

**Riverdale High School’s Lance & Shield Yearbook**

802 Warrior Drive.Murfreesboro.TN.37128

615.890.6450.X23534

Dear Community Business Partner,

Thank you for your interest in advertising in the 2017-2018 Riverdale High School yearbook, *Lance and Shield.* Remember that yearbook advertising not only helps support a local school, but also provides you with permanent recognition in a 320-page book that the entire community will be browsing for years.

As you continue to consider this opportunity, keep in mind the different options and advantages available to you in our advertising plan:

**Ad** Size **and Pricing (all ads are full color)**

1/8 page (approx. 4.5"x 2.5”) .... $85 1/2 page (approx. 9"x5.5") ...... $270

1/4 page (approx. 4.5"x5.5") ...... $135 Full page (approx. 9"x11.5") .... $450

The idea, of course, is to draw attention to your business. Some businesses draw this attention by arranging to have students from the school assemble for a picture at the work place. While students are drawn to the pictures of other students, they will also be drawn to your ad. Another option is to include a picture (or pictures) of a sport or club that you already sponsor at Riverdale. Again, these pictures will draw students' attention to your ad, provide you with recognition for your support, and potentially draw customers to your business.

If you have any questions, concerns, or ideas, feel free to contact us at any time, we can be reached at (615) 890-6450 ext. 23534 from 8:00 am to 10:00 am (during the school year). You can also email me at [pondilloe@rcschools.net](mailto:pondilloe@rcschools.net) at any time, even the summer.

Thank you again for your consideration and support,

Edie Umess-Pondillo

Jairia McDaniel,

Yearbook Staff Member

Yearbook Adviser