions, you can simply send payment and your information to:

Ed Seidel
Ballenas Secondary School
Box 1570 Parksville, BC V9P 2H4

An invoice will be issued for all ads. All cheques should be made out to School District 69, attention to Ed Seidel.

In anticipation of your support, I would like to thank you on behalf of the Ballenas Yearbook staff.