

# Defining Excellence Advertisements

Your cadet will only graduate from the United States Military Academy once. Bring to the graduate your family's message of pride and congratulations through the pages of the Howitzer yearbook. Whenever your child opens his or her book, your Defining Excellence message will serve to couple Academy life with family life, to meld the goals your child achieved at West Point with the family ties that made those goals possible. The Defining Excellence program is the perfect way to salute your child's accomplishments--take advantage of the opportunity.

Cadet Publications will design the advertisement for you! Just provide your text and/or photographs and the completed order form with payment to:  
Directorate of Cadet Activities, Attn: 2020 Howitzer,  
Eisenhower Hall, Bldg. 655, West Point, NY 10996.

## Prices:

Eighth Page Ad: \$150.00  
Quarter Page Ad: \$230.00  
Half Page Ad: \$405.00  
Full Page Ad: \$535.00

**DEADLINE: August 15, 2020**

Questions? Please call Cadet Publications at 845-938-2780/7989.

Class of 2020 Cadet's Name: \_\_\_\_\_  
Parent Name: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
\_\_\_\_\_  
Daytime Phone #: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_  
*(mandatory for proofing purposes)*

## ADVERTISEMENT TEXT

In the area below, please PRINT or TYPE the text of your advertisement. Please be precise in spelling, capitalization, and punctuation. If the space is inadequate, please attach a separate sheet of paper. Please note that should your text be excessively long, the Howitzer reserves the right to edit it.

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

## ADVERTISEMENT SPECIFICATIONS

### Size Ad Desired

\_\_\_\_\_ Full Page (maximum of 8 photos)  
\_\_\_\_\_ Half Page (maximum of 4 photos)  
\_\_\_\_\_ Quarter Page (maximum of 2 photos)  
\_\_\_\_\_ Eighth Page (limited to 1 photo)

### Photographs

\_\_\_\_\_ Photographs Submitted  
Submitted via (circle one):  
Hard Copy    Email    CD

### IMPORTANT THINGS TO REMEMBER

- \*Please send your photos in one of three ways: 1)hard copy 2)Email 3)CD
- \*All photos can be submitted hard copy or digitally (300 dpi) in a .jpg format
- \*We cannot guarantee the return of photographs; please submit re-proofs.
- \*Do not submit color laser copies/prints; they reproduce poorly.

# 2020 West Point Cadet Publications



**Cadet Activities Is  
ONLINE!!!**

- \* Howitzer Yearbook
- \* West Point Planner
- \* West Point Calendar
- \* Circle in the Spiral
- \* Mortar Magazine
- \* Bugle Notes

**Award Winning  
Howitzer  
Yearbook  
Information  
INSIDE!!**



<https://westpoint.edu/military/directorate-of-cadet-activities/cadet-publications>

## Circle in the Spiral

This year, over 100 members of the Corps submitted poems, artwork, narratives, and photographs to be compiled and published in a literary journal. This publication showcases cadet talents and can be purchased for only \$25.00 (price includes s/h).

## West Point Wall Calendar

The West Point wall calendar is a beautiful, 12 month, 9 X 12 sized calendar, featuring picturesque photographs of West Point scenery, and including key West Point events. The calendar runs from January 2021-December 2021 and can be purchased for \$20.00 (price includes s/h).

## West Point Planner

The West Point Planner runs from August 2020-August 2021 and includes the 1-day, 2-day schedule, key events and activities, cadet photos, important West Point information, and much more. The planner can be purchased for \$27.00 (price includes s/h).

## Bugle Notes

Bugle Notes are the official knowledge books of the corps. Hard bound and perfectly sized for easy storage, these books contain all you need to know about West Point! Extra copies of the Bugle Notes for the Classes of, 2020, 2021, 2022, 2023 and 2024 are available for sale.

Directorate of Cadet Activities  
Attn: Publications Eisenhower  
Hall, Bldg. 655 West Point, NY  
10996-1593

All for the Corps

# 2020 Edition of the Award Winning Howitzer Yearbook

Dear Parents and Supporters of the Corps,

This year marks the 123<sup>rd</sup> edition of the West Point Howitzer. For those of you who are not familiar with the tradition called the Howitzer, it is the Corps of Cadets annual. The Howitzer is one of the most prestigious college yearbooks. The staff of the Howitzer invites you to become part of this tradition and show your support by purchasing a copy of this keepsake and, perhaps, including a personal message in the "Friends & Supporters" section or, if you are a parent of a Firstie, placing an advertisement in the Defining Excellence section.

The cost of the 2020 Howitzer: When you order the 2020 Howitzer Yearbook for \$122.00, you will receive a 600 + page, professionally designed, FULL COLOR, limited edition, keepsake book. If you order BEFORE the August 15, 2020 deadline, you will have the opportunity to have your book inscribed FREE OF CHARGE.

Ordering Information: The 2020 Howitzer is a mandatory purchase for all Firsties and Plebes via their cadet accounts. All other underclassmen are given the opportunity to sign up for a copy during the spring semester. If you would like to find out if your cadet ordered, please contact the Publications Office at 845-938-7989/2780 OR [evangeline.hager@westpoint.edu](mailto:evangeline.hager@westpoint.edu)

Information about Inscriptions: Many friends of the Corps wish to have their Howitzer professionally personalized with an inscription. An inscription is usually placed on the lower right hand side of the inside front endsheet of the Howitzer. A sample inscription might be: Parents of Sean Smith, USMA '20. While there is no charge for having a 26-character inscription placed in your book, all personalized orders are binding. Because of contractual obligations, inscriptions cannot be extended beyond 26 characters (including spaces). The deadline for ordering an inscribed copy of the 2020 Howitzer is August 15, 2020.

Shipping Information: The 123<sup>rd</sup> edition of the Howitzer will be delivered to cadets who placed an order and mailed to graduates, parents, and friends sometime between December 2020 - January 2021. When filling out the order form, please provide an address which will be valid during that period. Books are shipped via UPS; please give a street address and not a post office box as this will avoid problems with the delivery of your order. Should your address change after you have submitted your order, please notify us by September 15, 2020 so we can initiate the change. The Howitzer will not be responsible for non-delivery of yearbooks due to non-notification of your change of address. Please note that our office is not affiliated with the Association of Graduates; change of address sent to them will not be forwarded to us. Books can be traced up to six months after delivery. Please notify us promptly should you not receive your book. Should you have any questions regarding ordering a 2020 Howitzer, please feel free to contact the Publications Office in the Directorate of Cadet Activities at (845) 938-2780/7989.

Information about Friends & Supporters Messages: Not to be confused with inscriptions, Friends and Supporters messages were started in the late 1970s to allow parents, relatives, and friends to verbalize their personal support for members of the Corps of Cadets. A one-line, thirty-six character message costs \$35.00; however, you may extend your message to additional lines limited to twenty characters per line for an additional \$5.00. Friends & Supporters messages exceeding three lines will not be accepted unless prior approval is given by the Cadet Activities Publications office. The deadline for placing a Friends & Supporters message is August 15, 2020.

Information about Defining Excellence Advertisements: The Howitzer is proud to offer to parents and friends of cadets graduating in the Class of 2020 a unique way to recognize their cadets' achievements. Called Defining Excellence advertisements, this program was instituted in 1998 and has become extremely popular. More information regarding Defining Excellence is contained in this brochure. The deadline for placing a Defining Excellence advertisement is August 15, 2020.

Send your completed order and any change of address information to:  
Directorate of Cadet Activities  
ATTN: Publications  
Eisenhower Hall, Building 655  
U.S. Military Academy



