



Dear Gaucho Families:

As your student's time in high school quickly draws to a close, the ECHS Yearbook staff wants to provide you with important information regarding this year's Yearbook.

First, the Yearbook is still available for purchase. The cost is \$95 through November 17; \$100 from November 18 - February 16, and \$110 as of February 17. There is always a \$10 discount for students with ASB. All Yearbook sales can be made through the ECHS SBO (209) 384-5590 or Bookkeeper (209) 384-5637 and payable to ECHS Yearbook. You can also set up a 3-month payment plan if you purchase the Yearbook directly through Jostens @ <http://www.jostens.com/apps/store/customer/2301249/El-Capitan-High-School/>.

Secondly, we encourage you to commemorate your student's achievements and high school experience by purchasing them a Senior Dedication Page in the Yearbook by **February 16, 2018**.

*\*Note: these are also the same prices, dates, and processes for advertising a personal business in the Yearbook.*

**The page pricing is as follows:**

**whole page = \$325**

**1/2 page = \$225**

**1/4 page = \$150**

**1/8 page (business card size) = \$85**

**You can design your own dedication page on the jostens website at: <http://jostensadservice.com?REF=A01122950>**

**The ECHS Yearbook Staff also offers the following additional features/services:**

- Aurasma is an app feature that allows us to embed a video that can be accessed thru a free app from the printed Yearbook pages. You can record a short personalized video message (up to 100MB) for your child (or business), and it can be activated via your dedication/ad page in the printed Yearbook. **This feature is free with the purchase of a whole page.** For all other page sizes, the cost is \$10. Payments can be made through the ECHS SBO (209) 384-5590 or Bookkeeper (209) 384-5637 and payable to ECHS Yearbook.
- We also offer dedication and personal business ad page-design services by our Yearbook design staff: you send us the elements (photos, text, ideas, etc.) and we design a unique, high-quality page for you. This service is \$15.
  - Please share all videos as .mp4 or .mov files and images as .jpg files via email to: [echyearbook@muhsd.org](mailto:echyearbook@muhsd.org) and be sure to include your child's name, school ID #, and whether or not the dedication page and/or video is a surprise to them (we'd hate to ruin it by asking them questions).

Please let us know if you have any additional questions.

[echyearbook@muhsd.org](mailto:echyearbook@muhsd.org)

Thank you for your continued support of the ECHS Yearbook!