

Selling ads
and yearbooks creates the possibility
to barely

turn a profit... ads.

It would seem, because there is so much money collected from local businesses to put out the yearbook, that there would be a huge profit, right? But just how much profit is there?

Every year, the journalism staff takes a day from school, splits up into teams, each team taking

a nearby city, and goes to local businesses, asking them to support the yearbook by purchasing an ad space.

The yearbook staff carries full responsibility for the finance and production of the yearbook. They raise the money needed for the yearbook through selling ads, an

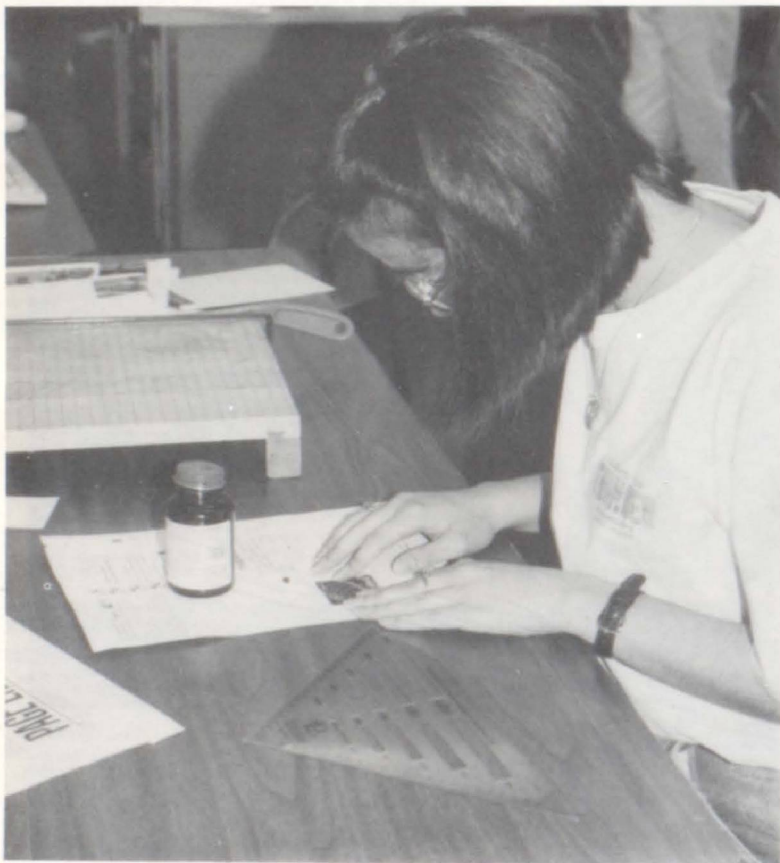
annual yearbook dance, sales from the yearbooks themselves, and smaller projects, such as buddy pictures.

How much of a profit is there, then? "Far from making a profit, the staff is usually concerned with making enough money to cover the costs. Producing the yearbook

costs several thousand dollars. Raising that money is a headache every year," remarked Mrs. Suzanne Luneack, journalism staff advisor.

The money that is collected from various projects goes directly into the yearbook.

Jamie Contreras



J. Denniston

IS THIS GOING TO FIT? Kim Contreras pastes clip art onto the mounting board for the yearbook ads section which is a tough, yet necessary job. Extra clip art is used to fill up a space that is left open from the absence of an ad that would be appropriate for the space.



T. Polash

THIS BETTER BE THE RIGHT SIZE! Jaime Contreras types up an ad for yearbook pages on the computer. The ad pages take a lot of time, but they look good when they're done.

THIS IS AN EIGHTH OF A PAGE. Always a good saleswoman, Jaime Morris shows Connie Stehlik and Shelby Osborn examples of ads from last year's yearbook. This was the first year the staff had the new books to take with them the day they sold ads in person.

