

2023 SYLLABUS YEARBOOK NORTHWESTERN UNIVERSITY

**BUILDING
MOMENTUM**

*reflect
reimagine
reunite*

Published by Students Publishing Company • 1999 Campus Drive, Evanston, IL 60208 (847) 491-7206 • syllabus@northwestern.edu

Fall 2022

Dear Northwestern Parent:

We know how proud you are that student will soon graduate from Northwestern University. To help honor your graduate and commemorate their journey, we are inviting you to place a **Senior Ad** that will be printed in the 2023 Syllabus, the official Northwestern undergraduate yearbook.

To get you started, we've included some sample ads on the back of this letter. Whether you write a few words or a longer note, all kinds of messages are welcome and can be submitted by anyone—parents, friends, or other relatives. You may include a picture from your student's younger days, one from last year, or none at all.

All ads will be printed **IN COLOR** and the student's first and last name will appear at the top. Your message will be printed **EXACTLY** as submitted—so please print clearly or type your text to ensure correct spelling.

Digital high-resolution images, ad text, and contract forms (scanned) may be sent electronically to syllabus@northwestern.edu and payment can be made online at nusyllabus.com/senior-ads. Forms, printed copies of ad content may also be mailed with payment (check payable to Students Publishing Co.):

Students Publishing Company, 1999 Campus Drive, Evanston, IL 60208

DON'T DELAY: THE DEADLINE IS WEDNESDAY, NOVEMBER 23, 2022.

The yearbook staff looks forward to including your Senior Ad in the 2023 Syllabus. For more information, visit www.nusyllabus.com, call **847-491-7206**, or email us at syllabus@northwestern.edu.

Also, be sure to follow us on Facebook and Instagram for updates, upcoming events, and pictures of our beautiful campus!

Enjoy your student's last year at Northwestern!

Helen Zhu

Editor, 2023 Syllabus

P.S. Buying a Senior Ad **DOES NOT** mean that you have purchased a 2023 yearbook, so consider ordering your copy now! Complete the Order Form and include it with your Senior Ad Contract. For your convenience, you may write one check to cover the cost of your Senior Ad **and** the 2023 yearbook.

Thomas Smith



Then...

Our pride and joy, you became an excellent student, showing remarkable creativity.



Now...

Always a start, and a character, whichever side of the camera you were on.



Soon...

And now you are a serious talent!
Congratulations – The Class of 2019!

AD COSTS

1/2 page \$175

1/4 page \$115

1/8 page \$75

NOTE: Ads will be printed in full color.

SAMPLE ADS

These represent a few ideas and sizes for your Senior Ad. Your ad will appear slightly larger in the yearbook, but in the correct proportion. Please keep in mind the size of your ad when sending in pictures and text. We would be happy to scan a picture, or you may send one via email to syllabus@northwestern.edu

John Smith

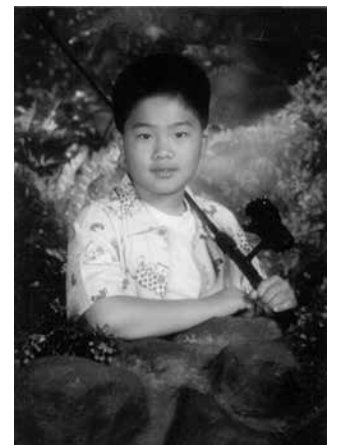
CONGRATULATIONS on your graduation from NU!
God bless you—my son!

Love you very much!
Mom, Dad, sister and brother



Megan Smith

You rock!!
The world is yours.
Love mamá, papá
y Stav



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STUDENT'S FIRST AND LAST NAME _____

(as you would like it to appear at top of ad)

Please print all information clearly.

Parent / Purchaser's Name _____

DAYTIME PHONE _____

Address (Street, City, State, Zip) _____

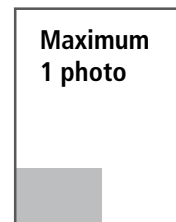
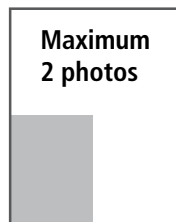
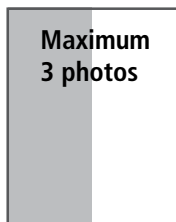
CHECK ONE: I am sending _____ images and text by email OR I am mailing _____ photos to be scanned.

(number) (number)

Please return these pictures to me.
I am including a SASE*

Email Address *(required if submitting text or images via email)* _____

CHOOSE AN AD SIZE AND CHECK THE BOX BELOW:



FULL PAGE
\$300
8 3/8 x 11"
(8.375 x 11")

1/2 Page (V)
\$175
4 x 11"
(4 x 11")

1/2 Page (H)
\$175
8 3/8 x 5 3/8"
(8.375 x 5.333")

1/4 Page
\$115
4 x 5 3/8"
(4 x 5.333")

1/8 Page
\$75
4 x 2 1/2"
(4 x 2.5")

PRINT YOUR MESSAGE in the space below – or attach a printout.

The student's first and last name will appear at the top of each ad. PLEASE keep in mind the size of the ad when sending photos and wording. A full page is about the size of this sheet. All ads and photos will be printed in full color.

If you have HIGH QUALITY digital images, you may email them to syllabus@northwestern.edu. (This is better than mailing a printout of a digital image.) Text for the ad may also be sent by email, but we **MUST RECEIVE PAYMENT** with this form to process the ad. **DON'T DELAY – Deadline is November 23, 2022**

Message: _____

If you need more space for the message please attach a typewritten sheet, word file or include the text with the photo submission email.

*To have scanned photos returned, please write the student's name on the back of each and include a Self-Addressed, Stamped Envelope.

Scan this completed form and email to syllabus@northwestern.edu & pay online at nusyllabus.com/senior-ads
Or mail the form with a check made payable to **Students Publishing Company** at:
Students Publishing Co., 1999 Campus Drive, Norris - 3rd Floor, Evanston, IL 60208
QUESTIONS? Call (847) 491-7206 or e-mail syllabus@northwestern.edu

FOR OFFICE USE ONLY
Amount Paid: Check No:
Date Paid: Initials:
No. of Photos Sent: Return: Y N ___
Scanned: ___ Email: