



Howitzer Yearbook

ANNUAL PUBLICATION OF THE CORPS OF CADETS

UNITED STATES MILITARY ACADEMY, WEST POINT, NY 10996

May 31, 2020

Dear West Point Parent Club Members,

The members of the yearbook staff are busy compiling the many pages of the 2020 Howitzer. The 123rd edition of the Corps of Cadets yearbook promises to be a prestigious book. The tremendous dedication and hard work shown by staff members are sure to be reflected in the final product.

Enclosed are order forms and information pertaining to West Point Parent Club advertisements. Also included is a sheet of Frequently Asked West Point Parent Club Advertisement Questions. If ordering a Parent Club advertisement, **you must submit both the required form and payment (in the form of a check or money order ONLY) to Cadet Publications by August 15, 2020.**

In the past few years the quality of some of the material submitted by parents clubs has not always met the standards which will ensure quality reproduction. Please see page 2 of this order form for camera-ready specifications. The Howitzer will allow parents clubs to submit a mock-up of the advertisement. In turn, Cadet Activities, at an additional cost, will design your advertisement. If you choose this option, we will gladly email a proof of your ad for approval prior to publication.

Please note that if your club is designing your own ad and you wish to use photographs or artwork other than the Class Crest or Academy Crest in your advertisement, the parent club is responsible for obtaining all graduate photos. You may contact Legacy Studios at 800-348-4360 or send an email to jon@legacystudios.com, who, for a fee, will provide you with digital copies of graduate portrait photos. As an alternative, you can reach out to your club parents for photos.

If Cadet Publications is designing your advertisement, we will use the graduate yearbook portraits. If you want us to use different photos, it is the responsibility of the club to obtain and either email those photos to us or send them to us on a CD.

When a parent club places an advertisement with the Howitzer, they will receive a complimentary, personally inscribed 2020 Howitzer. Please refer to the enclosed rate sheet for specific advertisement sizes and rates. **The deadline for submitting Parent Club advertisements is August 15, 2020.**

Parent Club support, either through advertisements or "Friends & Supporters" messages, helps keep the cost of the yearbook as low as possible. The staff of the 2020 Howitzer and the Class of 2020 thank you for your continued support. Best wishes from West Point.

Sincerely,

Anne L. Caliendo-Drew
Publications Coordinator
Directorate of Cadet Activities

**SPECIAL ADVERTISING RATES FOR
WEST POINT PARENT CLUBS ONLY**

2020 *Howitzer*

Trim Size of the book: 9" x 12"

Space Rates (For Full Color Ads) and mechanical requirements:

	<i>WPPC Prepares</i>	<i>Howitzer Prepares</i>
Quarter Page (3½" x 5" or 2 ¼" x 7 ½")	\$255.00	\$305.00
Half Page (5½" x 8½")	\$410.00	\$460.00
Full Page, with border (7½" x 10½")	\$540.00	\$650.00
Full Page, bleed (9 1/8" x 12 1/8")	\$540.00	\$650.00

These rates apply **only** to West Point Parent Clubs. Commercial advertisers pay standard rates. Prices are NET to the Directorate of Cadet Activities and do not allow for any outside agency commission.

FOR WPPC PREPARED ADS- ALL ADS MUST BE SUBMITTED DIGIALLY IN CAMERA-READY FORM (via CD or email), AND must be the following: Full Color or BW, Correctly Sized, Flattened TIF or JPG Format, at least 300 dpi, compatible for PC. If you need technical assistance or help with obtaining clipart for your advertisement, please call our office at (845) 938-2780 OR send us an email at anne.drew@westpoint.edu. The parent club is responsible for obtaining all graduate photos. You may contact Legacy Studios at 800-348-4360 or send an email to jon@legacystudios.com, who, for a fee, will provide you with digital copies of graduate portrait photos. As an alternative, you can reach out to your club parents for photos.

DEADLINE: August 15, 2020.

FOR HOWTIZER PREPARED ADS- Please submit the following on CD or via EMAIL: a list of graduate names, digital portraits (If using something other than standard yearbook portraits, which we provide), any other images you wish for us to use, and all congratulatory text to be included.

DEADLINE: August 15, 2020.

Please send this required form with full payment (check or money order ONLY) to:

**Directorate of Cadet Activities • ATTN: Publications/2020 Howitzer;
Eisenhower Hall, Building 655 • West Point, New York 10996-1593**

*****For Email Submissions: anne.drew@westpoint.edu*****

The West Point Parents Club indicated below hereby requests the enclosed _____ page advertisement or the material for this size advertisement to be placed in the 2020 *Howitzer*. We have enclosed a check made payable to **Cadet Activities Fund** in the amount of \$_____.00 as full payment. **(Please Note: Parent Club advertisements must be prepaid. We are not responsible for non-publication of ads due to non-payment. It is the club's responsibility to ensure that payment is rendered by the set deadline.)**

Full Name of Parents Club (please print)

Full Name & Position

Address

Signature

City State Zip

Daytime Telephone Number

E-Mail Address (mandatory for proofing purposes)

Is the address listed above where the complimentary copy of the 2020 Howitzer should be sent?

Yes No If No, please indicate below the mailing address for your club's complimentary copy of the 2020 Howitzer. Please indicate any special instructions on the back side of this form. Thank you for your continued support.

Full Name (please print)

Street Address (for UPS delivery)

City State Zip

Daytime Telephone Number

Frequently Asked WPPC Advertisement Questions

Q. What is meant by "All copy and artwork must be submitted in Camera-ready form?"

A. Camera-ready means that your advertisement will appear the same as it is submitted to the Howitzer. It must be at least 300 dpi in a TIF or JPG file format compatible for the PC. We will not accept any electronic advertisements that are in a file format other than the TIF or JPG file format.

Q. What if I need graphic images to enhance my advertisement?

A. The Howitzer can provide you with the graphic image of the USMA crest, and the specific class crest. These images can be sent to you via email. Please do not take images off the internet and use them in your advertisement - they are not suitable for printing. To obtain further information, please contact the Cadet Publications office at 845-938-2780/7989.

Q. Where do I obtain graduate photos for use in my Howitzer designed advertisement?

A. If the Howitzer staff is designing your advertisement, please provide a list of graduates, and we will use the standard yearbook portraits. If you wish to use other poses or photos, please send them via CD or email to anne.drew@westpoint.edu. These images must be at least 300 dpi in a .tif or jpg file format.

Q. Where do I obtain graduate photos for use in my Club designed advertisement?

A. Many clubs solicit their parent members for personal graduate portrait photos. However, you may also contact Legacy Studios at 800-348-4360 or send an email to jon@legacystudios.com, who, for a fee, will provide you with digital copies of graduate portrait photos.

Q. Can I email my digital advertisements?

*A. Yes, you can. **Please email it to anne.drew@westpoint.edu via an attachment with the Parents Club name in the subject line.** Please call to confirm the email was received. Forms and payment must still be mailed in! It is the club's responsibility to coordinate payment, form submission, and ad submission.*

Q. If the Howitzer prepares my advertisement, will I get to see the ad before it is published?

A. Yes, the Howitzer will gladly email you a copy of the advertisement we have designed for your approval prior to publication. Please ensure that we have a valid email address for you. Proofs of ads will be mailed out in late August and/or early September.

Additional questions should be addressed to the Office of Cadet Publications at 845-938-2780/7989
OR evangeline.hager@westpoint.edu/anne.drew@westpoint.edu.