



Westmoreland Hockey Association Yearbook 2011 – 2012

We would like to announce the 2011 – 2012 WHA Yearbook. The WHA yearbook is different than the traditional Laurel Tournament Ad book that we have published in the past. We have revamped the format and content of the book, so that it is thought of as a memento for the player/parents. We have also limited the size of the ads to 1/4 page, 1/8 page and Patron Ads (limit of 70 characters).

The yearbook is very similar to the yearbooks that our local elementary schools provide. The yearbook will contain the following:

- Team pictures
- Individual pictures of each player (head shot) w/ player name, number and position listed
- Individual pictures of coaches
- Action photos from home games (photographer to attend specified games & practices)
- 1/4 page, 1/8 page & patron ads sponsored by family, friends or businesses
- Collage pages containing pictures submitted by each team

All WHA players will receive a copy of the 2011 – 2012 WHA Yearbook at the end of the season. Additional yearbooks can be purchased as well.

The photographer, who was selected to shoot our annual individual/team pictures, will be producing the yearbook. The photographer will be taking 2 pictures of each player: a head shot and a full body shot. The individual pictures taken of the players can easily be added to the yearbook through an on line system.

A 1/4 page ad (\$45) is a mandatory fundraisers for the 2011 – 2012 season for all teams, except Mites.

All additional ads submitted by a player (not including the mandatory \$45 ad), will earn the player 75% of the cost of the ad as a credit towards their season dues.

Ad Size:	Ad Cost:	75% Player Credit for additional ads:
Quarter Page (4" wide X 5" high)	\$45.00	\$33.75
Eighth Page (4" wide x 2.5" high)	\$30.00	\$22.50
Patron Ad (2 lines – 70 characters total)	\$15.00	\$11.25

Ad sponsors can design an ad and submit the design with their order form. Ad sponsors can also add casual pictures not taken by the photographer to their ad. Pictures can be included with the ad order form or e-mailed to yearbook@westmorelandhockey.com, hard copies of pictures will not be accepted.

*Final deadline for submitting ads is **November 21, 2011.***