

HOWITZER

ANNUAL PUBLICATION OF THE CORPS OF CADETS

UNITED STATES MILITARY ACADEMY, WEST POINT, NY 10996

February 15, 2004

Dear West Point Parent Club Members,

The members of the yearbook staff are busy compiling the many pages of the 2004 *Howitzer*. The 107th edition of the Corps of Cadets yearbook promises to be a prestigious book. The tremendous dedication and hard work shown by the staff members are sure to be reflected in the final product.

Enclosed are order forms and information pertaining to West Point Parent Club advertisements. Further information regarding parents club advertisements and the 2004 *Howitzer* may be obtained by visiting <http://www.usma.edu/USCC/dca/Pubs/> on the World Wide Web. 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 2, 2004 (July 1, 2004 for WP designed ads).

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 mail or fax a proof of your ad for approval prior to publication. Please note that if you wish to use photographs or artwork other than the Class Crest or Academy Crest in your advertisement, the Parent Club is responsible for providing the *Howitzer* with original pictures and artwork. Photocopies will not be accepted.

When a Parent Club places a camera-ready advertisement with the *Howitzer*, they will receive a complimentary, personally inscribed 2004 *Howitzer*. Please refer to the enclosed rate sheet for specific advertisement sizes and rates. The deadline for submitting Parent Club advertisements is August 2, 2004 (July 1, 2004 for WP designed ads).

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 2004 *Howitzer* and the Class of 2004 thank you for your continued support. Best wishes from West Point.

Sincerely,

Anne L. Caliendo
Publications Coordinator
Directorate of Cadet Activities

**SPECIAL ADVERTISING RATES FOR
WEST POINT PARENT CLUBS ONLY
2004 *HOWITZER***

Trim Size of the book: 9" x 12"

Space Rates (black & white only) and mechanical requirements:

	WPPC Prepares	<i>Howitzer</i> Prepares
Quarter Page (3½" x 5" or 2 ¼" x 7 ½")	\$230.00	\$280.00
Half Page (5½" x 8½")	\$385.00	\$435.00
Full Page, with border (7½" x 10½")	\$515.00	\$615.00
Full Page, bleed (9 1/8" x 12 1/8")	\$515.00	\$615.00

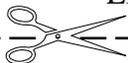
These rates apply **only** to West Point Parent Clubs. Commercial advertisers pay standard rates. Prices are NET to the Directorate of Cadet Activities and do not allow for any outside agency commission.

ADVERTISING AGREEMENT

Print will be done entirely by offset lithography. Cuts or mats are not required. **ALL ADS MUST BE SUBMITTED IN CAMERA-READY FORM. This means that the ad must be submitted either in hard-copy or digital form. If submitting digitally (via disk or email), the ad must be the following: Grayscale, Correctly Sized, Flattened .TIF Format, at least 300 dpi, compatible for PC.** Camera-ready hard-copy advertisements may be generated on a laser printer, however, the output must be done at a resolution of at least 600 dots-per-inch. If you need technical assistance or help with obtaining clipart for your advertisement, please call our office at (845) 938-2780/7989.

Camera-ready, first-generation copy with professional quality artwork done by the Parents Club for the 2004 *Howitzer* must be furnished to the *Howitzer* NLT **August 2, 2004**. If you wish to have the *Howitzer* prepare your advertisement, please insure that your material is submitted NLT **July 1, 2004**. Please send this required form with full payment (check or money order ONLY) to:

Directorate of Cadet Activities • ATTN: Publications/2004 *Howitzer*
Eisenhower Hall, Building 655 • West Point, New York 10996-1593



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 2004 *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	Daytime Telephone Number
	Zip	

Fax Number (should we need to fax you a proof of your advertisement if you request the *Howitzer* design it)

Is the address listed above where the complimentary copy of the 2004 *Howitzer* should be sent?
Yes **No** If **No**, please indicate below the mailing address for your club's complimentary copy of the 2004 *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	Daytime Telephone Number
	Zip	

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*. The only alteration that can be made is to reduce or enlarge your advertisement to ensure that it conforms to the size ad specified. If the camera-ready advertisement is generated via a laser printer, please ensure that it is outputted at no less than 600 dots per inch (dpi), although 1200 dpi is preferable. Any resolution less than 600 dpi will greatly reduce the quality of the final product.

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 either on a disk, via E Mail, or in hard copy format. Please do not take images off the World Wide Web 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. What format is needed if I send my advertisement in a digital form?

A. Ads generated using desktop publishing software must be saved in a .tif format and must be at least 300 dpi. Since all ads are printed in black and white, all ads should be saved in a grayscale mode. We will not accept any electronic advertisements that are in a file format other than the .tif file format.

Q. Can I use photographs in my advertisement?

A. You may use photographs in your advertisement; however, you must use original pictures. Please do not scan in pictures and then output to a laser printer. Final print quality will be significantly reduced unless original photographs are used.

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

A. Yes, the *Howitzer* will gladly mail or fax you a copy of the advertisement we have designed for your approval prior to publication. If you select this option, please ensure that we have either a delivery address to which we can FEDEX your advertisement or a fax number.

Additional questions should be addressed to the Office of Cadet Publications at 845-938-2780/7989.